



## Case Study – Online Business – Digital Marketing



**Client** : Dr Ranjit Kumar – Confydentz

**Industry** : Health Care

**Strategy** : Search Engine Optimization

**Year** : November 2017

### Challenge:

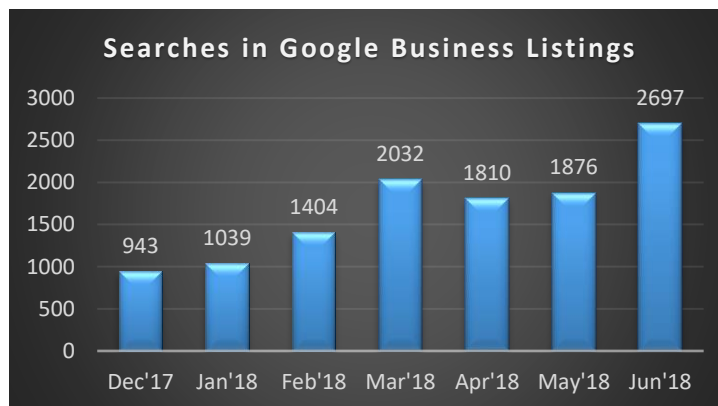
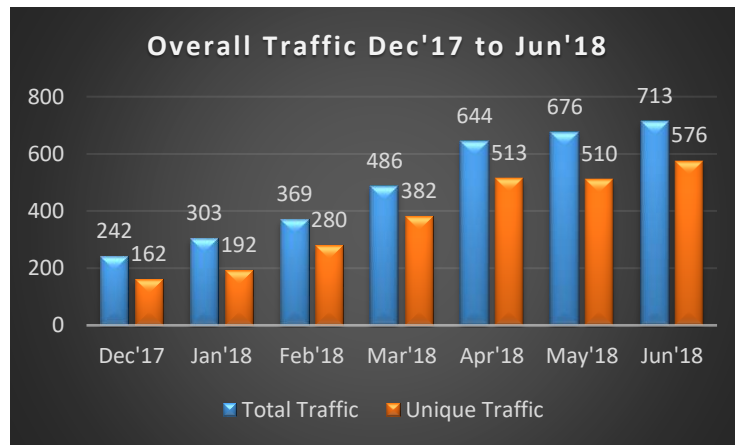
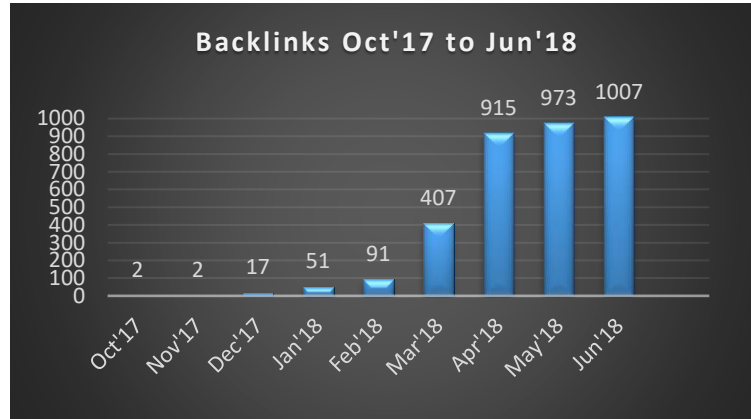
Confydentz is a state of art Dental & Maxillofacial facility in Guntur, which is committed to fulfillment of all dental needs. Dr Ranjit Kumar has approached Samskriti Business Solutions to make it web appearance effective through the application of online marketing SEO.

### Key Focus:

Increasing web traffic, enhancing ranking positions and getting appointments for services provided by Confydentz Dental Hospital.

### Solutions:

- Over the period since November 2017, we have generated unique visitors from different sources through our online marketing efforts.
- We have improved ranking positions in google search for all keywords targeted and most of them are in first page search results.
- In October 2017, in first phase keywords only 2 were getting ranked in google, now around 49 are getting ranked in google.
- We have improved DA, PA for the site. In October DA-1 PA-1, in July it has increased to DA-14 PA-21.
- Improved backlinks to the site. In October there were back links, in July they have increased to 1574 links from 40 unique domains.
- Initially, when we started the project, ranking for confydentz domain name was not in 1<sup>st</sup> place and there were no site links displayed in google. As we are regularly working on the website, ranking for domain name came to first position and site links are getting displayed for confydentz in Google search engine results page.



**Client Testimonial:**

I am extremely satisfied with the services provided by your team. Especially Sirisha was very helpful & always available for any assistance I needed even on holidays.