

SAMSKRITI BUSINESS SOLUTIONS

One-Stop Solution for All Your Digital Marketing Needs

SEO | PAID DIGITAL | SOCIAL MEDIA | AFFILIATE MARKETING | LEAD ENRICHMENT | WEB DESIGN AND DEVELOPMENT

CASE STUDY – MKFAC



Client

Dr Pradeep Moonot

Industry:

Health Service

Strategy:

Search Engine Optimization, Social Media Optimization

Year:

Since March 2024

CHALLENGE:

Dr Pradeep Moonot is an orthopedic surgeon and foot and ankle specialist at the Mumbai Knee Foot and Ankle Clinic (MKFAC). He specializes in knee surgery, sports medicine, and foot and ankle surgery. He is also known for his work in ligament reconstruction, arthroscopic surgery, revision knee surgery, and complex fractures and trauma of the knee joint. He is a member of the Indian Foot and Ankle Society, Bombay Orthopaedic Society, and Indian Orthopaedic Association.

Dr Pradeep Moonot, conducts parallel programmes for surgeons and physiotherapists with cadaveric workshop, academic and walkathons.

So Dr Pradeep Moonot approached Samskriti Business Solutions to build his online presence and reputation with professional SEO and SMO services.

KEY FOCUS:

Increasing traffic to website, enhancing online brand awareness, improve search ranking positions for Mumbai Location and in AI Tools.

RESULTS:

- Since April 2024, we have achieved a 259% increase in overall website visitors and traffic and 150% increase in Organic traffic.
- When we took over MKFAC, it was a new project without any optimization. We have since implemented complete optimization across the website.

- We also delivered a 100% increase in quality conversions, including Google Business Calls, Website Calls, and Leads.
- All brand and target keywords were strategically optimized to achieve first-page rankings on Google.
- Currently, more than 60 targeted keyword variants rank within the top three pages of SERPs, with over 40 keywords appearing on the first and second pages.
- Google Business Listing rankings have significantly improved, increasing from 18 keywords in the top three positions to 30 keywords in 2026.
- We have achieved 178 increase in calls from the Google Business Listing, growing from Apr 2024–Mar 2025 to Apr 2025–Mar 2026.
- Since last year, our target keywords have also been featured in Google search snippets, which has contributed to increased organic traffic to appointment pages.
- This year for foot and ankle-related keywords in Mumbai, Dr Pradeep Moonot (MKFAC) ranks within the top three positions on AI platforms such as ChatGPT and Perplexity.

