

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 - CONFYDENTZ



Client

Dr Ranjit Kumar

Industry:

Health Care

Strategy:

Search Engine Optimization

Year:

Since November 2017

CHALLENGE:

Confydentz was an emerging state-of-the-art Dental & Maxillofacial facility in 2017 that is dedicated to providing advanced care and treatment for various dental problems. To effectively reach out to the local population in need of dental care, it was crucial to rapidly improve their search rankings and online presence.

Dr. Ranjit Kumar approached Samskriti Business Solutions, seeking our SEO services to swiftly enhance his online reach and visibility within a given timeframe, which was limited.

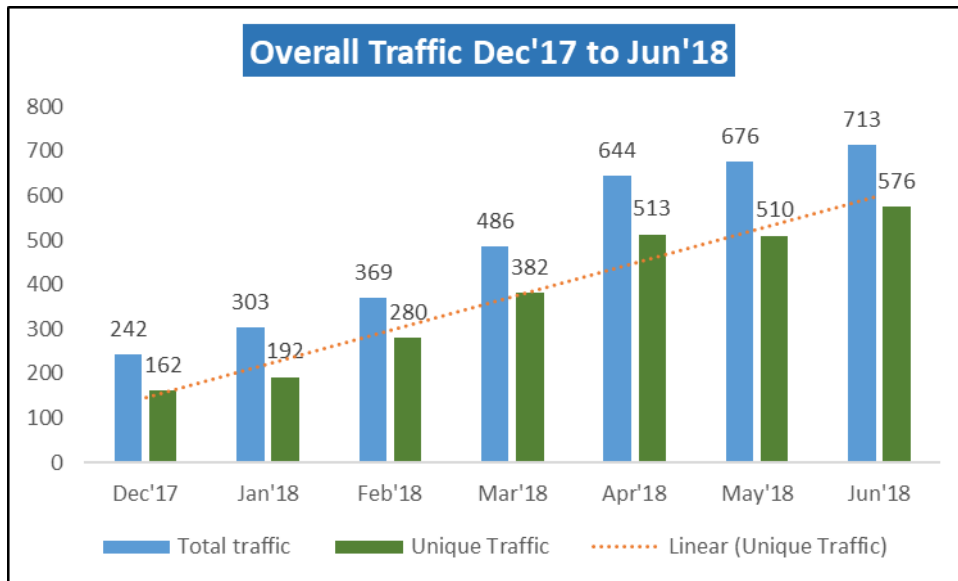
KEY FOCUS:

Increasing organic web traffic, enhancing the search ranking positions, generating quality leads for service appointments

RESULTS:

- ✓ Initially, the Confydentz domain name did not rank in the first position and lacked site links on Google. However, consistent website optimization efforts have resulted in the domain name ranking first and the display of site links in Google search engine results page.
- ✓ Generated a significant number of unique visitors from various sources through effective online marketing efforts since November 2017.
- ✓ Witnessed a substantial increase in the number of ranked keywords on Google, from only 2 in October 2017 to approximately 49 currently.

- ✓ Achieved notable improvements in keyword ranking positions on Google search, with a majority of targeted keywords now appearing on the first page of search results.
- ✓ Successfully enhanced the site's Domain Authority (DA) and Page Authority (PA), with significant growth observed from DA-1 and PA-1 in October to DA-14 and PA-21 in July.
- ✓ Significantly improved the number of backlinks to the site, increasing from a mere 40 backlinks in October to an impressive 1574 links from 40 unique domains.
- ✓ Overall, the implemented strategies have successfully boosted online reach, improved keyword rankings, increased domain authority, expanded backlink portfolio, and enhanced the overall visibility of Confydentz in the online sphere.



TESTIMONIAL:

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

- Dr Ranjit Kumar P.M.D.S, FICOI, Confydentz