

# 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 - DIVI ORTHOPAEDIC & REHAB CENTER



**Client**

*Dr. Divyesh Bukalsaria*

**Industry:**

*Health Service*

**Strategy:**

*Search Engine Optimization, Social Media Optimization, Pay Per Click Management*

**Year:**

*Since August 2024*

### CHALLENGE:

Divi Orthopaedic & Rehab Center, founded by Dr. Divyesh Bukalsaria, a leading robotic joint replacement and trauma surgeon in Mumbai, was established with a vision to provide advanced orthopaedic care under one roof. The center focuses on delivering swift, comprehensive, and patient centric treatment.

Dr. Bukalsaria approached Samskriti Business Solutions to grow his clinic digital presence and create a strong, positive brand image through various online mode of marketing mix.

### KEY FOCUS:

Scaling website traffic while building strong brand visibility, improving search engine rankings, and establishing a dominant local presence through Google Business optimization.

### RESULTS:

- ✓ Since August 2024, we have Achieved **666% growth in overall traffic** from 2024 to 2025, indicating a significant surge in total website traffic.
- ✓ Through organic reach & consistent SEO and organic marketing efforts, we have achieved a **57.9% increase in organic users** and a **57.2% growth in organic sessions**.

- ✓ Out of 100 targeted keyword variants, we have achieved excellent rankings with 68 keywords appearing within first page of SERPs.
- ✓ Over 110+ targeted keywords are ranking on top 5 pages of google.
- ✓ Through organic reach and branding strategies, we achieved **123% growth in Instagram followers** (64 to 143) and **19% growth in Facebook followers** (140 to 166) from 2024 to 2025.

