

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 – FOCUS DENTAL CARE



Client

Dr Ajay Krishna

Industry:

Health Service

Strategy:

Search Engine Optimization, Pay Per Click Management, Web Design & Development

Year:

Since March 2024

CHALLENGE:

Focus Dental Care is a leading dental hospital in Hyderabad, with two branches located in Gachibowli and Jubilee Hills. The clinic offers a comprehensive range of dental services, including General Dentistry, Cosmetic Dentistry, Dental Implants, Smile Makeover/Smile Designing, Full Mouth Reconstruction, and Fixed Teeth in 3 Days, Invisalign Braces, and Root Canal Treatments for both national and international patients.

Dr Ajay Krishna, a renowned Prosthodontist and Implantologist in Hyderabad, is the founder of Focus Dental Care. He is an award-winning dentist, recognized as Hyderabad's Best Dentist in 2015 and honoured with the Health Business Leader Award in 2014.

Dr Ajay Krishna approached Samskriti Business Solutions to build his online presence, and capture more qualified leads using professional SEO and PPC services.

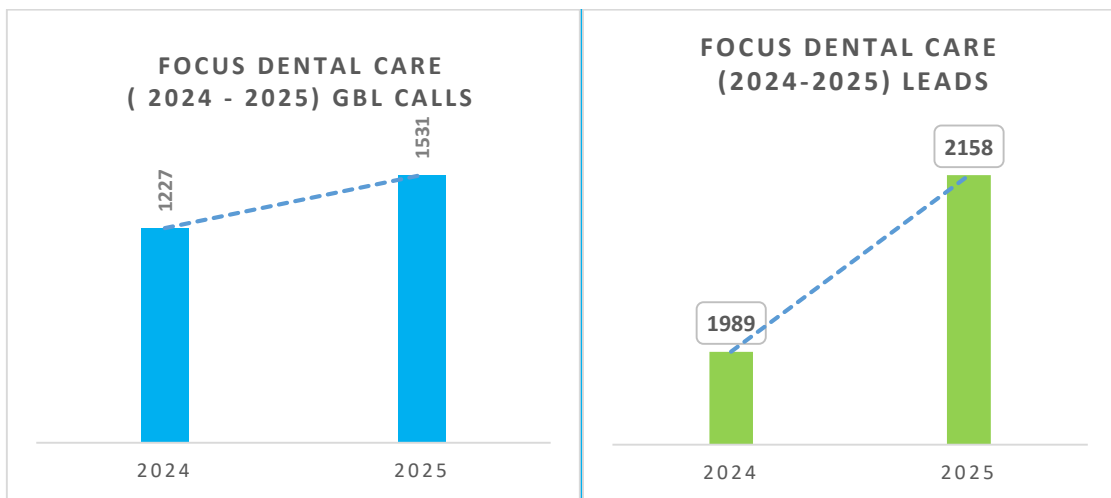
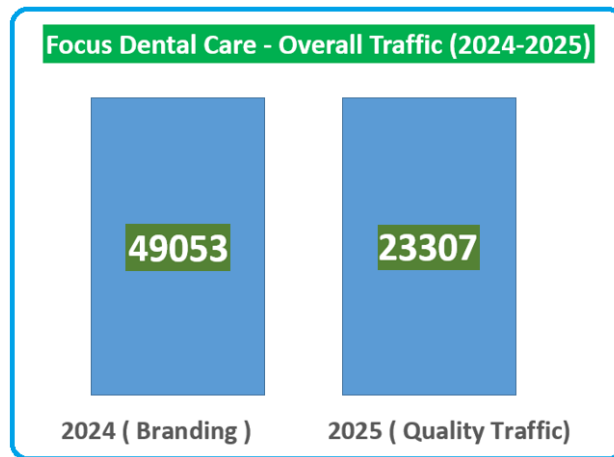
KEY FOCUS:

Increasing traffic to website, enhancing online brand awareness, improve search engine ranking positions for Gachibowli and Jubilee hills locations to enhance the leads in the form of patient enquiries.

RESULTS:

- ✓ In early 2024, most of the targeted keywords were ranking on the 2nd and 3rd pages of Google search results. After implementing strategies for Gachibowli and Jubilee Hills, rankings improved significantly, with many keywords moving to the 1st page.

- ✓ Currently, 60 keywords are ranking on the 1st page, and 30 keywords are ranking on the 2nd page of Google.
- ✓ In 2024, PPC efforts were primarily focused on brand campaigns, which helped drive higher paid traffic and supported overall SEO growth.
- ✓ In 2025, we started receiving more qualified and relevant leads while running treatment specific campaigns.
- ✓ The website is now ranking well in AI-driven search platforms for key dental services across both Gachibowli and Jubilee Hills, along with strong visibility for branded keywords related to the hospital and its dentists.



TESTIMONIAL:

"I am very pleased to post a review for Samskriti and team, I have been using there services since last 2 yrs and very much satisfied with the results and the courteous nature of the staff, they have been giving me on time A-Z solutions related to web based solutions and social media. I would definitely recommend there services to anybody looking for complete digital solutions. Thank you very happy to partner with u guys."

Dr Ajay Krishna BDS, MDS, Prosthodontist and Implantologist

Focus Dental Care