

Case Study on Online Marketing



<http://www.healinghandsclinic.co.in/>



VIDUSHI Infotech

Software Solutions Provider Pvt. Ltd.

<http://www.vidushiinfotech.com/>

The Background

Healing Hands Clinic – Located in Pune – Since 2009, an ISO 9001:2008 certified & ECTA (European Colorectal Technology Association) recognised clinic, provides innovative and minimally invasive cure for various lifestyle diseases such as Piles (Mulvyadh), Constipation, Hernia, Fistula, Fissure, Rectal Prolapse, Pilonidal Sinus, Varicose Veins & Digestive Diseases.

Healing Hands Clinic contributes to the Health and Wellbeing of Patients with the only belief – **"CURING WITH CARE"**.



Striving for Digital Presence and Brand Recognition

This project initiated with a complete Market Analysis which demonstrated improper digital presence; declining the number of unique visitors, customer engagement and leads. Unfortunately, due to lack of search engine optimization (SEO) methodologies, the website witnessed low ranking for the targeted keywords in search engine result page.

On monitoring the website performance based on traffic, ranking & conversions, HHC approached Vidushi Infotech for SEO, PPC and Social Media Activities to improve their digital online presence; thereby generating leads & high qualified traffic.

The Challenge

- ✦ To improve local business online presence with defined goals
- ✦ To rank high in the search engines, particularly Google search result
- ✦ Earn back links for the website to increase popularity
- ✦ Generate leads through organic search engine optimization
- ✦ Increase local citation of business

The ultimate aim was to outperform the competitors to gain online presence and brand recognition.

Implementing Solution & Initial Change

Vidushi Infotech proposed a *Five-Step SEO Plan* to Healing Hands Clinic.

- ✦ **Step 1:** Optimize the website, exploring digital marketing channels
- ✦ **Step 2:** Content Analysis and Sitemap Analysis
- ✦ **Step 3:** Implement Link Earning Activity to increase site's link popularity
- ✦ **Step 4:** Integrate "Search Engine-Friendly" elements into the site
- ✦ **Step 5:** Map the targeted keywords to their respective landing page

Once all the site improvements were completed, we shifted our gears to reconstruct the landing page to be more conversation-driven.

Content Optimization Activities



Traffic Generation

Results Analysis within 180 Days

Boost Website Traffic

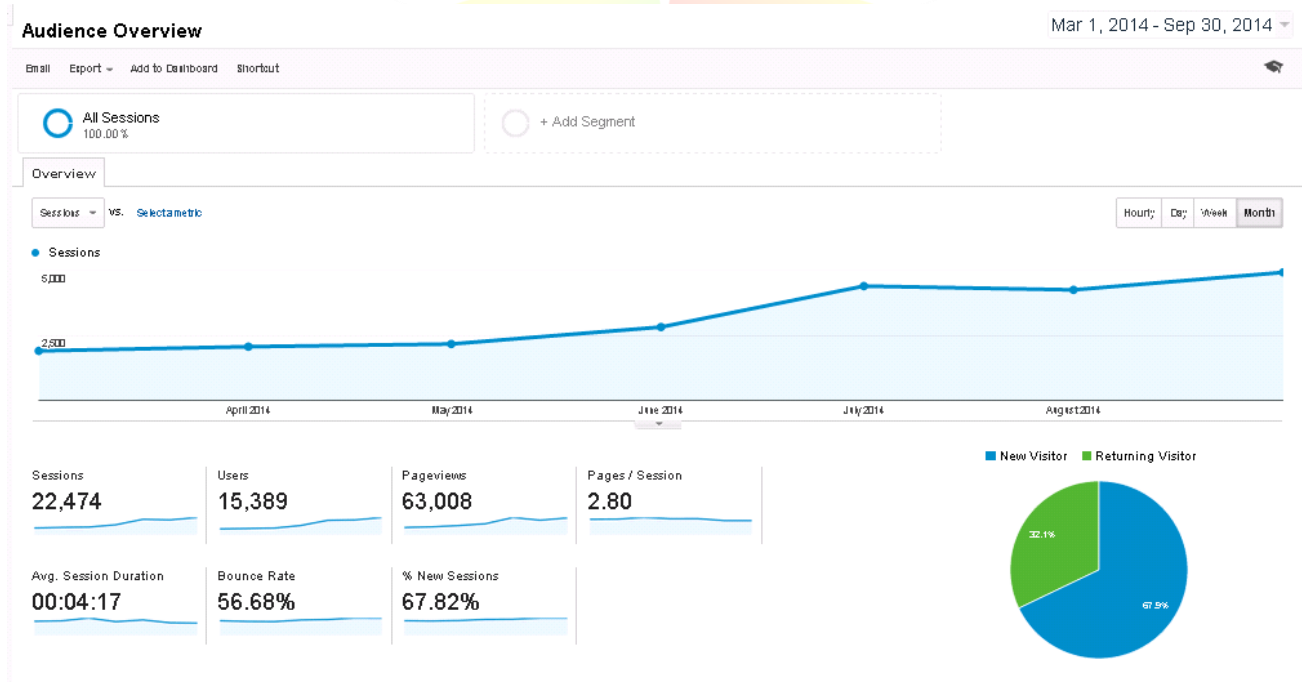
44.16%

Organic Traffic Progress

71.04%

All Keywords Listed on first page of Google result pages

Overall Traffic Improvement- Over the Last 180 Days

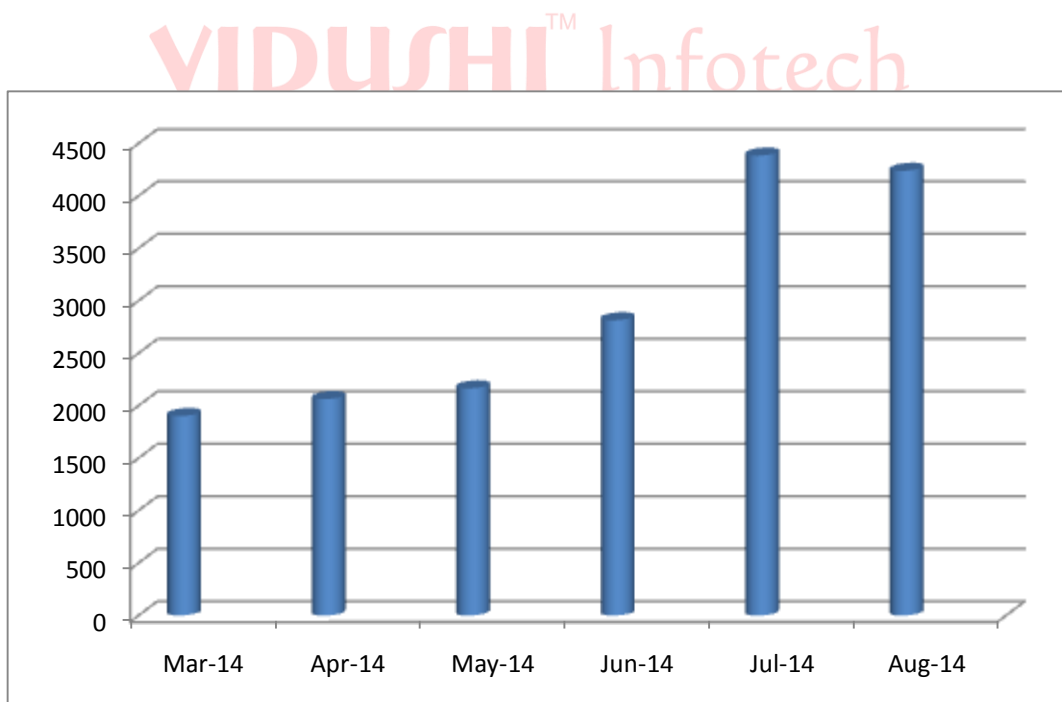


Overall Traffic- City-Wise Distribution

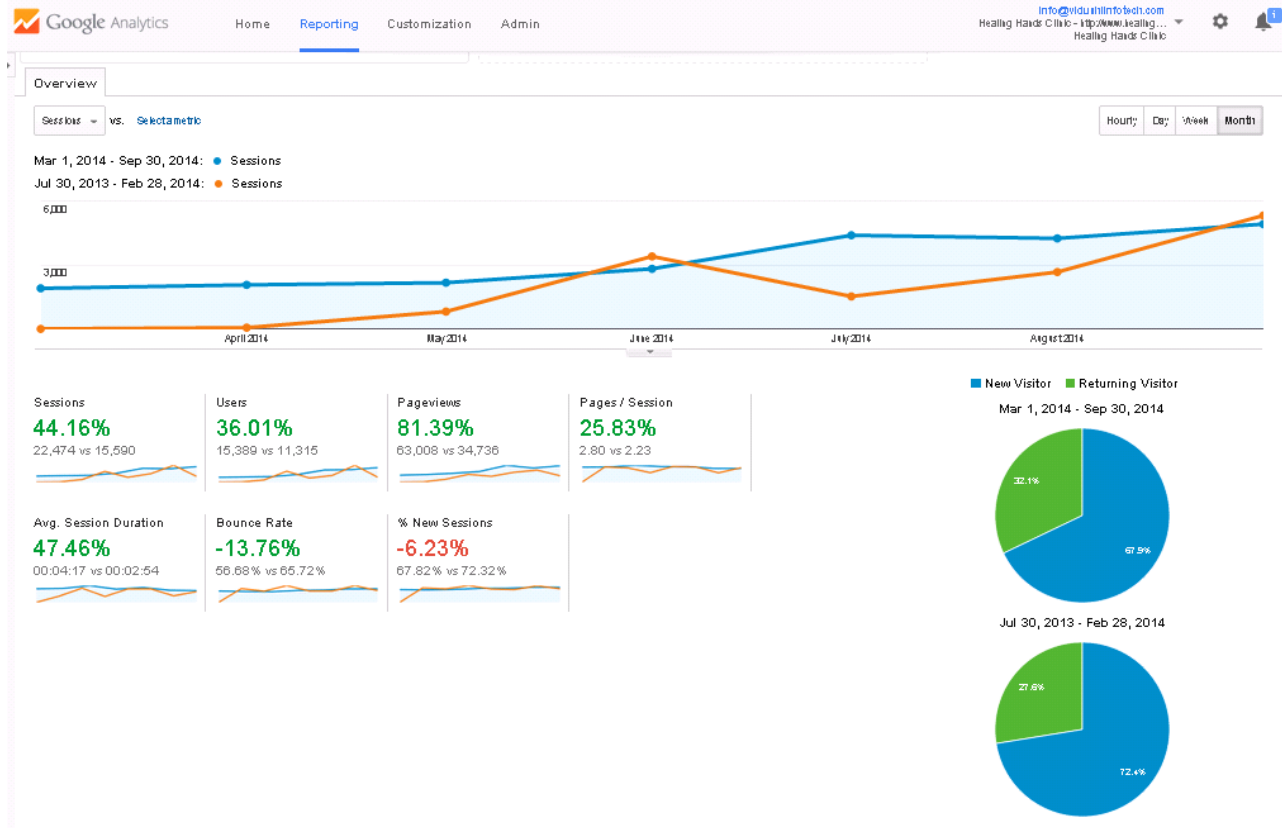
City	Sessions	% Sessions
1. Pune	8,685	38.64%
2. Pimpri Chinchwad	3,737	16.63%
3. Mumbai	3,322	14.78%
4. (not set)	721	3.21%
5. Bangalore	622	2.77%
6. New Delhi	593	2.64%
7. Jaipur	515	2.29%
8. Granada	256	1.14%
9. Ahmedabad	214	0.95%
10. Hyderabad	211	0.94%

Overall Traffic Graph- Over the Past 180 Days

The graph represents a continuous rise in traffic over 180 days.

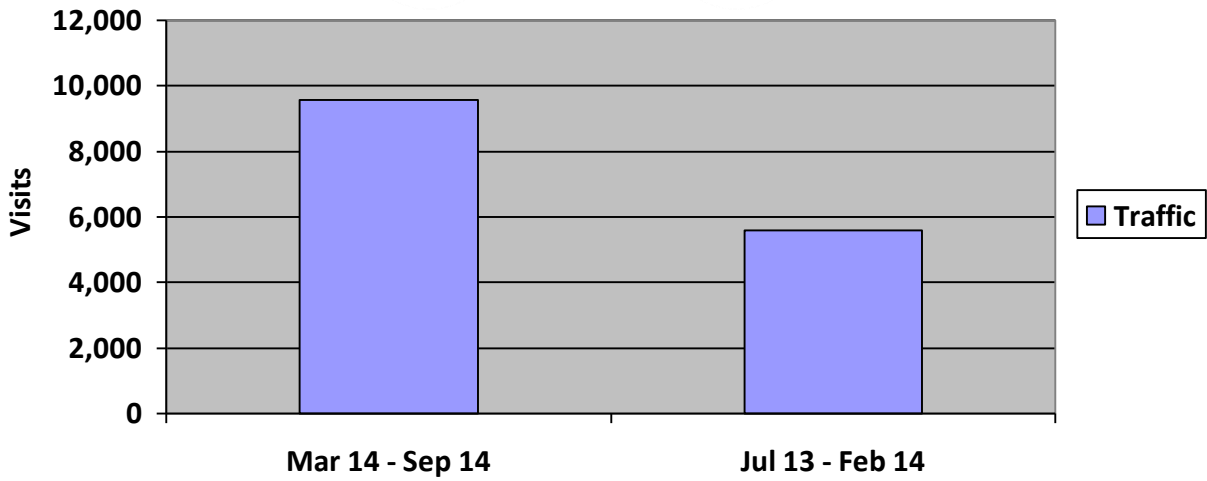
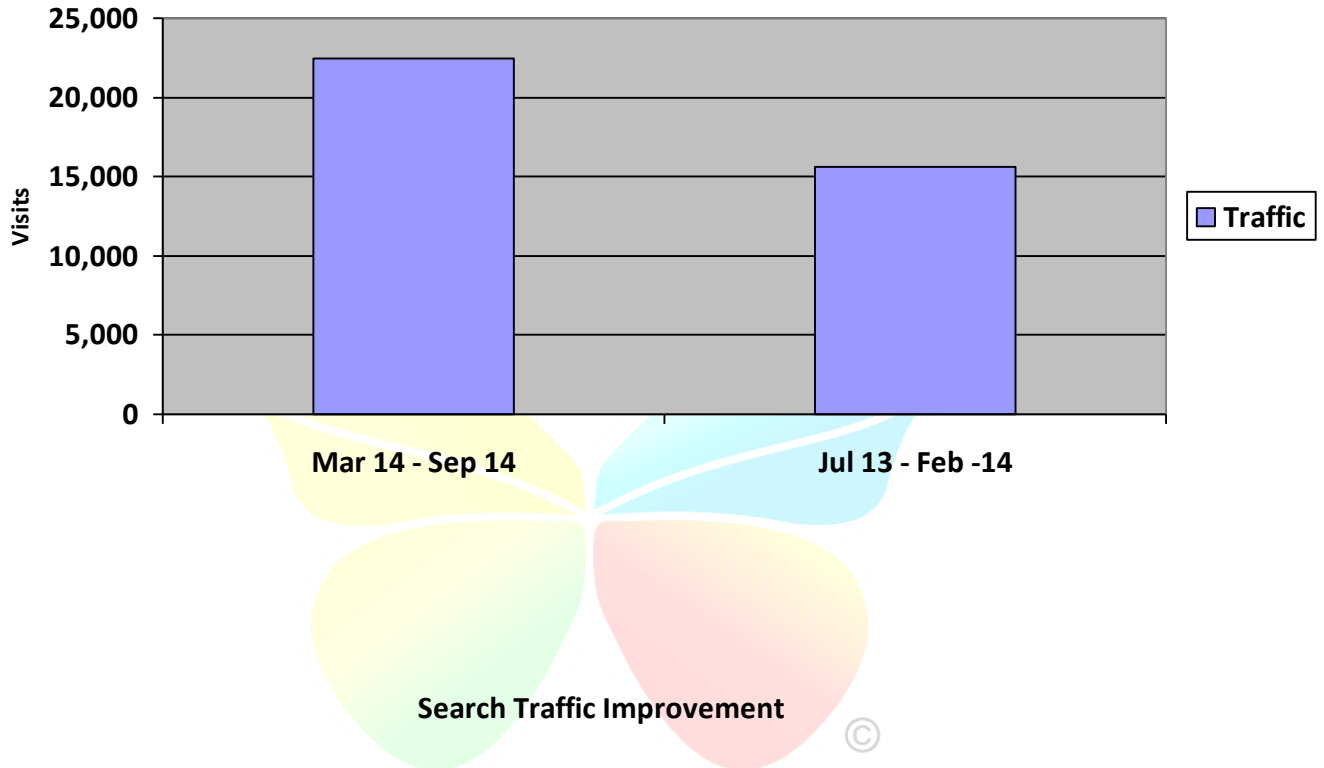


Traffic Comparison



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Overall Traffic Improvement



Keyword Ranking Status

Statistics representing the keyword ranking status- From March'14 to September '14

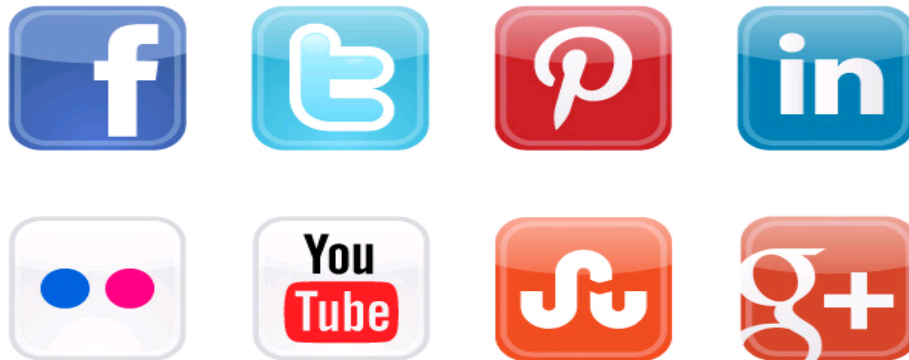
Sr. No	Target Keywords	Ranking	
		Page	Position
1	Prolapse surgery in pune	1	1
2	Constipation Treatment in Pune	1	1
3	Constipation Doctor in Pune	1	1
4	Constipation Surgeon in Pune	1	1
5	Defecography in Pune	1	1
6	Fistula Surgeon in Pune	1	1
7	STAPLER Surgery for Piles in Pune	1	1
8	STARR Surgery in Pune	1	1
9	Painless Piles Treatment in Pune	1	2
10	Piles Treatment in Pune	1	3
11	Piles Surgeon in Pune	1	3
12	Piles Operation in Pune	1	3
13	Hernia Doctor in Pune	1	3
14	Fistula Clinic in Pune	1	3
15	STAPLER Surgery in Pune	1	3
16	STAPLER Surgery Doctor in Pune	1	3
17	Piles Clinic in Pune	1	4
18	Piles Hospital in Pune	1	4
19	Hernia Clinic in Pune	1	4
20	Fistula Treatment in Pune	1	4
21	Fistula Doctor in Pune	1	4
22	Hernia Surgeon in Pune	1	5
23	STARR Surgery	1	5
24	Piles Doctor in Pune	1	6
25	Hernia Treatment in Pune™	1	6

The above result shows a drastic improvement in the targeted keywords within the span of 180 days.

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Social Media Statistics

<u>Channel</u>	<u>Popularity</u>
Facebook	7172 Followers
Twitter	7490 Followers
Google Plus	202 Followers
LinkedIn	500+ connections
YouTube	4980 subscribers / 87,445 views



Conversions through Overall Traffic

Source / Medium	Goal Completions	% Goal Completions
1. google / organic	874	57.84%
2. (direct) / (none)	285	18.86%
3. google / cpc	272	18.00%
4. dailymotion.com / referral	11	0.73%
5. bing / organic	9	0.60%
6. li223-44.members.linode.com / referral	9	0.60%
7. yahoo / organic	8	0.53%
8. ask / organic	4	0.26%

**INTERESTED in Giving Your Website a BOOST
with IMPROVED USABILITY and CONVERSIONS
RATE?**

Feel Free to Reach Us at:

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