

# 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 - Dr CHIRAG PATEL



**Client**

*Dr. Chirag Patel*

**Industry:**

*Health Service*

**Strategy:**

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

**Year:**

*Since August 2017*

### CHALLENGE:

Dr Chirag Patel, a fellowship-trained orthopaedic surgeon specializing in hip and knee joint orthopaedic conditions.

His extensive training at renowned medical centres in Australia, the United States of America, and Europe has made him a sought-after orthopaedics and sports injury specialist in Surat. However, his online presence and digital popularity was at its lowest since he has not been active on digital media. Having shifted his base to Mumbai, he recognized the need for boosting his online presence in order to reach out to a wider set of patients that are in need of his services.

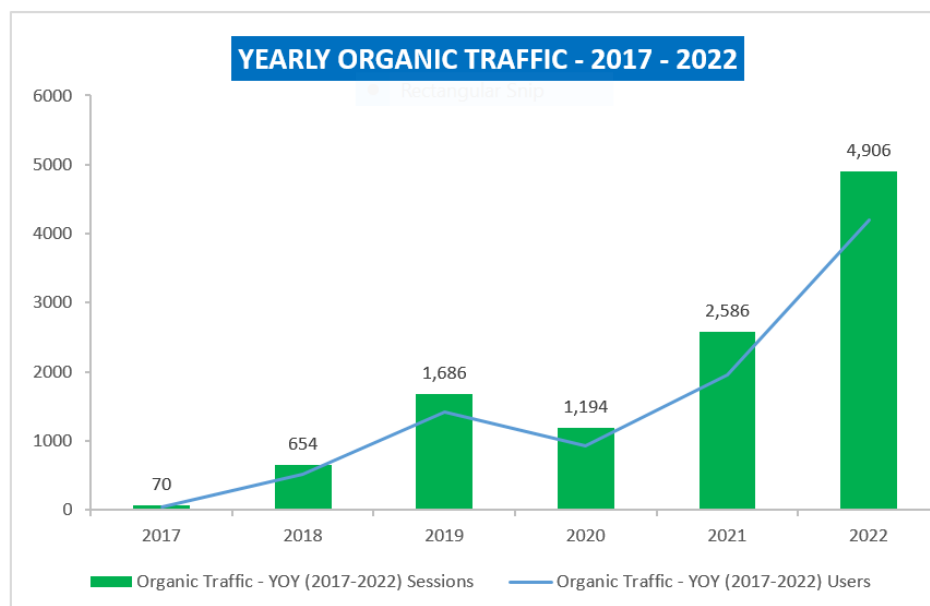
Establishing an online presence and building a brand in a highly competitive city like Mumbai can be a daunting task without right digital marketing support. Dr Chirag Patel reached out to Samskriti Business Solution to boost his online brand presence, visibility and popularity by leveraging SEO and SMO services.

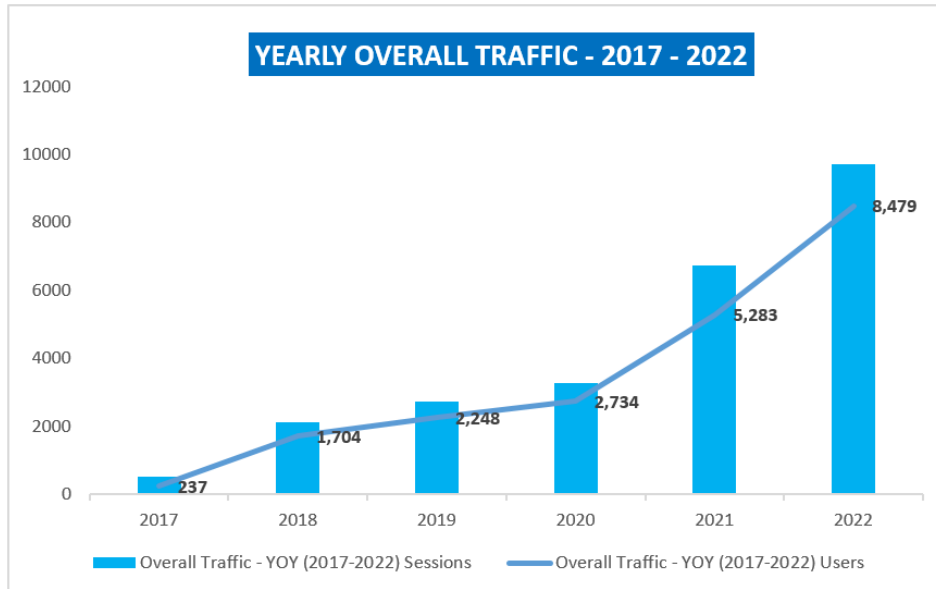
### KEY FOCUS:

Increase organic web traffic, enhance brand awareness and improve search engine rankings and relevant social media metrics.

## RESULTS:

- ✓ Since August 2017, our dedicated online marketing efforts have resulted in an impressive 88% surge in the volume of traffic from various sources which showcases the effectiveness of our strategies.
- ✓ Through our comprehensive campaigns, we have consistently generated high-quality leads across multiple channels, including direct, organic, social, and referral.
- ✓ Prior to the pause in activations due to COVID-19, our Surat location had achieved top keyword positions, highlighting our ability to dominate local search rankings and capture the attention of patients in the area.
- ✓ As for Mumbai location, we have successfully achieved and optimized more than 50+ targeted keyword variants which helped us capture the attention of search engine users actively seeking relevant information.
- ✓ Our efforts have secured a notable array of branded keywords in top positions on Google Local Listings, boosting Dr. Chirag Patel's online presence and reinforcing his brand authority in the market.
- ✓ By excelling in both sponsored and organic search results with our carefully selected keywords, we have positioned Dr. Chirag Patel's practice in 1, 2 & 3 pages of Google search, increasing visibility and attracting a substantial number of leads.
- ✓ Looking ahead, Dr. Chirag Patel has now directed his focus towards further boosting the brand visibility and organic traffic from highly-competitive location of Mumbai.
- ✓ By leveraging our expertise and adopting a strategic approach, we are confident in our ability to elevate Dr. Chirag Patel's online presence, expand his reach, and achieve outstanding results for Mumbai location.





**TESTIMONIAL:**

*“My association with Samskriti Business started long before they actually handled my online business presence. My wife’s search for a good SEO/SMO/Web designer brought her to Samskriti Business Solutions and she hasn’t looked back since.*

*Having seen their work first hand in how effective they were in promoting online presence, it was a no brainer to engage Samskriti for my online campaign. As expected Samskriti has delivered on every front be it designing the website or online marketing.”*

**Dr Chirag Patel, MS,  
Consultant Joint Replacement & Orthopaedic Trauma Surgeon,  
Joints & Sports Clinic**