

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 ALLA GOPALA KRISHNA GOKHALE



Client

Dr Gokhale

Industry:

Health Service

Strategy:

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

Year:

Since January 2014

CHALLENGE:

Cardiothoracic Surgeon, Padma Sree Awardee Dr. Alla Gopala Krishna Gokhale is already a popular name in the cardiology field, primarily due to his presence in newspapers and television channels. However, despite his popularity, he was still a new name in the digital world in early 2014. Therefore, he aimed to build a solid foundation for his online presence to help him reach out to the general public who are in need of his medical expertise.

So we had to build the online presence right from the website development and then amplify it by using all digital channels using the essential digital marketing mix of SEO, PPC & SMO.

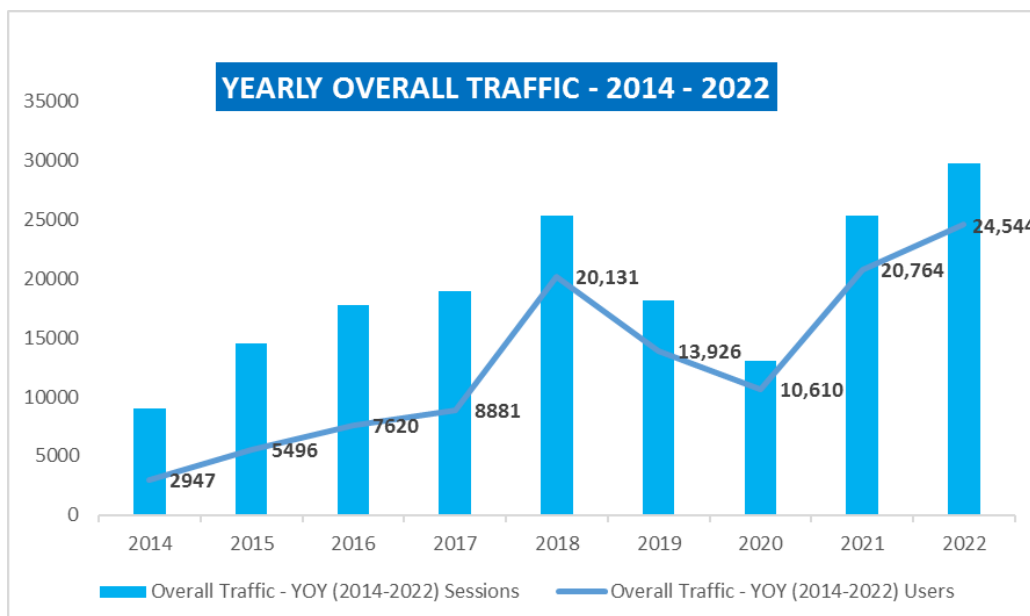
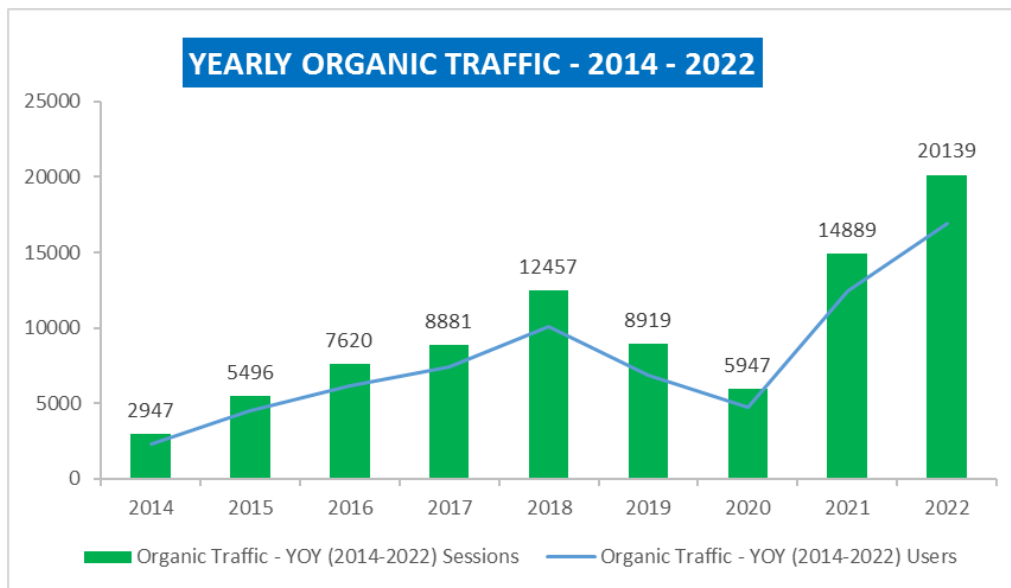
KEY FOCUS:

Building organic traffic, enhancing search engine ranking, improving brand awareness, and boosting social media following.

RESULTS:

- ✓ Achieved a remarkable 500% plus increase in traffic volume from different sources over the period.
- ✓ Achieved more than 160+ keywords in the top 3 pages of search engine results pages (SERPs) for targeted keyword variants.

- ✓ Increased Facebook followers from 200 to 7.1K likes using organic social media postings and respective organic reach alone.
- ✓ Secured top positions on Google Local Listings for all the desired sets of 30 keywords.
- ✓ Generated quality leads through all direct, organic, social, and referral channels with our consistent online marketing efforts.
- ✓ Our sponsored and organic search results rank highly for the specific set of highly-competitive keywords.
- ✓ Leveraging all online mediums, we have successfully amplified the positive brand image for Dr. Gokhale in the online arena.
- ✓ Our long association has helped us generate consistent results for Dr Gokhale. From a paltry 1900 in 2014, we have scaled the total traffic to almost 20,000, generating exceptional ROI, brand awareness, and reputation.



TESTIMONIAL:

"Our association with Samskriti Business Solutions has spanned over eight years. During this time, we have had the satisfaction of receiving assistance from a highly competent and passionate group who consistently delivered on their promises.

Their proficiency is truly impressive, and we wholeheartedly recommend their services to anyone in need of internet-based solutions. We extend our sincere thanks to them for contributing to our visibility among clients that need our help."

Dr Alla Gopala Krishna Gokhale, MS, M.Ch, DNB, SMP (IIM-C)
Cardiothoracic Transplant & Minimal access surgeon, Dr Gokhale
CT Associates