

# 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**

*Mr Jwalant S Mehta*

**Industry:**

*Medical*

**Strategy:**

*Search Engine Optimization, Social Media Optimization.*

**Year:**

*Since July 2018*

### CHALLENGE:

Mr. Jwalant S Mehta is one of the UK's top Children and Adult Spinal Surgeons based in Birmingham. A specialist spine surgeon and researcher, Mr. Mehta is also widely recognized as a leading authority in the UK for treating scoliosis and spinal deformity corrections.

However, despite his strong reputation within the tightly knit medical and patient community in the UK, Mr. Jwalant aimed to enhance his online presence to reach out to patients needing spinal condition treatment effectively. So Mr. Jwalant Mehta approached Samskriti Business Solutions to assist him in achieving this goal.

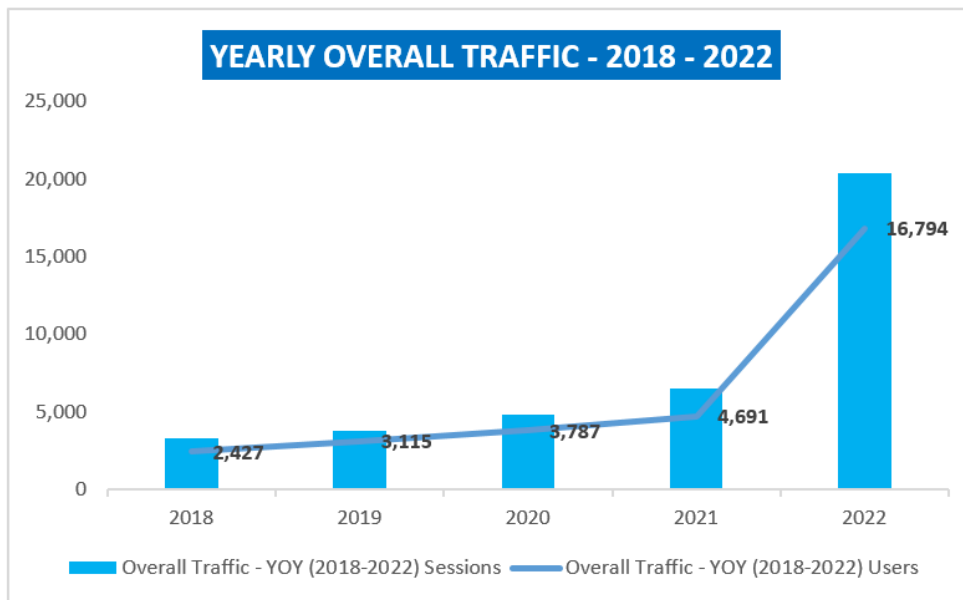
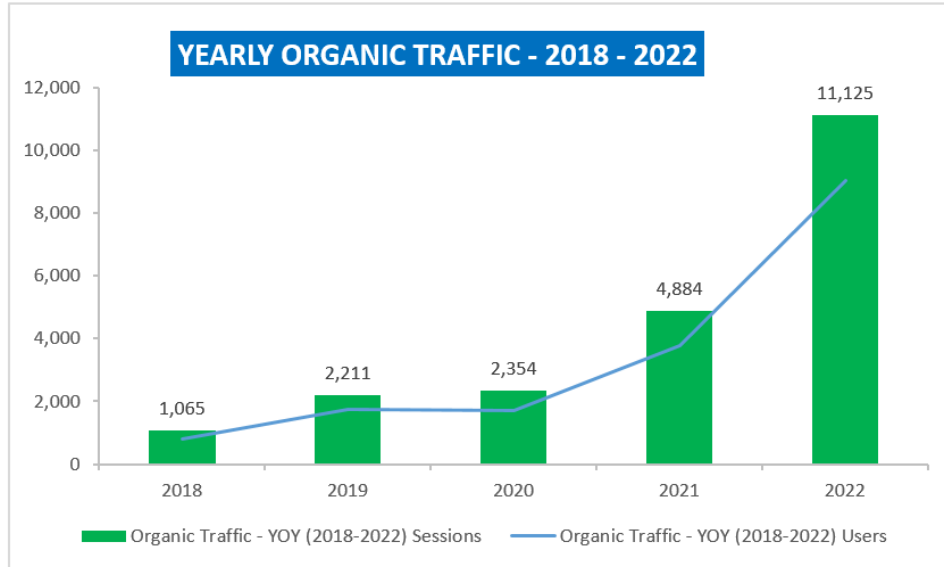
### KEY FOCUS:

Increasing organic website traffic, enhancing online brand awareness, improve search ranking positions for Birmingham, Solihull, Edgbaston, and Bromsgrove locations.

### RESULTS:

- ✓ Over the period since January 2018, we have generated a 86% increase in traffic volume from different sources through our online marketing efforts.
- ✓ Generated consistent, high-quality contact leads through all organic, referral, and social channels.

- ✓ We have achieved more than 100+ keywords on the first pages of Google search results for Birmingham, Solihull, Edgbaston, and Bromsgrove locations in the UK.
- ✓ More than 60 location-based keywords have achieved top positions on Google local search listings.
- ✓ Since last year, our target keywords have been showing on Google search snippets, so organic traffic for web and blog pages has increased.



**TESTIMONIAL:**

*“Sanskriti Business Solutions is a group of outstanding professionals with exceptional creative and networking talent. They have helped evolve and modernize my web presence and have helped me to reach out to my patients, current and future”*

**- Mr Jwalant S Mehta**