

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 NIRAJ L VORA



Client

Dr Niraj Vora

Industry:

Health Service

Strategy:

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

Year:

Since January 2012

CHALLENGE:

Dr Niraj L Vora is a highly acclaimed orthopaedic and joint replacement surgeon specialising in total joint replacement and trauma surgery. He is the leading authority in his niche who enjoys an exceptional reputation among the medical community in Mumbai.

However, in a fiercely competitive environment like Mumbai, relying solely on goodwill and reputation may not be sufficient to reach the most deserving patients. Dr. Vora recognized the need to significantly enhance his online presence and boost his reach in order to power his vision of helping as help as many patients as possible.

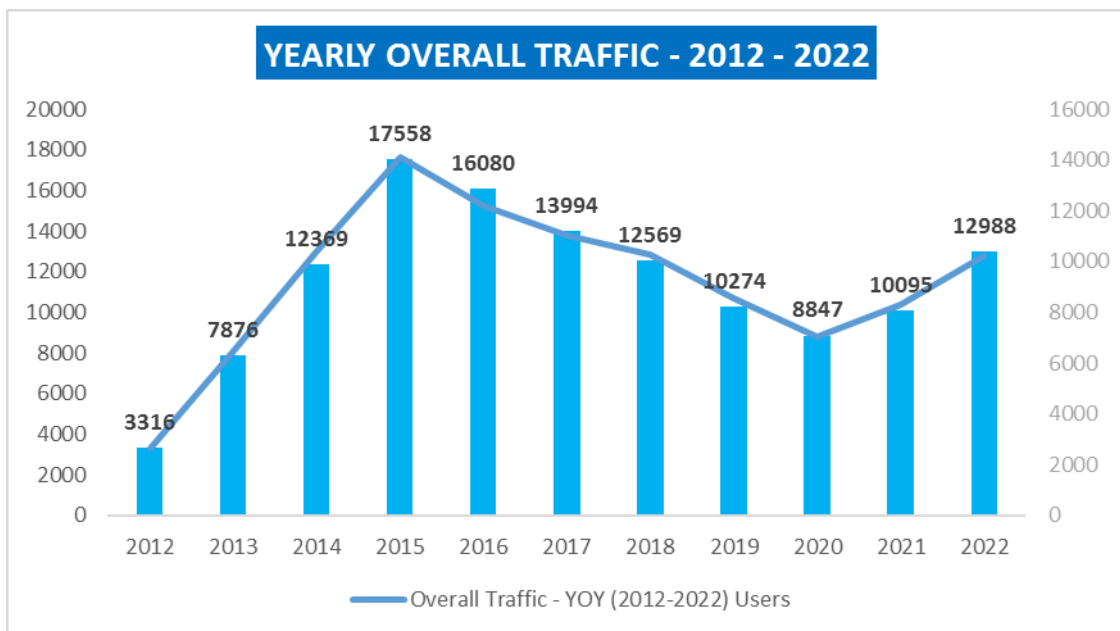
Dr. Niraj Vora's goal was to expand his online reach by boosting organic traffic. With the digital marketing support from Samskriti, he aimed to establish a brand image that seamlessly extends his offline popularity and promote his medical expertise to a wider audience by improving search engine rankings.

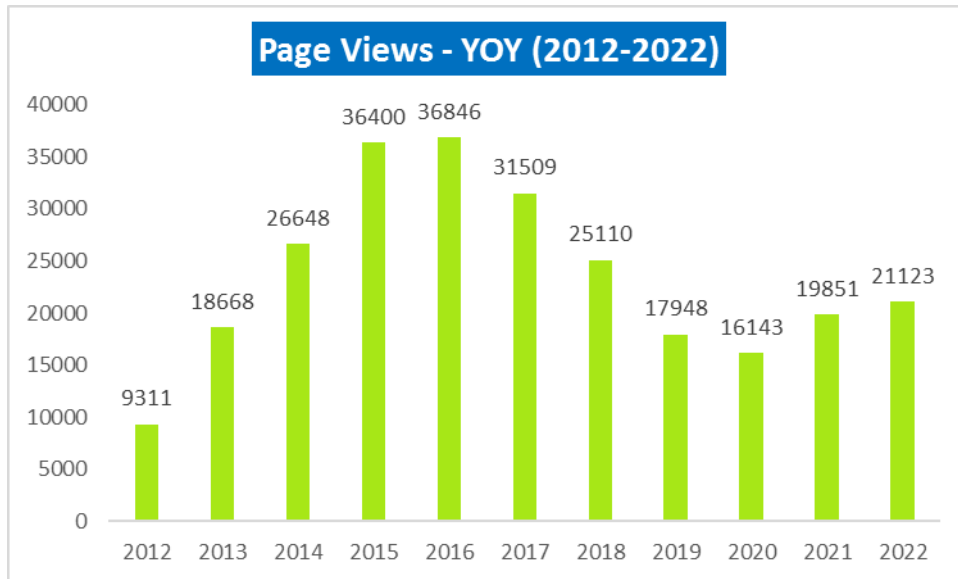
KEY FOCUS:

Increasing web traffic, enhance positive brand awareness, improve ranking positions for [Dr Niraj Vora](#)

RESULTS:

- Our online marketing efforts have resulted in an impressive 200% plus increase in traffic volume from various sources since January 2019.
- Tailored a content marketing strategy with engaging blog posts that helped us reach out to the target audience and improve our organic traffic consistently.
- Our high-impact SEO strategies have led to the inclusion of more than 100 targeted keyword variants within the top 3 pages of SERPs.
- We have achieved top positions for all the branded keywords on Google Local Listings, both in sponsored and organic search results.
- By excelling in both sponsored and organic search results, we have ensured maximum visibility for a specific set of keywords and this resulted in stupendous growth of traffic and leads.
- We have successfully generated high-quality leads through direct, organic, social, and referral channels.
- Leveraging all online mediums, we have effectively built a strong and positive brand image for Dr. Niraj Vora in the digital landscape.
- Our focused and result-oriented web marketing approach has not only driven the expected return on investment but also significantly enhanced brand awareness, visibility, and positive reputation for Dr. Niraj Vora.





TESTIMONIAL:

"Samskriti Business Solutions has been a great help in maximizing my ability to reach out to my patients. I could achieve great results through their high integrity digital marketing services."

Dr Niraj Vora M.B.B.S, M.S. (Orth), M.R.C.S, Specialist in Joint Replacement and Trauma Surgery