

# 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 – SRIDEVI FERTILITY

**Client**

*Dr. Bhavatej Enganti*

**Industry:**

*Health Service*

**Strategy:**

*Search Engine Optimization, Social Media Optimization.*

**Year:**

*Since December 2017*



### CHALLENGE:

Sridevi Fertility is a well-established fertility clinic that was founded in 1980. As early pioneers in reproductive treatments, they now offer advanced assisted reproductive technology (ART) procedures. While they have garnered a loyal following offline, their online presence is currently limited.

So Sridevi Fertility contacted Samskriti Business Solutions to enhance their search engine and social media visibility in order to reach a qualified audience seeking help with gynec and reproductive problems.

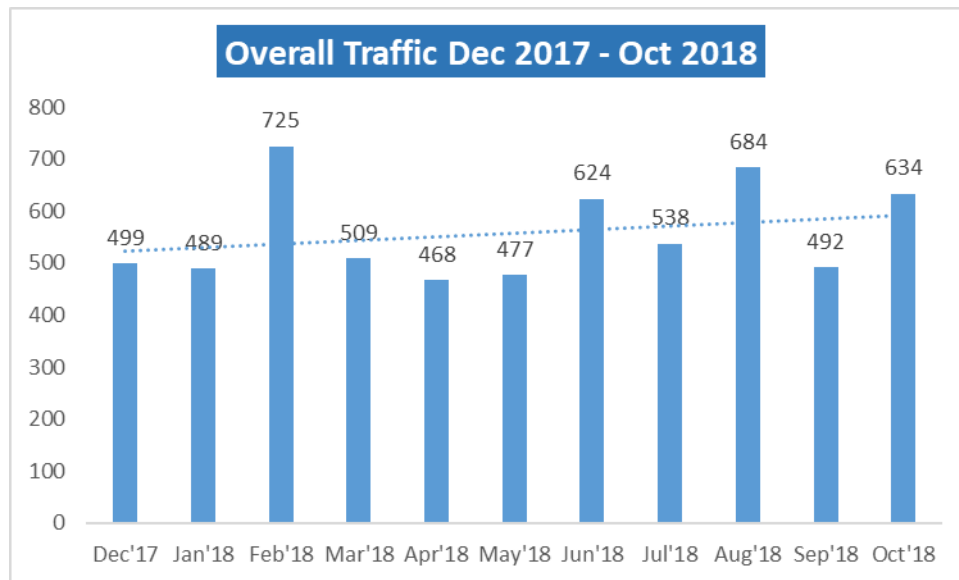
### KEY FOCUS:

Increasing web traffic, brand awareness, enhancing ranking positions, and getting registrations and appointments for Sridevi Fertility.

### RESULTS:

- ✓ Project started in December 2017 with our rectification of existing errors on the website and listing out specific high-impact on-page and off-page activities.
- ✓ We targeted 50 main keywords, created relevant content, and initiated high-impact link-building activities, resulting in increased traffic from diverse channels.
- ✓ The number of backlinks surged from 218 to an impressive 1,307, originating from 32 unique domains and expanding to 235.
- ✓ The number of pages indexed by search engines witnessed a substantial rise from a mere 50 to an impressive 193.

- ✓ Our dedicated optimizations led to a remarkable improvement in Alexa Rank, transitioning from 10,068,215 to a strong 3,688,962.
- ✓ Ten main keywords ranked in Google Maps listings, and 17 keywords were ranked on Google's 1st page in a relatively short time.
- ✓ Despite a sudden drop in keyword rankings in August 2018, our prompt analysis and content marketing efforts ensured quick stabilization and even improvement in rankings in September 2018 compared to August.
- ✓ Through our dedicated efforts, we successfully ramped up the mobile speed from 45 to an impressive 83 and the desktop speed from 60 to a remarkable 92.
- ✓ Our strategies yielded outstanding results as traffic skyrocketed from 2,998 impressions and 54 clicks in December 2017 to a staggering 10,855,378 impressions and clicks across various keyword variations in October 2018.



#### TESTIMONIAL:

*"We have been associated with Samskriti for over two years and are happy with their professional approach and attitude towards social media marketing. Their approach is unbiased and methodical towards the result we desired."*

- *Dr. Swetha Thumula MBBS, MS, Gynaecologist, & Infertility Specialist Sridevi Fertility*