



Siva shantha Healthcare – SEO Case Study

About the Project:

Siva shantha offers selfless service to women and children in the areas of naturopathy, acupuncture, Ayurveda and Siddha. They provide excellent facilities to serve weaker sections. They provide specialized maternity and child care services for happier and healthier mother and kids.

Skill Set Used:

Search Engine Optimization – Competitor analysis, business listing, social bookmarking, Google analytics, keyword optimization and website code optimization

Situation:

Siva shantha Healthcare approached us to increase the enquires and donations from the users. We conducted SEO audit to identify the current keyword position; as many internal pages are not indexed on the search engines, we faced the challenge in optimizing the internal pages by adding breadcrumbs and sitemap. Our digital marketing strategy was framed to improve the keyword ranking position and generate new inquiries.

Solution:

Initially, we conducted competitor analysis to identify the digital marketing strategies used by women and child care businesses. Based on the SEO factors, we introduced prominent items on the website they are robot.txt, Google analytics, H1 tags, and Meta tags. Using Google keyword planner, we framed the most frequently used keywords used by the customers and implemented those keywords in content and Meta tags.

We created quality backlinks for the website in reputed and relevant business listing websites and created blogs and articles. Through periodic monitoring, we analyzed the current progress of the website and improve the optimization.

To improve the local SEO rankings, we submitted their company information in Google my business page by providing their company address, business hours, contact information and customer reviews.

Result:



KEYWORDS	After SEO	Before SEO
http://sivashanthahealthcare.org/	Google.co.in	Google.co.in
Cambridge Schools in Coimbatore	1	95
Best IGCSE Schools in Coimbatore	1	No
International School in Coimbatore	3	No
CBSE School in Coimbatore	3	No
Best International School in Coimbatore	5	No