Sankara Eye Hospital - SEO Case Study

About the Project:

Sankara eye hospital is one of the leading eye hospitals in Coimbatore, India; they focus on providing high-quality eye care services for people across the world. With 35 years of experience in the industry, they have cured more than one million people with vision-restoring surgery. Sankara eye hospital has now become the prominent eye care center in India.

Skill Sets used:

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

Situation:

Sankara eye hospital is mainly focusing on sales through their website. Their organic search traffic is lower in performance; many web pages are not shown on the search engine for the targeted keywords. We found a huge gap in the search ranking which has to be seriously taken on the first hand to reach the website to the targeted state.
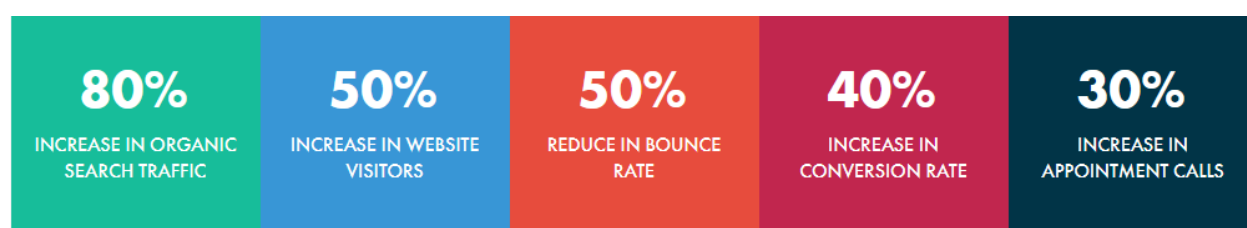
Solution:

We analyzed the website to find their ranking difficulties and focused keywords; our SEO team frame new, industry-focused keywords using major tools like Google keyword planner. We begin with on-page optimization of the website through Google analytics and webmaster set up. To improve the organic traffic, we created keyword-specific meta titles, description and keywords and optimized H1 tag, Alt tag, canonical tag, and image tags.

As the hospital gets major revenue from the local clients, we build the SEO strategy that covers the local audience. We claimed the Google my business page and provided precise timings, phone number, address, categories, profile image and customer reviews. As the local reviews have positive on local search ranking, we posted the website on local web directories and review websites.

We created quality backlinks through social bookmarking, URL submission, classified submission, registration to business websites, Dmoz submission, RSS feed submission, forum posting and blog commenting. Our team analyzed the mobile-friendliness of the website and optimized the code to improve the website speed.

Result:

80%	50%	50%	40%	30%
INCREASE IN ORGANIC SEARCH TRAFFIC	INCREASE IN WEBSITE VISITORS	REDUCE IN BOUNCE RATE	INCREASE IN CONVERSION RATE	INCREASE IN APPOINTMENT CALLS

KEYWORDS	(AFTER SEO)	(BEFORE SEO)
http://www.sankaraeye.com/	Google.co.in	Google.co.in
Lasik Surgery in Coimbatore	1	3
Lasik Treatment in Coimbatore	1	2
Retina Surgery in Coimbatore	3	5
Cataract Treatment in Coimbatore	4	8
Eye Hospital in Bangalore	4	6
Eye Hospital in India	4	5
Eye Care in Bangalore	5	7
Phaco Surgery in Coimbatore	5	56
Best Eye Hospital in India	7	12
Blade free LASIK in Bangalore	7	No
LASIK Surgery in Bangalore	8	17