VG Healthcare – SEO Case Study

About the Project:

VG Hospital is a holistic healthcare center with state of art facilities to provide effective patient care at reasonable cost. Since 1955, VG hospital is serving patients across the world with leading surgeons and gynecologists.

Skill Set Used:

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

Situation:

VG hospital aims to promote their services through search engines and when they approached, they asked us to drive more visitors to the hospitals and increase website traffic.

As their internal pages suffer from poor rankings, we framed a digital marketing strategy that improves the website traffic and search rankings.
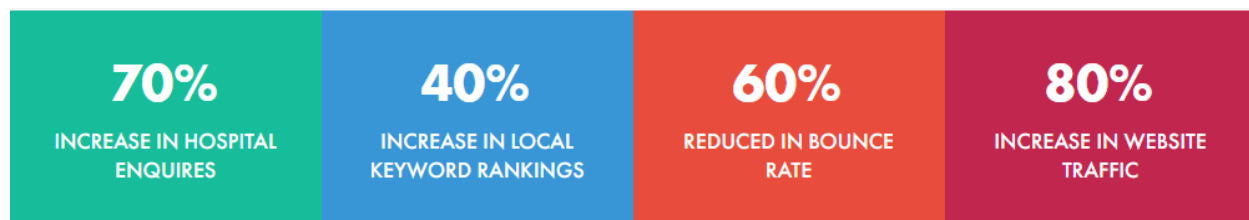
Solution:

To optimize the website for SEO, we build the sitemap and internal link structure that improves the search engine rankings. Since they are focused on medical sciences, we performed the keyword research according to their niche.

We used tools such as Google Keyword Planner to frame effective keywords for H1, Image tags, Meta tags, and website content. Being a hospital, VG should receive the more local visitors so to improve their visitor's count we popularized their services through the business

listing, blog posting and article submission that helped to build strong backlinks for their website.

We strengthen their local SEO by creating Google my business page and used location-based keywords in Meta tags and website content. Today, VG hospital ranked higher when the user searches for the best hospital in town.

Result:

70% INCREASE IN HOSPITAL ENQUIRES
40% INCREASE IN LOCAL KEYWORD RANKINGS
60% REDUCED IN BOUNCE RATE
80% INCREASE IN WEBSITE TRAFFIC

KEYWORDS	After SEO	Before SEO
http://www.vghospital.com/	Google.co.in	Google.co.in
3d Laparoscopic Centre Coimbatore	1	95
Laparoscopic Training in Coimbatore	1	No
3d Laparoscopic Surgery Coimbatore	1	115
Health Care Center Coimbatore	5	No
Hospitals in Coimbatore	6	No