

SEO Case Study



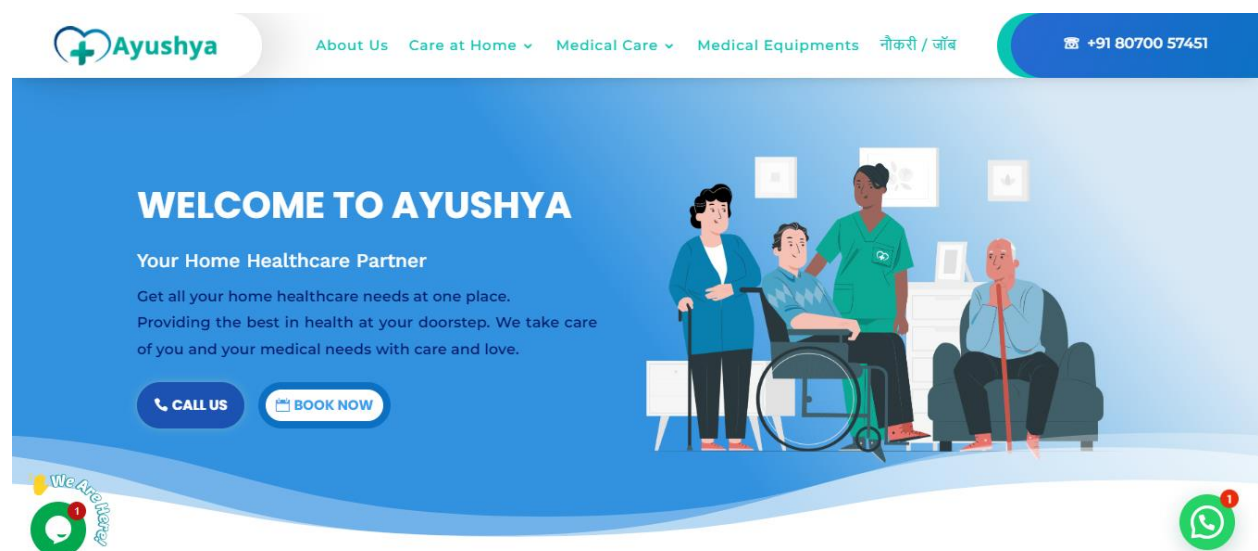
Company Name: Ayushya

Target Location: Worldwide

Client Profile:

Ayushya Healthcare has served families across India since 2010, offering trusted home healthcare services. With over 20 years of experience, they have provided care to more than 30,000 families. Focused primarily on Maharashtra's major cities like Mumbai, Pune, and Nagpur, Ayushya Healthcare ensures timely, affordable, and flexible services.

Their offerings include nurses, physiotherapists, doctor visits, ICU setups, and patient caretakers at home. Additionally, they provide healthcare solutions for hospitals, schools, industries, and insurance needs, delivering comprehensive and compassionate care tailored to individual needs.



Objective:

Ayushya Healthcare had several digital goals for their brand:

1. Enhance their online presence by increasing website traffic and generating more inquiries for home healthcare services.
2. Develop a user-friendly website that reflects their expertise and commitment to compassionate home care, making it easier for clients to explore services and book appointments online.

While Ayushya Healthcare had already established a basic digital presence with a website, SEO, and social media, they lacked the desired results. This led them to seek a more efficient digital partner to optimize their reach and grow their online business.

Ayushya Healthcare partnered with DigiMarketerz to revamp its digital strategy and promote its highly specialized healthcare services in a competitive market with many online and offline options.

Challenges:

1. **Limited Organic Traffic:** Despite Ayushya Healthcare's established presence in the home healthcare industry, its website was not generating sufficient organic traffic. This hindered their ability to attract potential clients searching for healthcare services online.
2. **Under-Optimized SEO Strategy:** Their current SEO efforts were insufficient, with gaps in keyword targeting, content optimization, and local SEO, especially in key service areas like Mumbai, Pune, and Nagpur, where competition is high.
3. **Lack of Local SEO:** Ayushya Healthcare needed a stronger focus on local SEO to improve visibility in Maharashtra's major cities. Competing with larger hospitals and other home healthcare providers made it crucial for them to rank higher in location-based searches.
4. **Content Gaps and User Engagement:** The website lacked engaging, SEO-friendly content that could showcase Ayushya Healthcare's services and expertise, making it harder for users to convert into inquiries or appointments.

5. **Competitive Market Landscape:** In a saturated healthcare market, Ayushya Healthcare needed to stand out digitally among well-established competitors offering similar services both online and offline.

Solutions:

1. **Content Optimization:** Before partnering with us, Ayushya Healthcare's website lacked comprehensive, SEO-friendly content. To address this, we created engaging and relevant content across all key service pages, ensuring it catered to both user needs and search engines.
2. **Meta Tags Optimization:** Ayushya Healthcare's original tags were under-optimized. We rewrote strategic, user-friendly meta titles and descriptions, incorporating high-performing healthcare-related keywords. This improved their visibility in organic search results.
3. **Local SEO Enhancement:** We focused heavily on local SEO, optimizing content to target location-based searches for key cities like Mumbai, Pune, and Nagpur. This included adding location-specific keywords and phrases throughout the website.
4. **Structured Data & On-Page Optimization:** We enhanced the website's backend by implementing structured data markup, improving the overall site architecture for search engines. This included optimizing Heading tags (H1, H2), image alt text, and ensuring relevant keywords were placed strategically across the site.
5. **Service-Specific Keywords:** We expanded Ayushya Healthcare's content to include long-tail keywords and potential search queries related to their services, such as "ICU setup at home" or "nursing services in Mumbai," ensuring better search rankings and more targeted traffic.

6. **Technical SEO Improvements:** We audited and resolved technical SEO issues, improving site speed, and mobile responsiveness, and fixing broken links to ensure a smooth user experience and stronger search engine rankings.
7. **Ongoing SEO Monitoring:** We set up continuous SEO tracking and performance monitoring, allowing us to make data-driven adjustments and refine our strategy over time for better results.

Results:

Soon after the SEO improvements, Ayushya Healthcare saw a noticeable increase in Google organic traffic and local inquiries. The optimized content boosted their visibility in key cities like Mumbai and Pune, leading to more bookings. Additionally, direct traffic and client engagement improved, driving better conversions and overall growth.

- When we started the project, the monthly traffic was 1,106.
- As per the current stats the monthly traffic has increased to 5000+

Keywords	Monthly Searches	Ranking Position
In home nursing services	6600	3
home care services	5400	7
home nursing care	3600	4
home nursing services in Mumbai	210	2
home care nursing	3600	3
nurse at home Mumbai	170	3
home care nursing services	2400	5
patient care services	1300	3
caretaker for patient at home	590	1
patient care services in mumbai	480	2

The Conclusion

The case of Ayushya Healthcare demonstrates that **consistent SEO efforts** are crucial for maintaining and growing a business's digital presence. By optimizing their content, improving local SEO, and resolving technical issues, Ayushya was able to significantly boost their online visibility and client engagement. This highlights the importance of ongoing SEO strategies to ensure steady growth and avoid disruptions in business performance, as any lapse in digital marketing efforts can lead to inconsistent results.