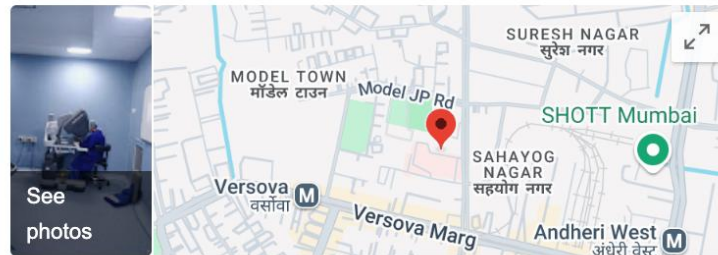


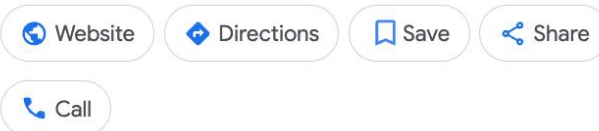
Dr. Manoj - Google My Business Optimization Case Study



Dr Manoj Jain - Best Robotic Hernia, Laparoscopic Colorectal, Bariatric, Metabolic and Weight Loss Surgeon in Mumbai

4.9 ★★★★★ 291 Google reviews

Surgeon in Mumbai, Maharashtra



Client Overview:

Dr. Manoj is a renowned surgeon based in Mumbai, specializing in **hernia surgery**, **weight loss surgery**, and other critical medical procedures. With a strong reputation for excellence in his field, Dr. Manoj sought to enhance his online visibility and patient engagement, particularly through local search results, to increase patient inquiries and consultations.

Objectives:

- **Increase Patient Calls and Consultations:** Drive more inbound calls from potential patients searching for hernia surgery, weight loss surgery, and general surgery services in Mumbai.
- **Optimize Google My Business (GMB):** Ensure Dr. Manoj's GMB profile is fully optimized to capture top rankings in local searches for relevant keywords.
- **Increase Visibility:** Target specific keywords such as "best surgeon in Mumbai," "best hernia surgeon in Mumbai," and "Best robotic surgeon in Mumbai" to rank higher and improve local SEO.

Strategy:

To achieve these objectives, we implemented the following strategy:

Google My Business Optimization:

- **Profile Enhancement:** Fully optimized Dr. Manoj's GMB profile, ensuring it had accurate and complete information, including clinic address, working hours, services, patient reviews, and photos of the clinic and procedures.
- **Service-Specific Keywords:** Focused on optimizing for key search terms such as "**best surgeon in Mumbai**", "**Best hernia surgeon in Mumbai**", "**Best robotic hernia surgeon in Mumbai**," and "**Best robotic surgeon in Mumbai**".
- **Regular Updates:** Regularly updated the GMB profile with posts about new services, patient testimonials, and success stories to increase engagement and local relevance.

Review Management:

- Actively encouraged satisfied patients to leave positive reviews on GMB, improving social proof and boosting Dr. Manoj's credibility.
- Responded promptly to reviews to maintain a strong relationship with patients and build trust in the local community.

Local SEO Focus:

- Focused on improving local rankings for Dr. Manoj by building local citations and backlinks, further reinforcing his presence in local search results.
- Worked on geo-targeting to ensure Dr. Manoj's profile was optimized for patients in and around Mumbai.

Tracking & Analysis:

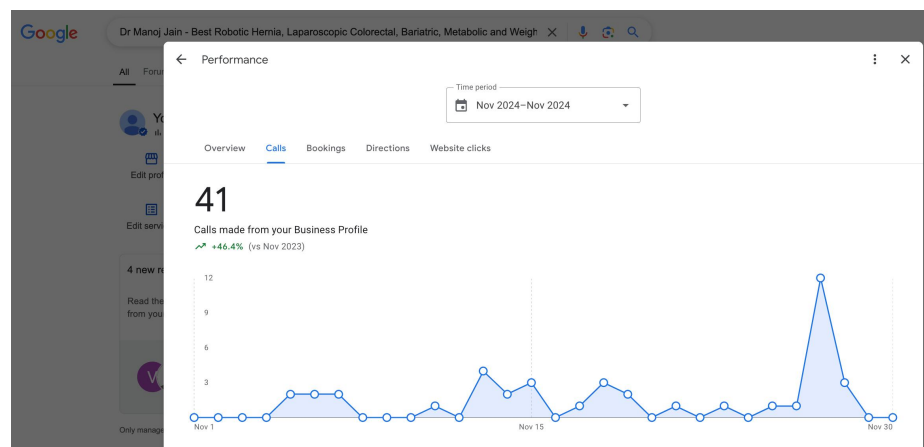
- Implemented tracking through GMB insights to monitor call volume, search queries, and engagement.
- Regularly reviewed performance data to adjust the strategy and optimize Dr. Manoj's GMB profile for better results.

Results:

Increased Call Volume:

- The campaign successfully generated **40+ calls per month** through the GMB profile, showcasing a high volume of inbound patient inquiries.

41 Calls received in November Month



← Performance

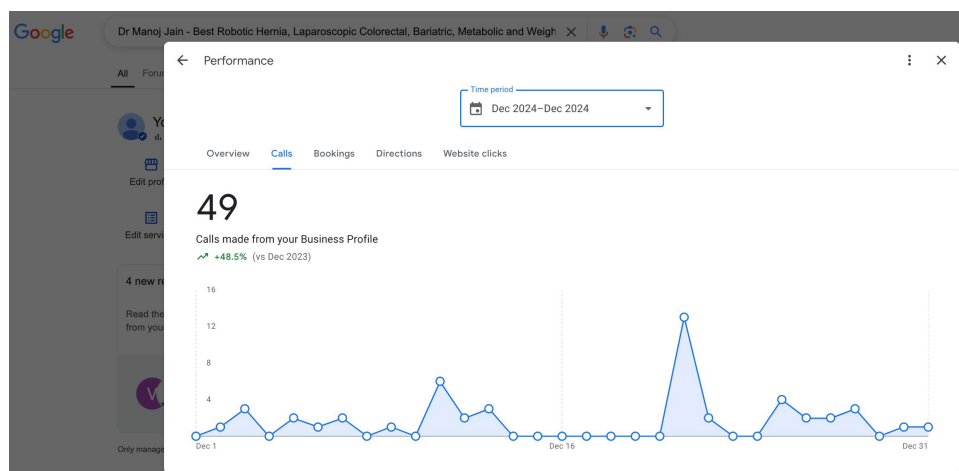
Time period
Nov 2024–Nov 2024

Overview **Calls** Bookings Directions Website clicks

41

Calls made from your Business Profile
↗ +46.4% (vs Nov 2023)

49 Calls received in December Month



← Performance

Time period
Dec 2024–Dec 2024

Overview **Calls** Bookings Directions Website clicks

49

Calls made from your Business Profile
↗ +48.5% (vs Dec 2023)

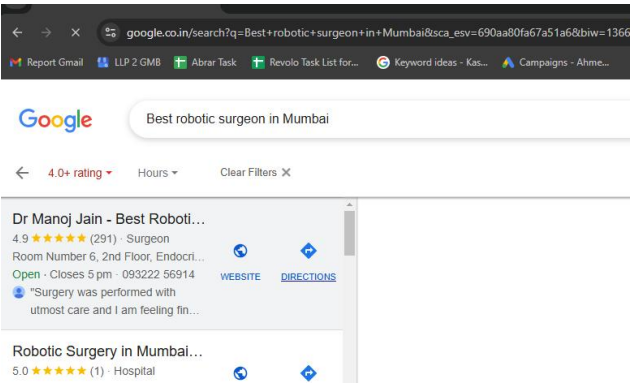
Improved Search Rankings:

- Dr. Manoj's GMB profile ranked **#1** for the keywords **"best surgeon in Mumbai"**, **"Best hernia surgeon in Mumbai"**, **"Best robotic hernia surgeon in Mumbai,"** and **"Best robotic surgeon in Mumbai"**, significantly increasing visibility and attracting more patients.

The screenshot shows a Google search interface. The search bar contains the text "best surgeon in Mumbai". Below the search bar, the first search result is for "Dr Manoj Jain - Best Roboti...". This result includes a 4.9-star rating from 291 reviews, the address "Room Number 6, 2nd Floor, Endocr...", the phone number "093222 56914", and a snippet of a review: "Polite and lovely but also professional and very talented". There are links for "WEBSITE" and "DIRECTIONS". Below this, another result for "Dr Pravin Shinde" is partially visible, showing a 5.0-star rating from 206 reviews and the address "SIONOVA HEALTH CLINIC, 111 Sundaram Buildi...". The background of the page is a light blue map.

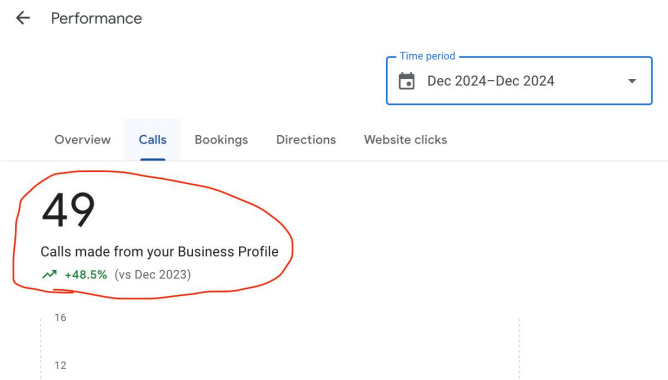
The screenshot shows a Google search interface. The search bar contains the text "Best hernia surgeon in Mumbai". Below the search bar, the first result is for "Dr Manoj Jain - Best Roboti...". This result includes a 4.9 star rating from 291 reviews, the address "Room Number 6, 2nd Floor, Endocri...", and the text "Open · Closes 5 pm · 093222 56914". A snippet of the review text is visible: "He did my hernia surgery at Kokilaben hospital and I am fine...". To the right of the text are buttons for "WEBSITE" and "DIRECTIONS". Below this result, the second result for "Dr Hasmukh Mehta" is partially visible, showing a 4.7 star rating from 76 reviews and the title "Gastrointestinal surgeon".

Best robotic surgeon in Mumbai - Ranked on 1st Position



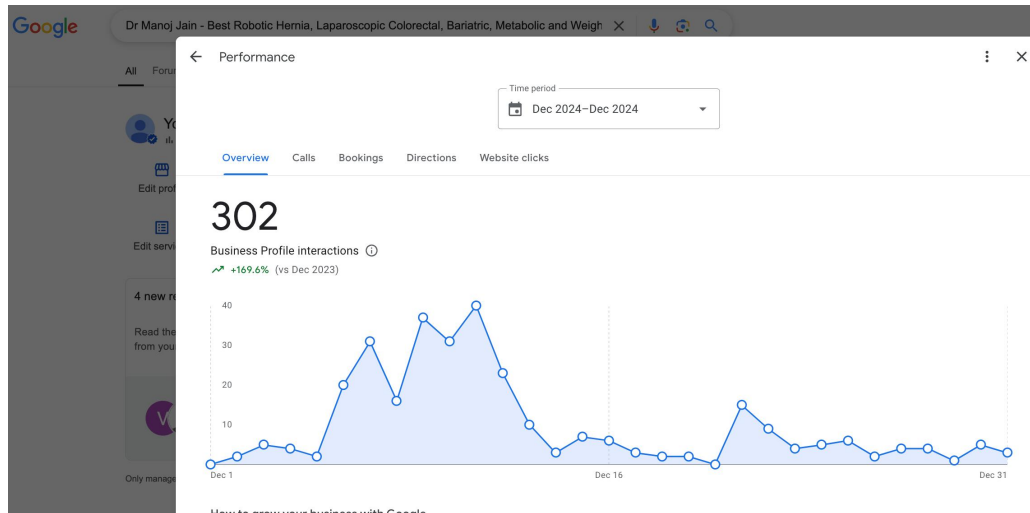
Year-over-Year Growth:

- The number of calls generated in **December** saw a **48.5% increase** compared to the previous year, highlighting the significant impact of GMB optimization on patient acquisition.



Enhanced Online Presence:

- The optimization efforts resulted in improved local search rankings and greater online visibility, leading to a more robust online presence and an increase in organic consultations. Total stats increased by 169% vs Dec 2023



Key Takeaways:

- **Optimizing GMB for Local SEO:** Properly optimizing GMB profiles can dramatically improve local search rankings and increase patient calls, especially for healthcare professionals.
- **Keyword Targeting Drives Results:** Focusing on service-specific keywords helped Dr. Manoj rank higher for highly relevant search queries, driving more targeted leads.
- **Consistent Review Management:** Actively managing reviews and responding to patient feedback builds trust and increases visibility in local search results.
- **Impressive Year-on-Year Growth:** A **48.5% increase** in calls year-over-year demonstrates the effectiveness of GMB optimization in driving tangible business growth.

Client Testimonials:

"Dr. Manoj Jain had a great expertise in his field. Whenever you are in the doubt situation for the surgery, you can consult once, he will give you right suggestion. His kind nature and decision making for betterment of patient will shows great outcome in the surgery"

– Mahaveer Jain

"Consulted Dr. Manoj Jain two months before for my wife's hernia surgery. He explained the surgery procedure in detail and gave us full confidence. Post surgery there are no complications. He is Great doctor and very caring in nature."

– Raja Kiran Pushthakala

Check more at testimonials at <https://g.co/kgs/oV5aQBc>