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SEO

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SEARCH ENGINE OPTIMIZATION

Prove your brand name and stand out from the competition on the search engine's first page for the most important search queries.

- **Technical SEO**
- **Local SEO**
- **Blog's SEO**
- **E-Commerce SEO**
- **In-Depth Analysis**
- **White-Hat Practices**

Why should you implement an SEO strategy?

- **Increased Traffic :** Leverage billions of search queries conducted daily on search engines
- **Higher Rankings :** Higher ranking on search engines means higher visibility that drives brand familiarity
- **Better User-Experience :** The latest standards for search engines promotes the need to provide the best UX
- **Cost Effective:** Highly relevant traffic from search engines brings a very high ROI

OUR CLIENTS

Apollo HOSPITALS
BANGALORE

Apollo HOSPITALS
HYDERABAD

Apollo HOSPITALS
MYSORE

Apollo TeleHealth

DHEE HOSPITALS
healthier, happier & together

kauvery hospital
Bengaluru

Peps INDIA'S TOP-SELLING SPRING MATTRESS
DREAM MAKERS

AMRUTHA SUPER SPECIALITY HOSPITAL
Healing Lives

TRUSTWELL HOSPITALS
Your Trust. Our Care

DEEPASRI MULTISPECIALITIES HOSPITAL

Dr Dharam's SKIN O HAIR CLINIC

mindfulTMS Neurocare™

Curls & Curves Cosmetic Surgery Centre

hypnos PREMIUM MATTRESSES

miracle IVF HOSPITAL

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CASE STUDIES OF APOLLO HOSPITALS & NU HOSPITALS

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CHALLENGES FACED BY APOLLO HOSPITALS BANGALORE

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CHALLENGES ADDRESSED AT APOLLO HOSPITALS BANGALORE

Apollo Hospitals, Bangalore website faced several critical limitations that hindered its performance and user experience:

"

TECHNICAL CONSTRAINTS:

- **Static Content:** The rigid structure of static content made it difficult to implement timely updates and dynamic features.
- **Poor UI/UX Design:** Suboptimal user interface and experience design resulted in high bounce rates and low user engagement.
- **Mobile Incompatibility:** The website's lack of mobile responsiveness significantly impacted user experience on mobile devices.

CHALLENGES ADDRESSED AT APOLLO HOSPITALS BANGALORE

Apollo Hospitals, Bangalore website faced several critical limitations that hindered its performance and user experience:

SEO AND CONTENT DEFICIENCIES:

- **Content Gaps:** Insufficient content across COE pages, including specialties, treatments, and doctor profiles, limited organic visibility.

- **Technical SEO Issues:** Missing schema markup and poorly optimized heading tags negatively affected search engine rankings.

- **Limited Backlinks:** A low number of backlinks restricted organic reach.

CHALLENGES ADDRESSED AT APOLLO HOSPITALS BANGALORE

Apollo Hospitals, Bangalore website faced several critical limitations that hindered its performance and user experience:

PERFORMANCE ISSUES:

- **Slow Loading Speeds:** Extended page load times negatively impacted user retention and overall website performance.
- **Unresolved Technical Errors and Broken Links:** Numerous unresolved technical issues and broken links further diminished website quality and user experience.
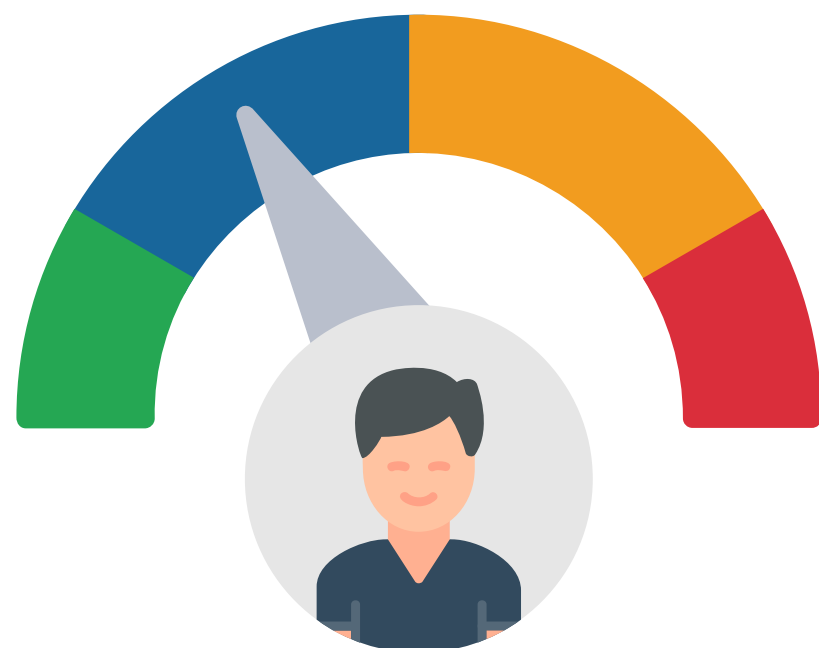
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HOW WE TRANSFORMED APOLLO HOSPITALS BANGALORE

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COMPREHENSIVE SOLUTIONS FOR DIGITAL SUCCESS

To overcome the identified challenges, we implemented a multi-layered approach that yielded significant improvements:

TECHNICAL SEO OPTIMIZATION::

- **Seamless Migration**: Successfully executed 301 redirects to preserve SEO equity during the subdomain-to-main domain migration.

- **Enhanced Crawlability:** Fixed broken links and optimized URL structures to improve search engine crawlability.

- **Accelerated Page Load Speeds:** Implemented Core Web Vitals recommendations to significantly reduce page load times, leading to better user experience and higher search engine rankings.

COMPREHENSIVE SOLUTIONS FOR DIGITAL SUCCESS

To overcome the identified challenges, we implemented a multi-layered approach that yielded significant improvements:

"

CONTENT AND STRUCTURAL IMPROVEMENTS:

- **Search-Intent Focused Content:** Rewrote and optimized content on specialty, treatment, and doctor profile pages to align with user search intent, driving organic traffic.

- **Enhanced Navigation:** Introduced dynamic structures to facilitate easy navigation of specialty and doctor profiles, improving user experience.

- **On-Page SEO Best Practices:** Updated all pages with proper meta tags, alt attributes, and internal linking to boost search engine visibility.

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COMPREHENSIVE SOLUTIONS FOR DIGITAL SUCCESS

To overcome the identified challenges, we implemented a multi-layered approach that yielded significant improvements:

USER EXPERIENCE AND LOCAL SEO:

- **Revamped User Interface:** Redesigned the homepage, specialty, and treatment pages to create a more engaging and user-friendly experience.

- **Optimized Local Presence:** Enhanced the Google My Business (GMB) profile to improve local search rankings and attract nearby patients.

- **Mobile-First Approach:** Ensured full mobile responsiveness to deliver seamless user experiences across all devices, particularly mobile.

RESULTS ACHIEVED – SIGNIFICANT GROWTH

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RESULTS ACHIEVED – SIGNIFICANT GROWTH

1. **Dominant Search Presence:**
   - Increased organic visibility by 300%.
   - Secured top 3 positions for 201 keywords and top 10 positions for 359 keywords.

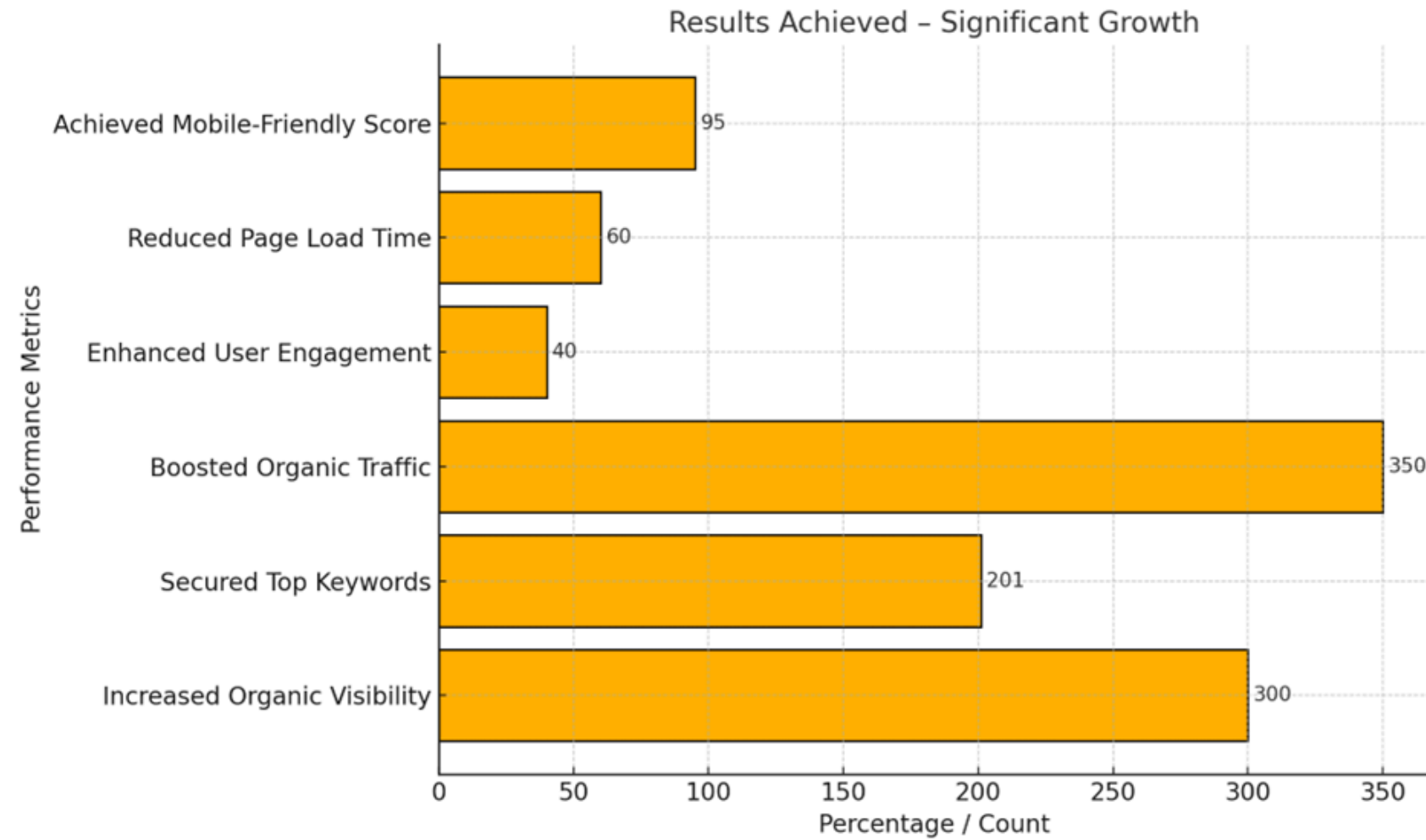2. **Soaring Organic Traffic:**
   - Significantly boosted organic traffic, driving higher patient inquiries and conversions.
   - Enhanced user engagement with a 40% increase in time spent on site.

3. **Optimized Performance:**
   - Reduced page load time by 60%, leading to improved Core Web Vitals scores.
   - Achieved a mobile-friendly score of 95%, ensuring seamless user experiences on all devices.

RESULTS ACHIEVED – SIGNIFICANT GROWTH

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Results Achieved – Significant Growth

Performance Metrics	Percentage / Count
Achieved Mobile-Friendly Score	95
Reduced Page Load Time	60
Enhanced User Engagement	40
Boosted Organic Traffic	350
Secured Top Keywords	201
Increased Organic Visibility	300

Position filters: *i*

	ALL	TOP 1	TOP 3	TOP 5	TOP 10	TOP 30	>100	Position
		15%	41%	55%	74%	85%	10%	
	487	73 ▲ 4	201 ▲ 5	269	359 ▲ 1	413 ▲ 1	48 ▼ 1	

G 🇮🇳 Google India (Bengaluru, Karnataka, India)

AVERAGE POSITION	TRAFFIC FORECAST	SEARCH VISIBILITY	SERP FEATURES	% IN TOP 10
17	28,624 ▲ 201	57.3 ▲ 0.2	4	74

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FOCUSING ON THE CORE CHALLENGES AND THEIR IMPACT: NU HOSPITALS

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KEY CHALLENGES:

1. **Suboptimal User Experience:**
   - Outdated and non-intuitive UI/UX
   - High bounce rates
   - Poor mobile responsiveness

2. **Technical SEO Barriers:**
   - Broken links and inefficient site structure
   - Slow loading speeds
   - Missing metadata and on-page elements

3. **Content Ineffectiveness:**
   - Lack of SEO-focused content
   - Content not aligned with audience intent
   - Underperformance for key service-related queries

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STRATEGIC INITIATIVES FOR DIGITAL GROWTH

1.**Targeted Keyword Optimization:**
- In-depth keyword research to identify high-intent keywords
- Development of a keyword strategy aligned with user intent

2.**Deep User Understanding:**
- Analysis of user demographics, behavior, and preferences
- Focus on intent-driven keywords

3.**Performance-Driven Optimization:**
- Enhanced Core Web Vitals to improve site speed and user experience
- Optimized mobile experience for seamless user interactions

4.**User-Centric Design:**
- Redesigned critical pages for improved user engagement
- Simplified navigation and clear calls to action

5.**Authoritative Link Building:**
- Targeted link-building campaign to acquire high-quality backlinks
- Improved domain authority and search engine rankings

DRIVING RESULTS AND IMPACT

1.**Dominant Search Presence:**
- Achieved top rankings for 70% of targeted high-volume keywords
- 100% increase in overall keyword visibility
- Increased organic traffic and patient inquiries

2.**Enhanced User Experience:**
- Improved Core Web Vitals and optimized UI/UX
- Longer session durations and lower bounce rates
- Improved user satisfaction and engagement

100%

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These achievements have directly contributed to the hospital's online growth, increased brand visibility, and ultimately, improved patient acquisition and retention.
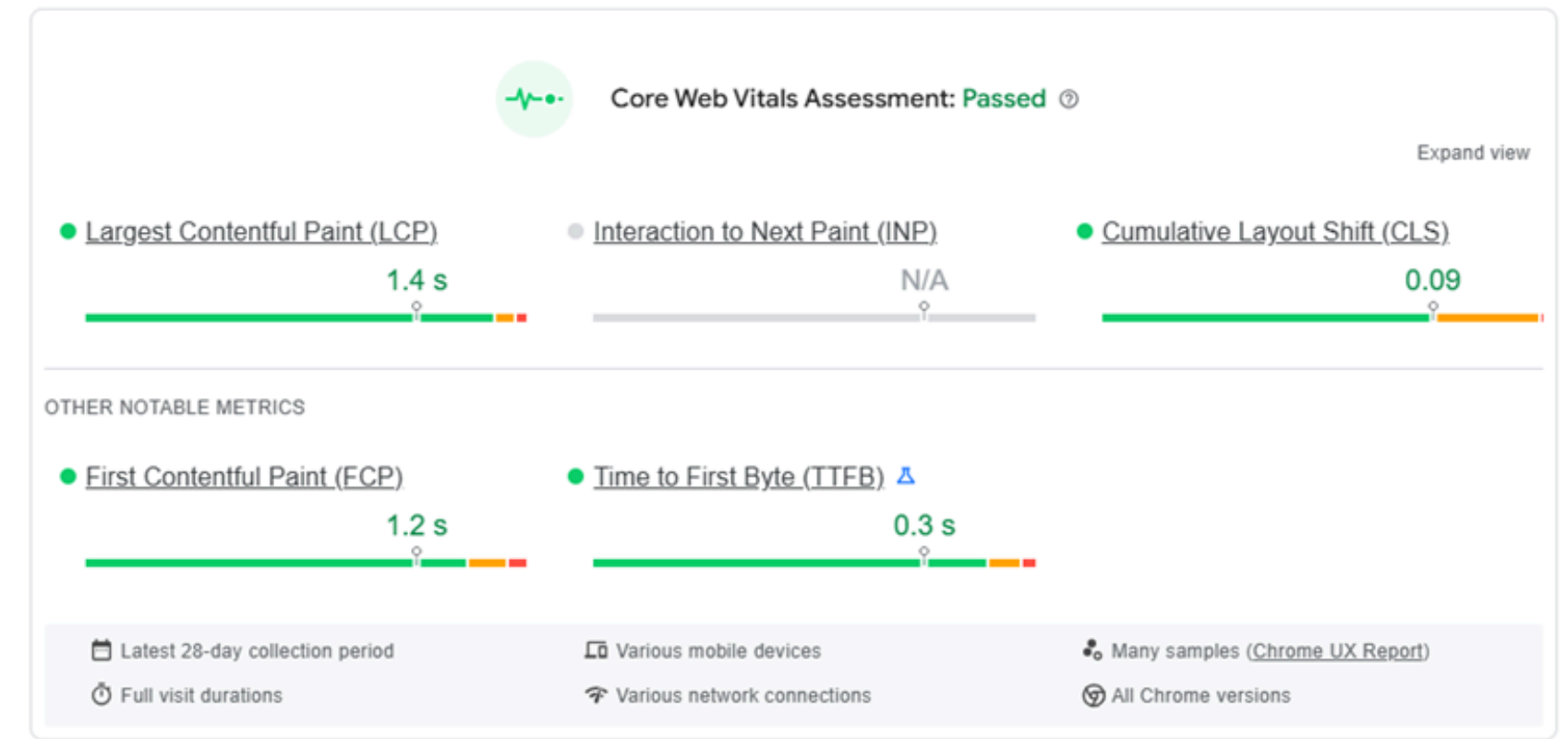
100% INDEXED

+ ADD KEYWORDS   RECHECK DATA ⌄

Position filters: *i*

	18%	50%	67%	78%	87%	7%
ALL	TOP 1	TOP 3	TOP 5	TOP 10	TOP 30	>100
230	41 ▼ 1	115 ▼ 2	153	179	199 ▲ 1	16 ▼ 2

Report from Nov 29, 2024, 4:37:18 PM

https://www.nuhospitals.com/bangalore/urologists   Analyze

📱 Mobile   🖥 Desktop

👥 Discover what your real users are experiencing   This URL | Origin

⟞⟋• Core Web Vitals Assessment: **Passed** ⓘ

Expand view

● Largest Contentful Paint (LCP)   ● Interaction to Next Paint (INP)   ● Cumulative Layout Shift (CLS)

1.4 s   N/A   0.09

OTHER NOTABLE METRICS

● First Contentful Paint (FCP)   ● Time to First Byte (TTFB) △

1.2 s   0.3 s

📅 Latest 28-day collection period   🖥 Various mobile devices   ⚙ Many samples (Chrome UX Report)
⏱ Full visit durations   📶 Various network connections   ⊕ All Chrome versions

⟳ Diagnose performance issues