

You are
what you share !

Case Study

HashTAGit
Digital

550% GROWTH IN WEB TRAFFIC

Abstract

As a Digital Marketing Strategist in a dynamic and burgeoning Indian market, organizations aspire to integrate world-class marketing practices to drive their business performance and visibility. Stories on how Digital Marketing changed, positioned and impacted revenue-growth are rampant in the market. As a significant contribution to the same, we bring to you a case study that describes how effective implementation of Search Engine Optimization (SEO) helped this Mumbai-based Mother & Child Care Single Super Specialty Hospital improve its ranking in the search engines.

The hospital was doing fairly well in the healthcare domain and had a sizeable clientele in the western region of the country. However, they realized they weren't digitally popular. This hospital was significantly missing out on the potential customer-base who first preferred an aggressive search online before actually visiting the hospital.

When we met, our assessment confirmed their story. We found that they lacked presence in the online forum where the real and potential customer base existed. We came onboard and boosted their website ranking through best digital practices. Thus, web traffic converted into more leads for their center.

About Customer

- The customer is a leading "Mother & Child Care Single Super Specialty Hospital" based in Mumbai and Pune.
- This 300-bedded hospital caters to maternity, child-birth, water-birth and pediatric services to name a few.



Customer Scenario

While the hospital is a leading Mother & Child Care Single Super Specialty hospital in its region, its digital presence was weak. The major challenges faced by the customer were:

- Most of the keywords (e.g., Mother & Child Hospital in Mumbai) failed to get indexed in common search engines (Google, Yahoo, Bing)
- Poor ranking affected a poor web-traffic
- Almost zero web-query was found, since the site was not getting indexed

Business Challenges

Keywords	Competition	Start Date (April 2015)
27	Very High	Not Indexed
13	High	Not Indexed
20	Moderate	Not Indexed

Web-traffic as low as ~1100 as on April, 2015

HashTAGit Solution

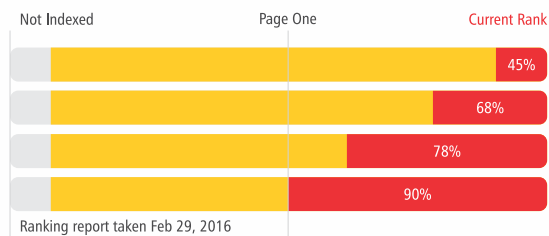
HashTAGit collaborated. HashTAGit discovered. HashTAGit implemented. With its best practices- based framework to improve website ranking on key words, the multi-skilled team worked on Healthcare SME's Google Ad words certified resource, SEO experts, content Writer and Project manager to launch them in a climate of intense digital profitability.

Following key actions were taken:

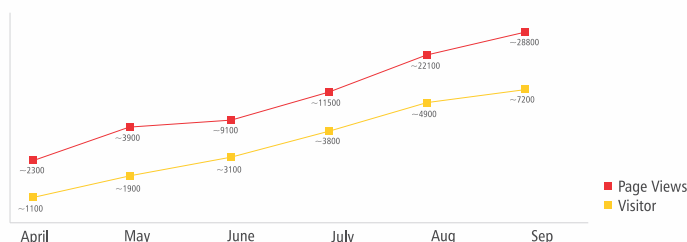
- On-page optimization: comprises but not limiting to optimizing and defining Title, Meta Keywords, Meta Descriptions, HTML Site Map, Footer Link, Content, Keyword Density, Code to Text Ratio, H1, H2 to H7 tags among others.
- Off-page optimization: comprises but not limiting to optimizing and defining directory submission, search engine submissions, bookmarking, articles, press releases, classified, blog commenting, blog posting, back links, etc
- Content building: original content was delivered from scratch and developed across social media, blogging and other forums in forms of picture, content

Results

- 27 of 60 are on first rank
- 41 of 60 are among first 3 ranks
- 47 of 60 are among first 5 ranks
- 54 of 60 are on first page



Web traffic grew from ~1,100 to ~7,200 (550 % growth) visitors per month; monthly page views increased from ~2,300 to ~28,800 (1150% growth)



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About HashTAGit

Many organizations across the globe have crossed the success path by relying on HashTAGit for its online promotional activities. HashTAGit successfully offers Digital Marketing, Social Media Optimization & Marketing, Search Engine Optimization, Web Development and Advertising services to help clients share what they are.

For more Information about HashTAGit, visit www.hashtagit.in