

# How We Increased Nakshatra Clinic's Organic Traffic by 80% and Overall Traffic by 85% in 3 Months

84.70%

New Users

83.04%

Total Sessions

80.30%

Organic Users

## Introduction

Nakshatra Clinic, a leading fertility, intimacy, and cosmetic clinic based in Pune, India, has been dedicated to providing high-quality healthcare services to its patients. With an increasing number of clinics in the area, Nakshatra Clinic sought to enhance its online presence to attract more patients and establish itself as the go-to destination for those seeking specialized treatments. To achieve this, the clinic partnered with our digital marketing team with the aim of significantly boosting their organic and overall website traffic.

## Objectives

The primary objectives of the campaign were:

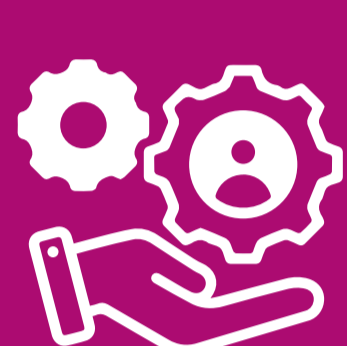
- ▶ **Increase Online Visibility:** Improve the clinic's presence on search engines to reach potential patients searching for related services.
- ▶ **Drive Patient Influx:** Increase the number of patients visiting the clinic by enhancing the clinic's digital footprint.



## Challenges

Despite being a well-established clinic, Nakshatra Clinic faced several challenges:

- ▶ **Low Initial Online Visibility:** The clinic had limited visibility on search engines, resulting in fewer inquiries and patient visits from online channels.
- ▶ **Highly Competitive Market:** The fertility and cosmetic treatment industry in Pune is highly competitive, with several clinics vying for the same set of keywords.
- ▶ **Limited Content Strategy:** The clinic's website had minimal content, affecting its ability to rank for relevant keywords and engage visitors effectively.



**Services Offered** - SEO, Local SEO, Content Marketing, Link Building, Google Ads, Meta Ads, Social Media Management

## Strategies and Solutions

To overcome these challenges, we implemented a comprehensive digital marketing strategy:

### 1. SEO Optimization:

- **Keyword Research:** Conducted in-depth keyword research to identify high-potential, low-competition keywords related to fertility, intimacy, and cosmetic treatments.
- **On-Page SEO:** Optimized meta titles, descriptions, headers, and content across the website. We also ensured the content was aligned with user intent, making it more likely to convert visitors into patients.
- **Technical SEO:** Improved the website's loading speed, mobile responsiveness, and overall user experience to enhance its performance on search engines.

### 2. Content Marketing:

- **Blog Creation:** Developed a blog strategy focusing on informative and engaging content around fertility treatments, intimacy health, and cosmetic procedures. This content was tailored to address common patient concerns and questions.
- **Patient Success Stories:** Highlighted patient testimonials and success stories, adding credibility and encouraging potential patients to trust Nakshatra Clinic.

### 3. Local SEO:

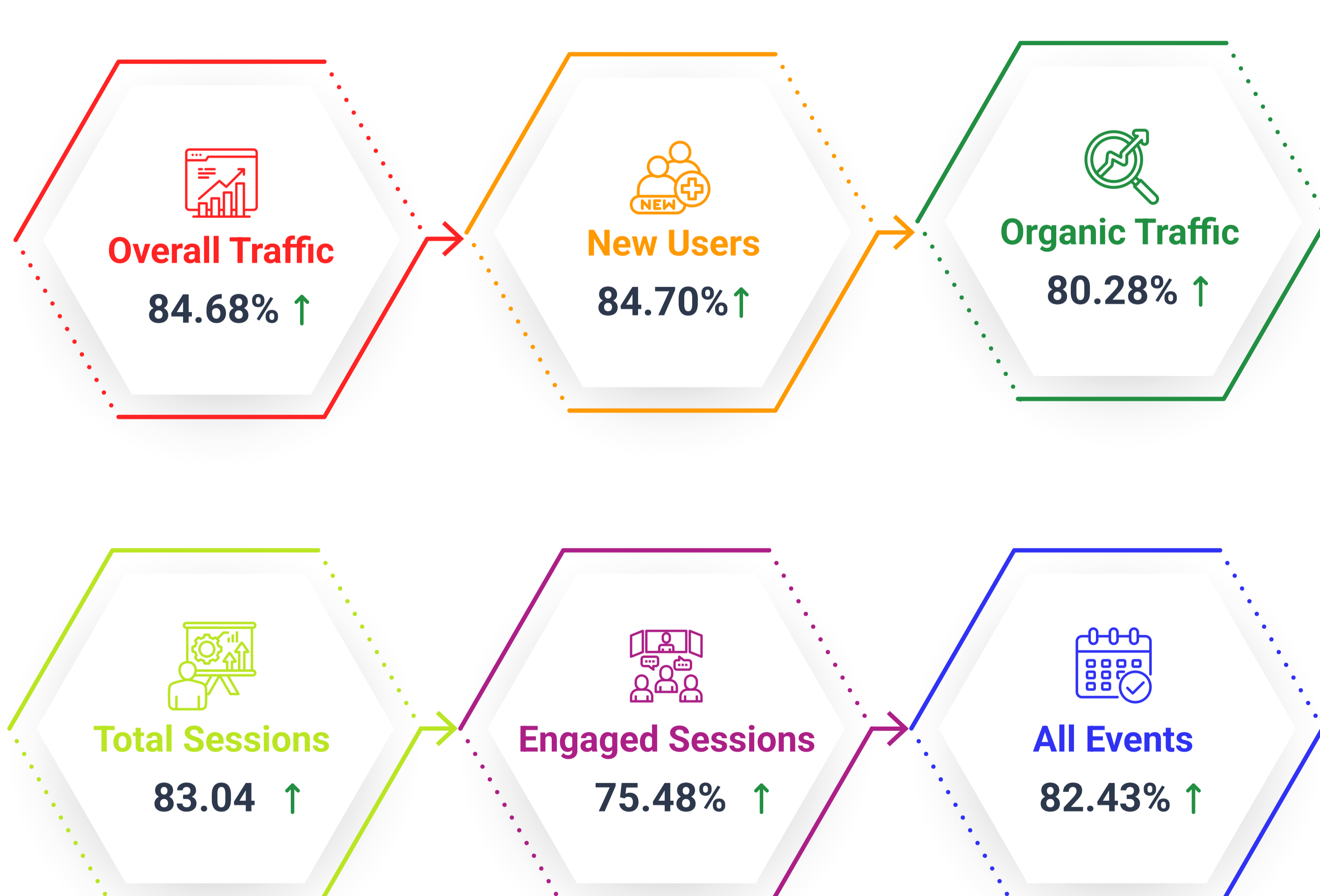
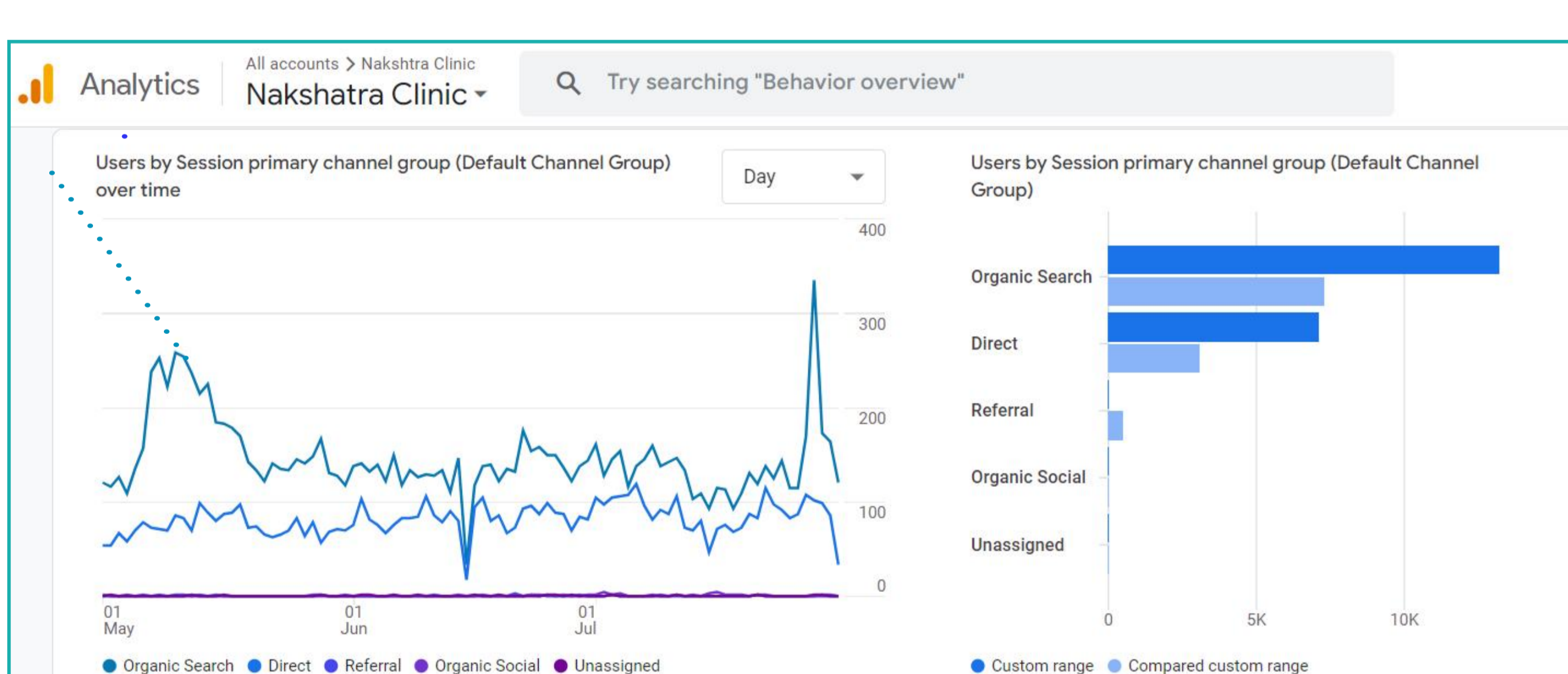
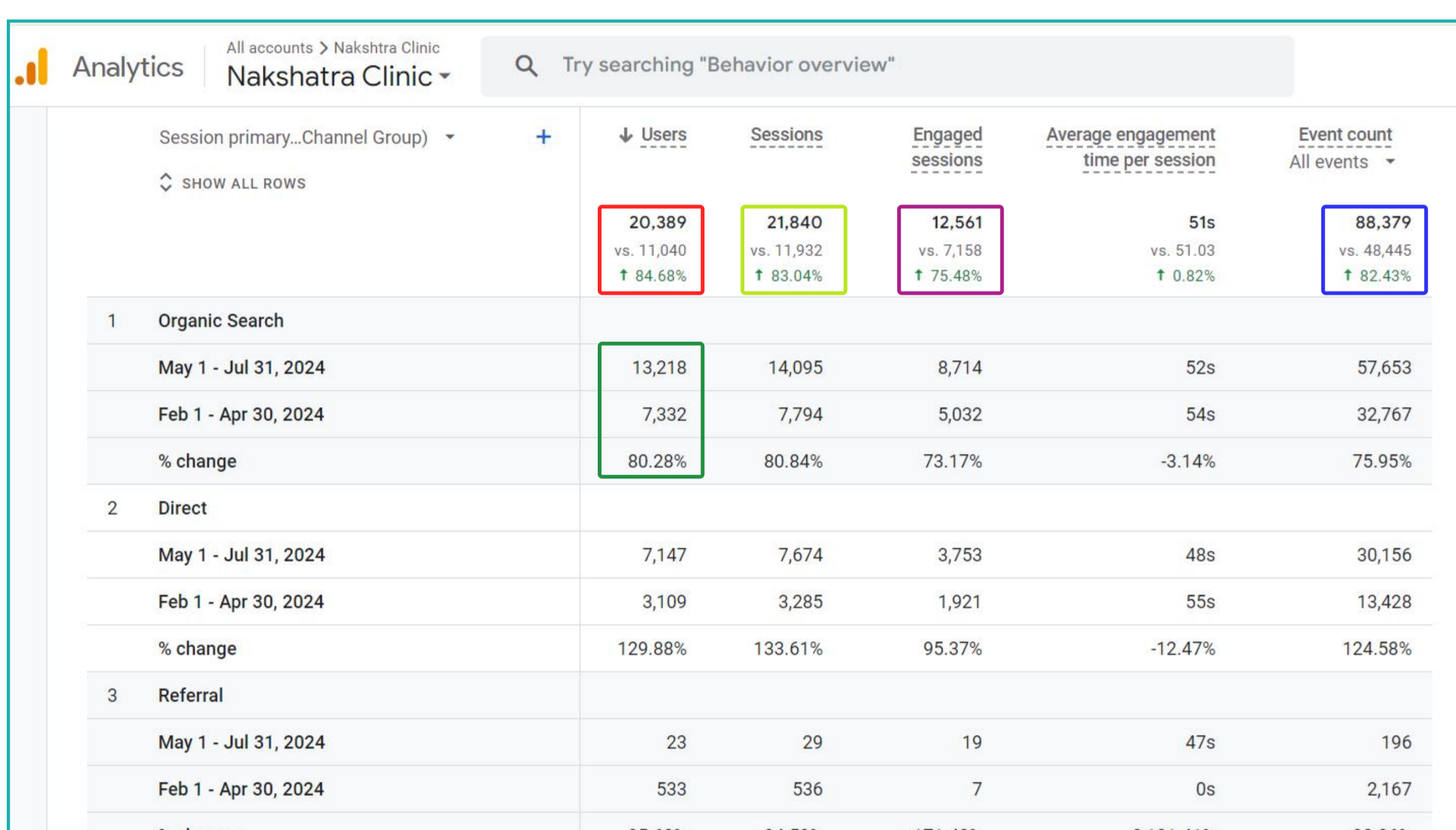
- **Google My Business Optimization:** Enhanced Nakshatra Clinic's Google My Business profile with accurate information, patient reviews, and optimized posts, ensuring the clinic appeared prominently in local search results.
- **Local Listings:** Ensured the clinic was listed in key local directories and healthcare platforms, further boosting its local visibility.

### 4. Link Building:

- **Authority Backlinks:** Built quality backlinks from reputable healthcare blogs and local websites to increase the clinic's domain authority and search engine rankings.
- **Internal Linking:** Improved internal linking across the website to distribute page authority and enhance the user experience.

## Achievements

The results of our efforts were impressive and exceeded the client's expectations:



## Conclusion

Through a strategic blend of SEO, content marketing, and local SEO, Nakshatra Clinic successfully started its goals of increasing online visibility and attracting more patients. The remarkable growth in organic and overall traffic within just three months of starting the project demonstrates the effectiveness of the tailored strategies implemented. As Nakshatra Clinic continues to grow, its enhanced digital presence will play a crucial role in maintaining its position as a leading healthcare provider in Pune.