

## Aathi Eye Hospital – Local SEO – Success Story

**Industry:** Hospital Industry    **Specialization:** Eye Hospital    **Branding:** Aathi Eye Hospital

### Double the Number of Direct Visitors Within 3 Months

#### About the Client

Aathi Eye Hospital is an eye care centre and **ophthalmic care centre** located in **Madurai**, striving to provide comprehensive and superior quality eye care with a compassionate and personalized service to the community. As a best cataract surgeon, he reached nearly 1Lakh+ cataract surgeries. At the same time, he operated more than 5000 Glaucoma surgery and Lasers.

#### The Challenge

Aathi Eye Hospital's Google My Business page was not optimized initially. As a result, their business page faced a huge loss number of **direct visitors**. For this reason, they approached us with the main objective of improving visitors on regular basis. Their primary focus is to create their **brand awareness** in Madurai and thus they approached us for help to improve their local online presence in search engine results

#### Our Strategy

- We've started doing GMB optimization for **Aathi Eye Hospital**.
- We have listed out their Madurai based local citations, Online Presence & Brand Awareness.
- Huge number of backlinks were generated to gain maximum traffic in their website through **social bookmarking, forum postings, and directory** submissions in business listings with name, address, working hours, and customer reviews.
- Listed out the group of potential competitors for Aathi Eye Hospital, analysed them, and gave our best strategies.
- Local SEO by optimizing website with geo terms (e.g. **address, zipcode, local phone number**).

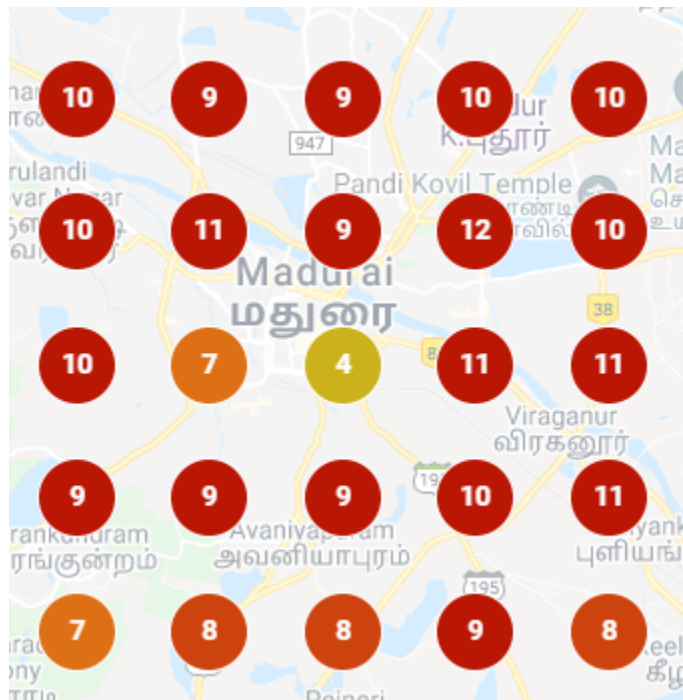
**Google Search & Map views** – It can be seen that monthly they tend to get around **240 views**.

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**Customer Actions** - they tend to receive average calls of **50 per month** and average of website visits.

Keyword Rankings are also found to in middle and average ratings for them. Like, they get positioned in above 10 in Google Listings.

### Day 1 Keyword Position in Grid View



Thus, as we have analysed our basic research on how their business profile is performing and what type of strategies to be implemented for them, we started to work for them.

### Our Solutions

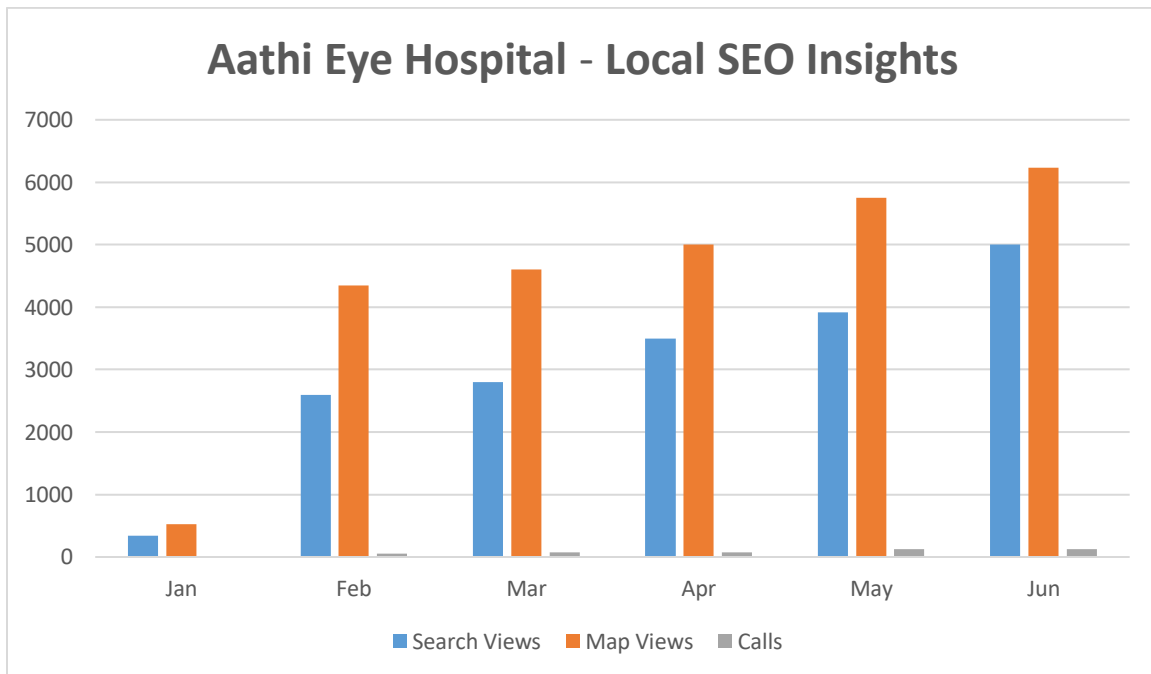
In this case, we optimized their Google My Business listings with Geo terms such as Name, address, and phone number. At the same time, **we has been submitted Doctor's profile creation** websites. It helps to improved their local search results. By doing this the values of Doctors has been immuned. Top local directories were chosen. Though, expanding their local directory listing, Aathi Eye Hospital reached the new target audiences that they had not reached before.

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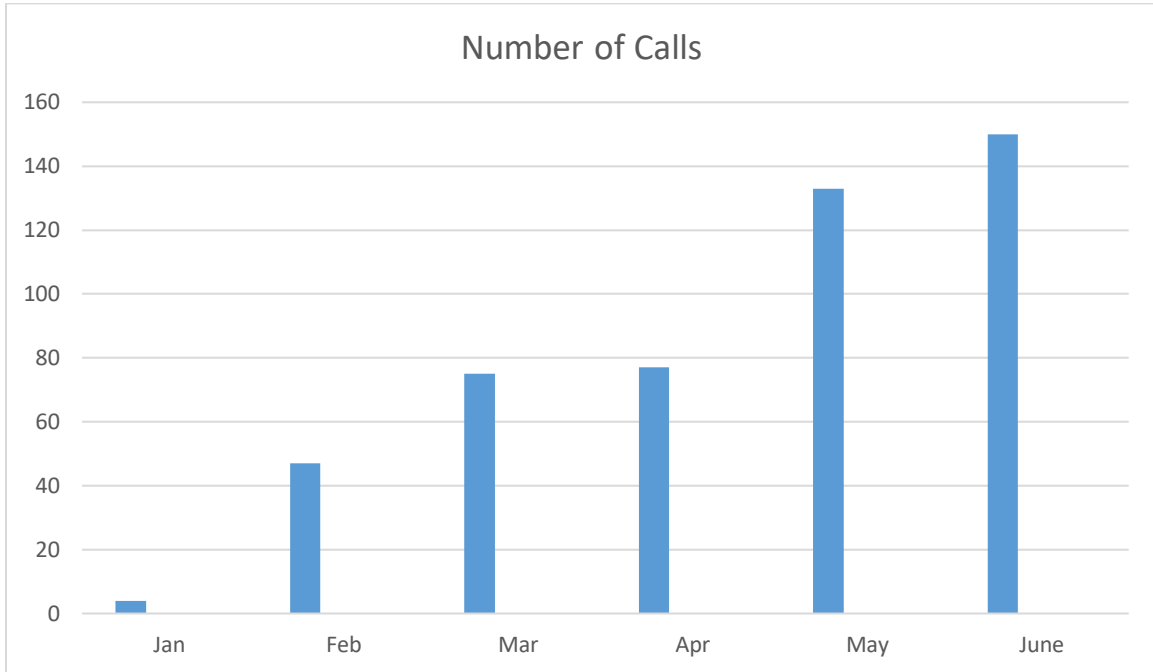
We analysed the competitor’s research and also analysed their strategies to determine the particular terms using **keyword planner tool** that the potential customer would use to identify their service when searching in Google. We optimized Aathi Eye Hospital existing business listing by filling in all the business information and making sure it's up-to-date. We added regular Google post to the listing. We know the importance of responding to the Customer reviews that we obtain. Further, we track to measure our results through the GMB Insights

### Take Away

Through our dedicated Local SEO services, we increased their **2X GMB Calls** and local patient visitors to the hospital.



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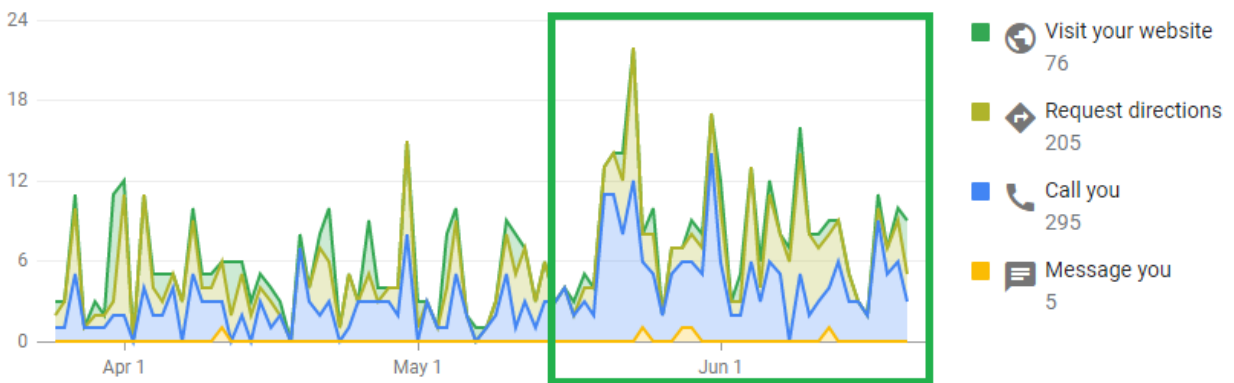


**Customer actions**

The most common actions that customers take on your listing

1 quarter ▾

Total actions 581



**GMB Search Views** – It is found that, Aathi Eye Hospital tend to get an **average search of 92** per day on Google search views of business listings.

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**GMB Search Views** – Aathi Eye Hospital tend to get **an average search of 175** per day on Google search views of business listings

Where customers view your business on Google  
The Google services that customers use to find your business

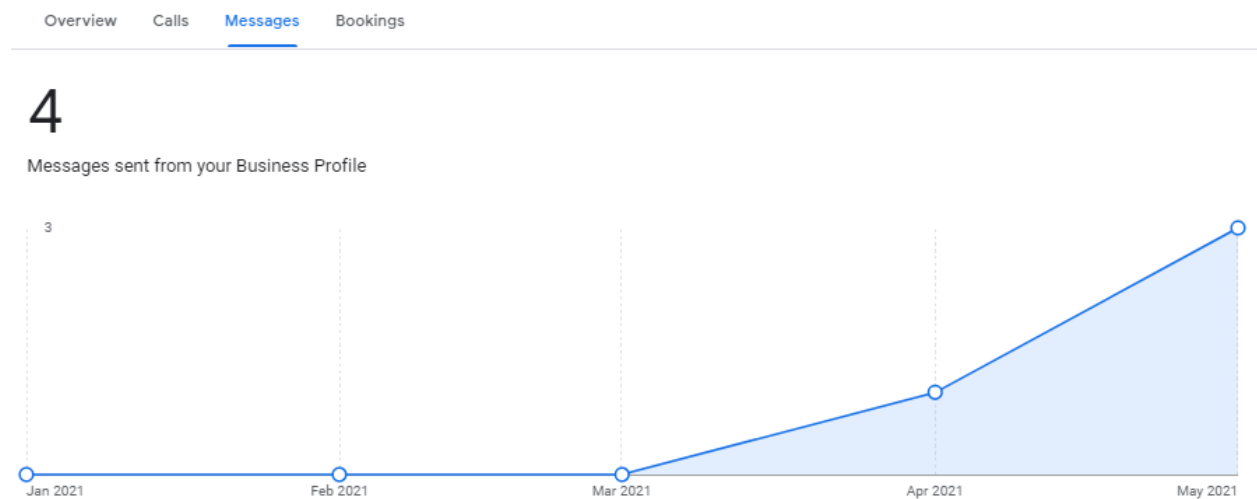
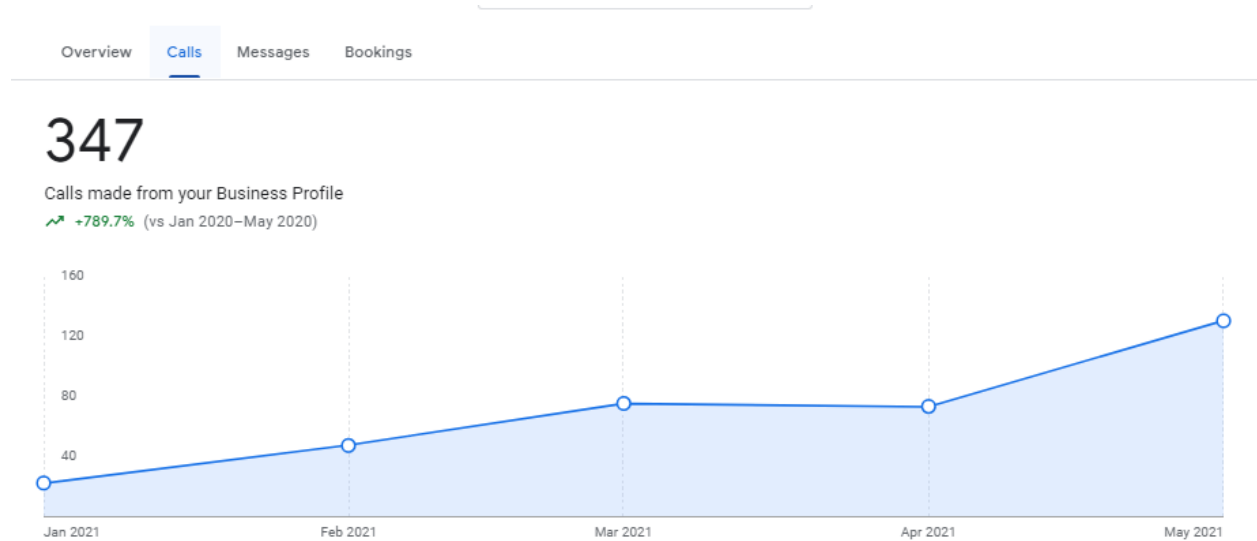
1 quarter ▾

Total views 33.7K

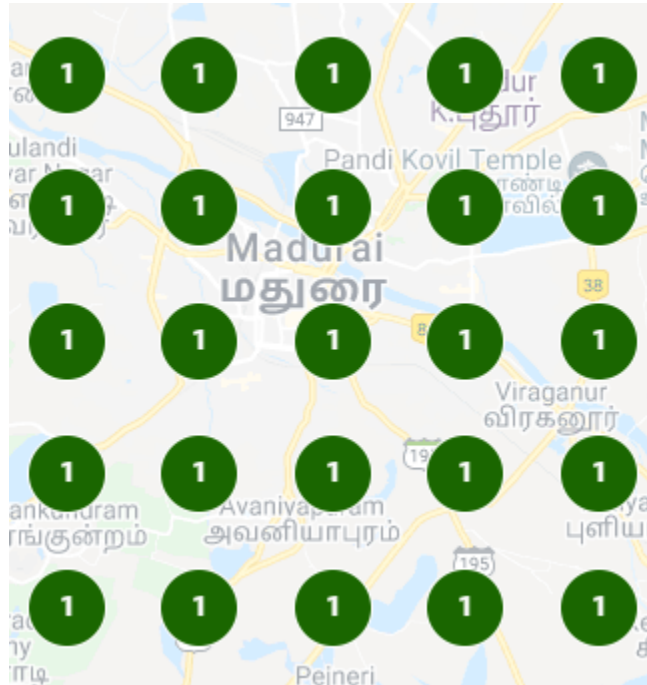
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### Overall Performance

Thus, their overall performance tends to get increasing step by step, by our result oriented strategies.



Also, their Keyword ranking also keep forwarding on their positions from their original rankings.

**Aathi Eye Hospital – Local SEO – Success Story****Day 90 Keyword Position in Grid View****Conclusion**

It can be seen that, their business get positioned in top rankings for their keywords being searched for Google.

- As a result, When they tend to get **average calls of 50-60 per month**, After our result oriented strategies, we can see they **increase to average calls of 110 -130 per month**.
- Also, this increase reflects in **2X increasing of ROI** in their business.
- So, thus, we followed our best and result oriented strategies, which have resulted in the expected output of increasing their branding and business conversions for them.

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