

Increased online visibility and improved Alexa search ranking by 94% for a leading digital healthcare provider



About the Client

A US-based online healthcare platform that helps patients schedule laboratory and radiology tests along with viewing their test results securely

Offers services to bridge the communication gap between patients, doctors, diagnostic centers, and payers for a smooth medical experience

On a mission to make patients' lives easier and improve the healthcare delivery eco-system

Business Needs



- > **Boost Google and Alexa** ranking for the website
- > **Increase the claim on rankings** for US local search results
- > **Improve ranking for core keywords** on SERP
- > **Expand the lead generation** count for the website
- > **Curate or edit the website content** to be informative and engaging
- > **Fix technical SEO issues** and resolve the conversion tracking mechanism

Solutions



Business Impact

- 94%** > Increase in Alexa US rankings
- 41.15%** > Improvement in SEO sessions
- 73%** > Growth achieved in keyword ranking for the targeted pages
- 89%** > Upward growth for optimized pages
- 18%** > Elevation achieved in "Book an Appointment Leads"
- 12%** > Boost in local search results
- 17%** > Advancement in website indexability and crawlability
- 21.45%** > Reduction in drop-off rate

Cybage MarTech Services



Content Marketing



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Building comprehensive SEO strategies for better visibility amongst targeted users

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