



ARION MEDIA CORP

## Sudha Hospital

*SEO is complex. We make it simple.*

### Introduction

*When Sudha Hospital first came to us, we did what we always do when we run an SEO campaign. Our first step was to do a thorough website audit. In this step, we completed a full analysis of Sudha's website to determine its search visibility and to give them a deeper understanding of why their site wasn't generating the traffic that they were looking for. During our audit, we found that Sudha had broken links, crawl errors, and a site that was not fully optimized to their benefit.*

Organic SERP  
Visibility increased  
from 3.92% to  
62.09%

Average Position  
increased from  
16.13 to 2.38

Organic leads  
increased by 37%

### The Story of Sudha Hospital

*Sudha Hospital saw its humble beginnings in Erode in 1985, as a single-specialty hospital focusing on cardiology. The hospital established by Dr.D.Kandaswamy started with just 20 beds. Subsequently, Sudha Heart and Maternity Hospital was established in the year 1990. Identifying a critical need in society, Sudha Hospital set up a fertility center in 1995. Envisioned by Dr.S.Dhanabagam, the center was among the pioneers of IVF treatment in the Kongu region.*



## SEO Rankings - February 2020



After fixing the ON page issues and carrying out off-page work, as a result, the rankings increased, and for several keywords; We ranked at the top despite the competition. We still maintain the rankings up to date. All the competitors are now behind our client for all the top-performing keywords which have helped us in lowering CPC costs when we run google campaigns and we were able to generate a lot of organic traffic.



## Ranking Distribution

The ranking distribution shows how a website ranks across Google search results pages for a variety of different keywords. This distribution illustrates the percentage of keywords for which a website appears on the first search results page

Rankings Overview 1 - 8 (8)

Keyword	SEOP	SEOP Features	Pos. Feb 1	Pos. Feb 15	Diff	Visibility	Diff	Est. traffic	Diff	Vol	CPC
ivf hospital in chennai			1	1	0	12.500%	0	1.09	0	90	0.
ivf centre in coimbatore			1	1	0	12.500%	0	0.12	0	10	1.
fertility centre in coimbatore			1	1	0	12.500%	0	0.24	0	20	0.
fertility hospital in coimbatore			1	1	0	12.500%	0	0.12	0	10	0.
ivf centre in chennai			2	2	0	4.293%	0	0.70	0	170	0.
ivf hospital in coimbatore			2	2	0	4.293%	0	0.08	0	20	1.
fertility centre in chennai			5	5	0	2.095%	0	2.03	0	1,000	0.
fertility hospital in chennai			7	6	↑1	1.408%	+0.103	0.53	+0.04	390	0.

## Rankings Overview

From the image shown, you can see an overview of the Search Visibility, Keyword Rankings and movement within certain position brackets, overall Movement up or down, and how many Featured Snippets for the Tracked Keywords. All the data you see in this report is for the timeframe and search engine selected at the top of the report.

## Overall Results

*Within the first year of the partnership with Arion Media Corp 2019, the campaign generated 80% more conversions. The target cost-per-acquisition (CPA) was achieved within 6 months of the campaign launch. The SEO-optimized website has seen an increase for priority keywords and ranks #1 in high-volume and competitive keywords like "IVF hospital in Chennai".*

*Arion Media Corp was able to gain significant visibility and drive more high-quality leads. Since the start of the campaign, organic traffic had grown 37% and leads are up 75%.*

*This SEO and paid advertising campaign made a significant impact for Sudha Hospitals.*

*"We are very happy about the traffic increase, but what's more exciting is it also accompanied improvement in the quality of the traffic. We believe this means our users found Sudha Hospital's optimization work delightful." Sudha Hospitals.*

## *Ready to work together?*

Prefer to Talk - Call Us @ +91 99528 28633