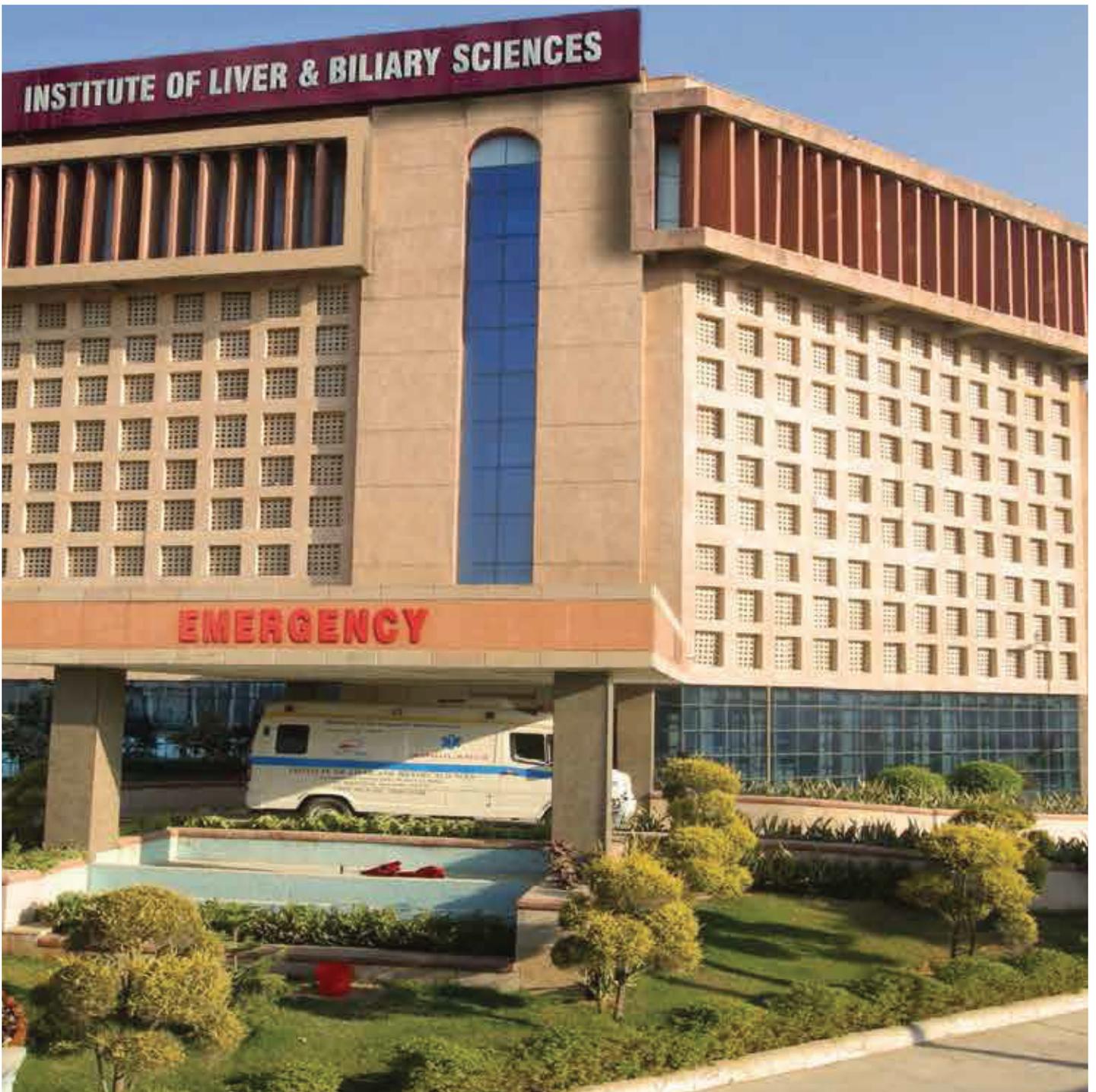


Case Study for SEO for the ILBS Hospital



About ILBS Hospital

The Institute of Liver & Biliary Sciences (ILBS) has been established by the Government of the National Capital Territory of Delhi as an autonomous institute, under the Societies act.

Business Need

The client wanted us to handle their SEO and gain visibility on Google.com. The client wanted to gain ranks on few keywords and increase traffic. The challenge was the budget constraints for SEO..

Technical Solution provided

We recommended them on page and off page optimization and devised a strategy whereby ranks could be increased and henceforth traffic. We debugged their SEO problems and created metas for their website for their respective keywords. Landing page optimization was next. We also did link building for the projects. Ideas was to increase the visibility of the website through various sources.

Results

We observed a 25 % of total traffic growth over a period of eight months with increased queries.



Google Analytics Visit Data	Jan 01- Aug 20, 2017
Total Visit	162906
Direct Traffic	55400
Referring Traffic	25509
Social	1111
Search Engines Traffic	91487
Other	30
Pageviews	1151299
Pageviews/Session	3.97
Avg. Time on Site	4:35

Google Analytics Visit Data	Jan 01- Aug 20, 2018
Total Visit	204336
Direct Traffic	56315
Referring Traffic	50017
Social	522
Search Engines Traffic	105740
Other	237
Page views	1221843
Page views/Session	3.48
Avg. Time on Site	3:31

S.No	Keywords	1 Jan, 2017	20 Aug, 2018
1	best liver hospital in delhi	15	1
2	liver transplant ins tute	29	2
3	liver best hospital in india	55	6
4	liver ins tute	42	3
5	liver biliary disease	Not in 100	19