

SEO CASE STUDY



ABOUT THE COMPANY



ANIL EYE HOSPITAL consistently provides all eye care services that meet patient needs, Be it Cataract, Lasik, Retina, Glaucoma, Cornea, contact lenses, oculoplasty. AEH has the 1st & only LASIK center in DBL, a surgery that helps remove glasses, spreading smiles & joy in thousands of patients. Anil eye hospital is one of the very few hospitals in Dombivli to get the prestigious NABH certification.

Website

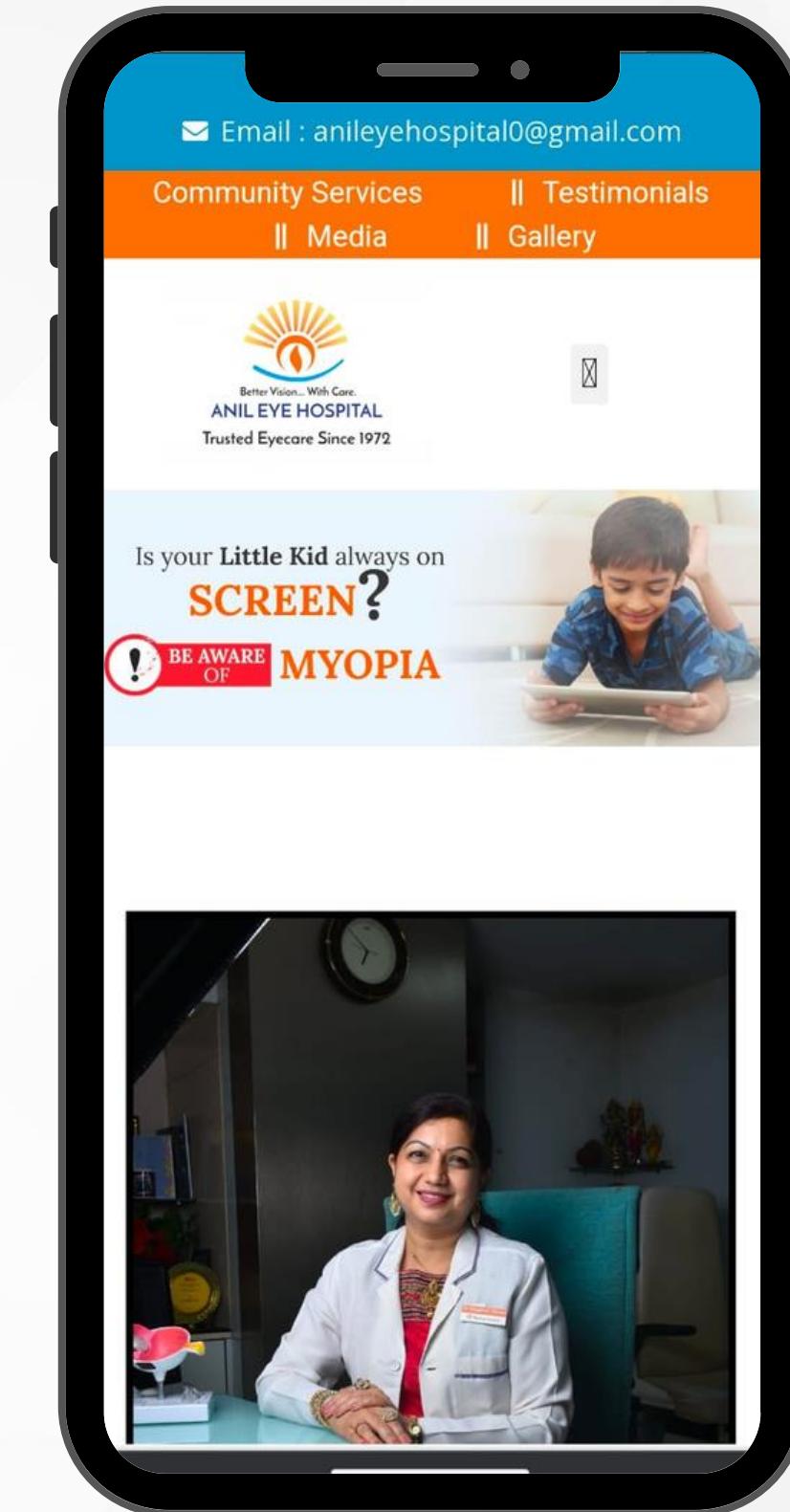
<https://anileyehospital.com/>

Location

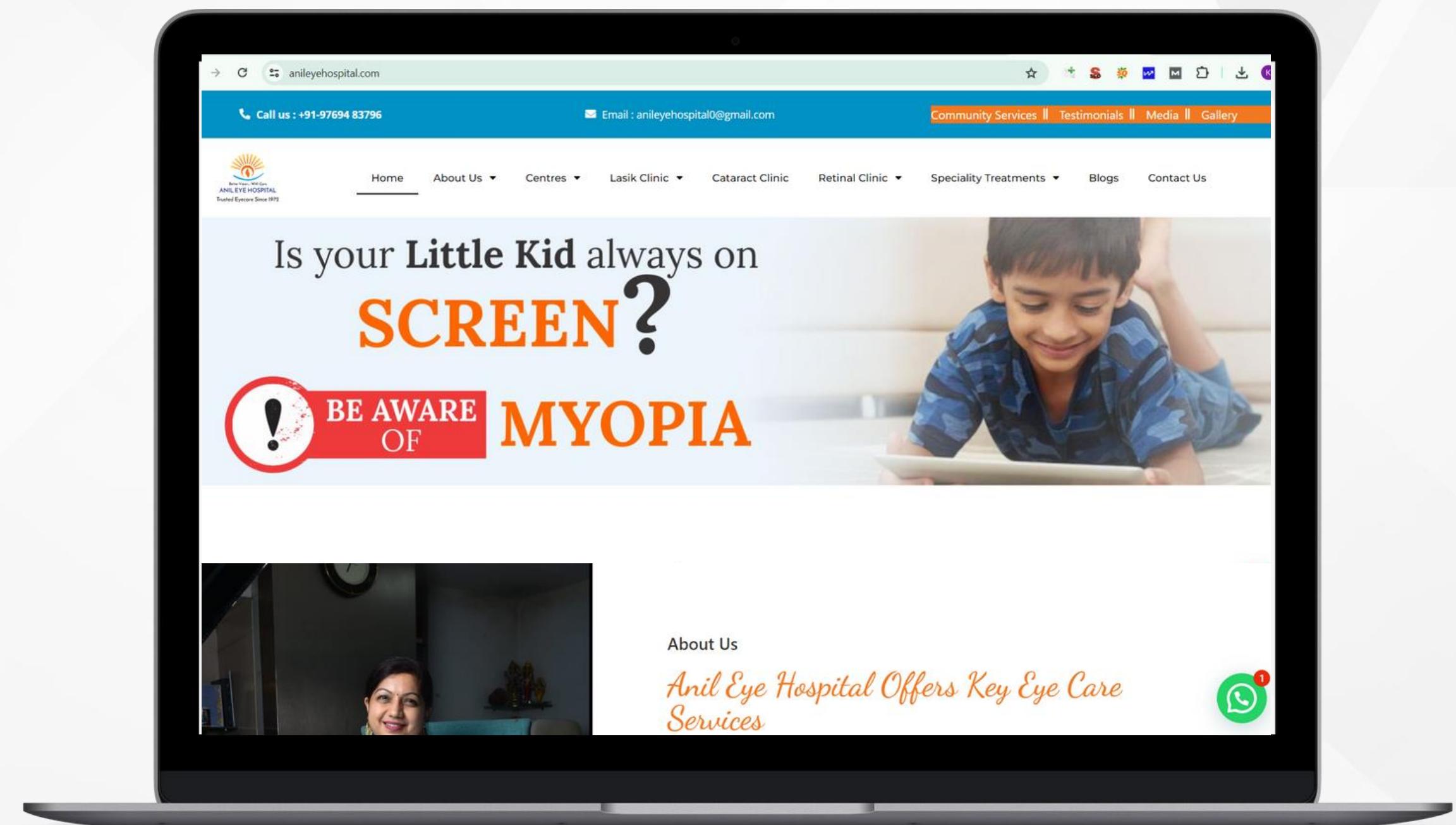
Mumbai
(Thane,
Palava,
Dombivli,
Kalyan)

Audience

Eye
Treatment
and
Surgeries



TRANSFORMED WEBSITE UI



THE PROBLEM STATEMENT

The problem is that, company was not visible on search engine like google for best eye hospital or any eye related treatment or surgeries.

OUR STRATEGY

Our Strategy is that to create a presence on search engine like google for best eye hospital and any other eye treatment.

ON-PAGE OPTIMIZATION

On-page SEO refers to optimizing individual web pages to rank higher and earn more relevant traffic in search engines.

- Keyword Optimization
- Quality Content
- Meta Tags and Descriptions
- Image Optimization(Alt text)
- Internal Linking
- Site Speed

OFF-PAGE OPTIMIZATION

Off-page SEO refers to actions taken outside of your own website to impact your rankings within search engine results pages (SERPs).

- Link Building
- Social Media Marketing
- Guest Posting
- Content Marketing
- Local SEO
- Brand Mentions

Keyword Ranking (1 To 10)

S.no.	Keyword	Ranking
1.	Laser eye treatment in Palava	1 & 3
2.	Lasik eye surgeon in Palava	1
3.	Eye specialist in Dombivli	1
4.	Eye Specialist in Palava	1
5.	Eye Doctor For Dry Eyes in Kalyan	1
6.	Best Eye Hospital In Dombivli Palava Kalyan Thane	1 & 2
7.	Eye hospital in Dombivli	1
8.	Eye Care Cornea Centre in Thane	2
9.	Retina Specialist in Thane West	1
10.	Eye hospital in kalyan	5
11.	Eye clinic in kalyan	5
12.	Lens Replacement Surgery in Thane	7
13.	Eye specialist in kalyan	6
14.	Pediatric eye doctor in thane	9
15.	Best Eye Hospital in Thane	10

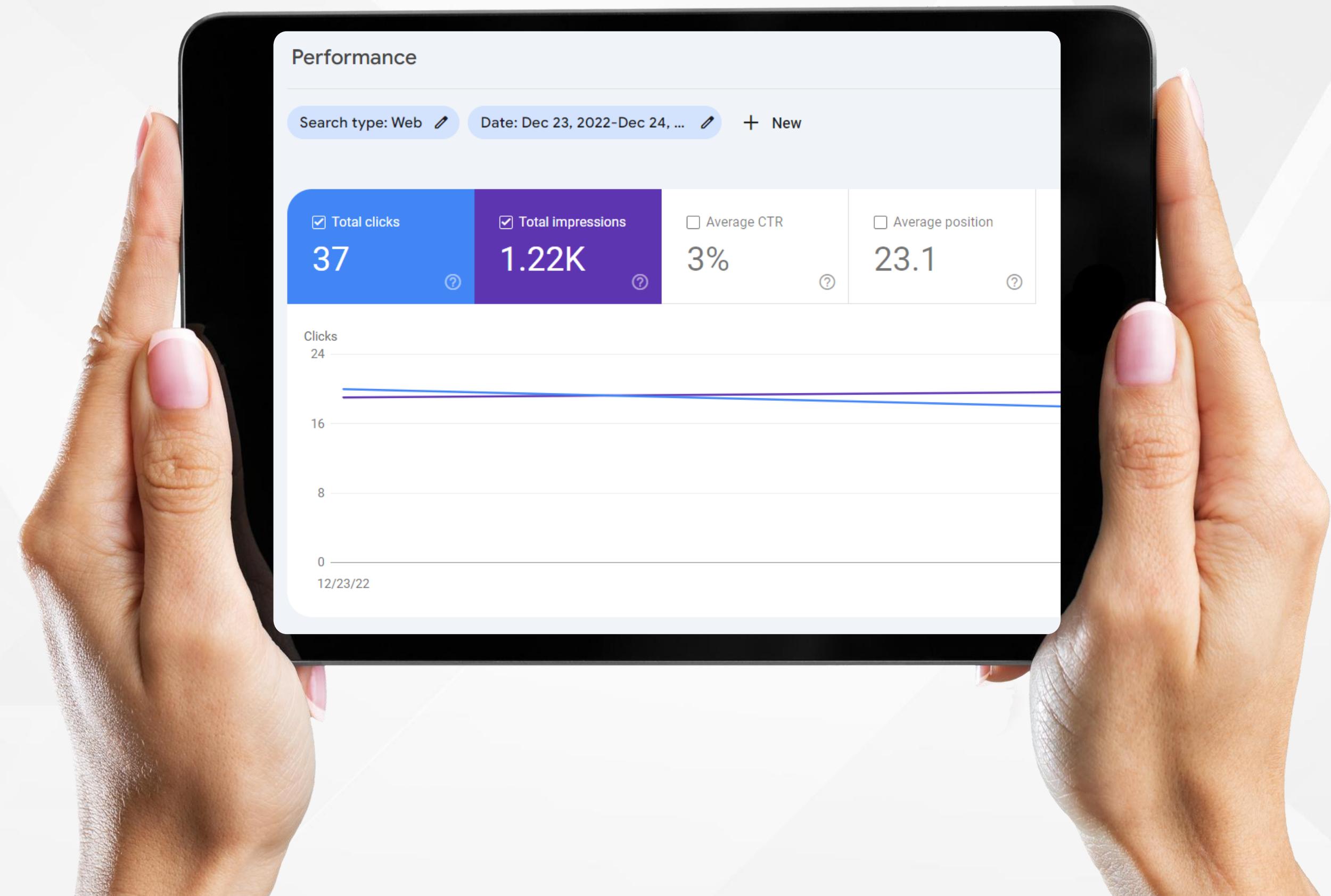
Keyword Ranking (11 To 40)

S.no.	Keyword	Ranking
16.	Eye specialist doctor in thane	12
17.	Best eye specialist in Thane	14
18.	Best lasik eye surgery	14
19.	Best lasik eye surgery in india	17
20.	Dos and don'ts before laser eye surgery	18
21.	Best eye hospital in maharashtra	15
22.	eye specialist in kalyan west	21
23.	Eye clinic in thane	25
24.	Best lasik eye surgeon in mumbai	25
25.	Best ophthalmologist in thane	30
26.	Child specialist in dombivli east	30
27.	Best eye specialist in thane west	32
28.	Laser eye surgery in thane	36
29.	Best lasik eye surgeon in Mumbai	37
30.	Best Glaucoma Surgery	39

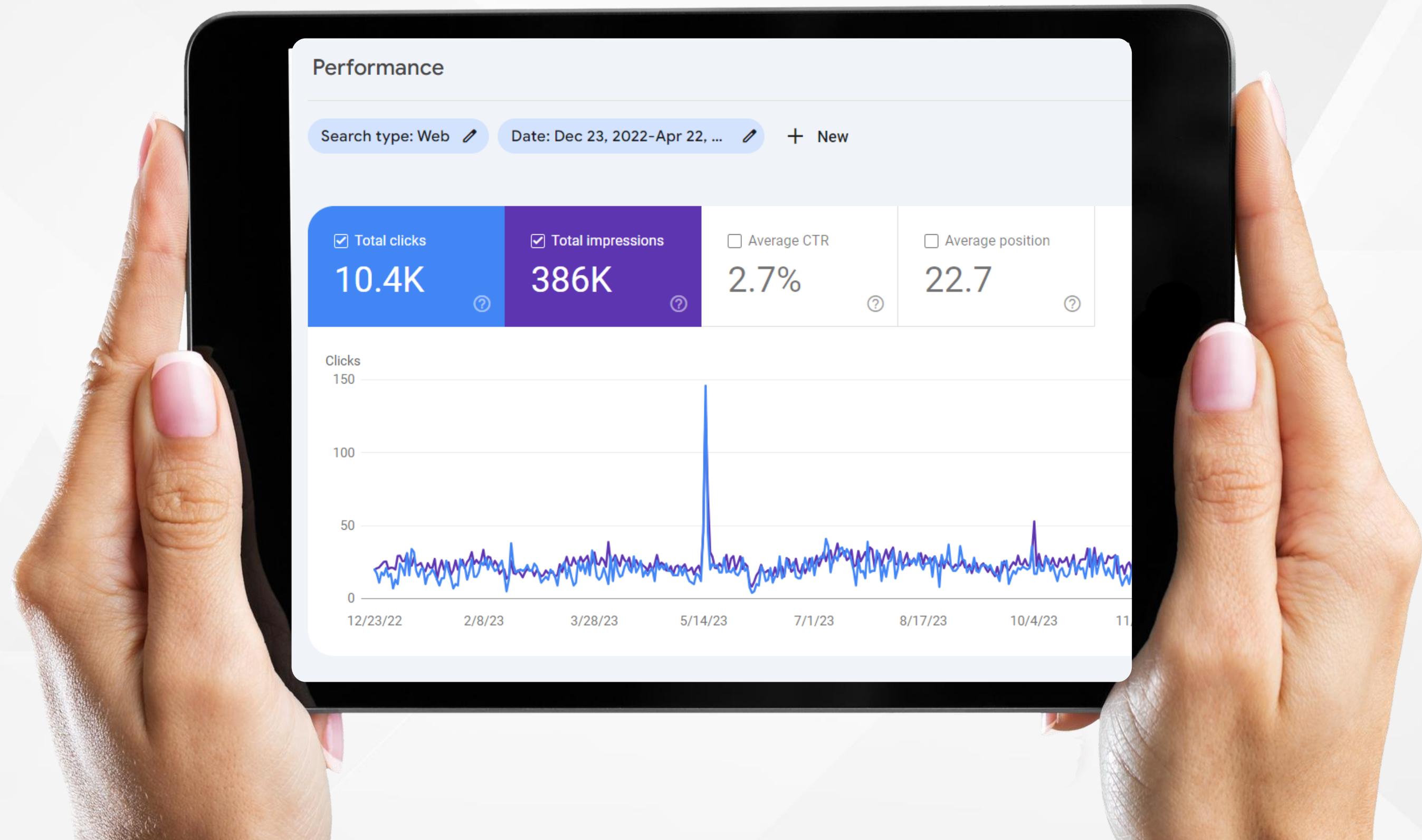
Keyword Ranking (41 - 80)

S.no.	Keyword	Ranking
31.	Thane eye care hospital	46
32.	Pediatric eye doctor	47
33.	The retina clinic	56
34.	Best eye doctor for dry eyes in mumbai	58
35.	Best eye doctor for dry eyes in mumbai	60
36.	Lasik eye surgery in mumbai	63
37.	Pediatric eye clinic near me	76

WHEN WE Started



WHEN WE Achieve





THANK YOU



+919930519666



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