

SEO CASE STUDY

ABOUT THE COMPANY

Thar Women's Hospital, provides expert care in delivering comprehensive, maternity care, gynecology, laparoscopy and fertility, they focus on personalized healthcare for women at every stage of life.

Website

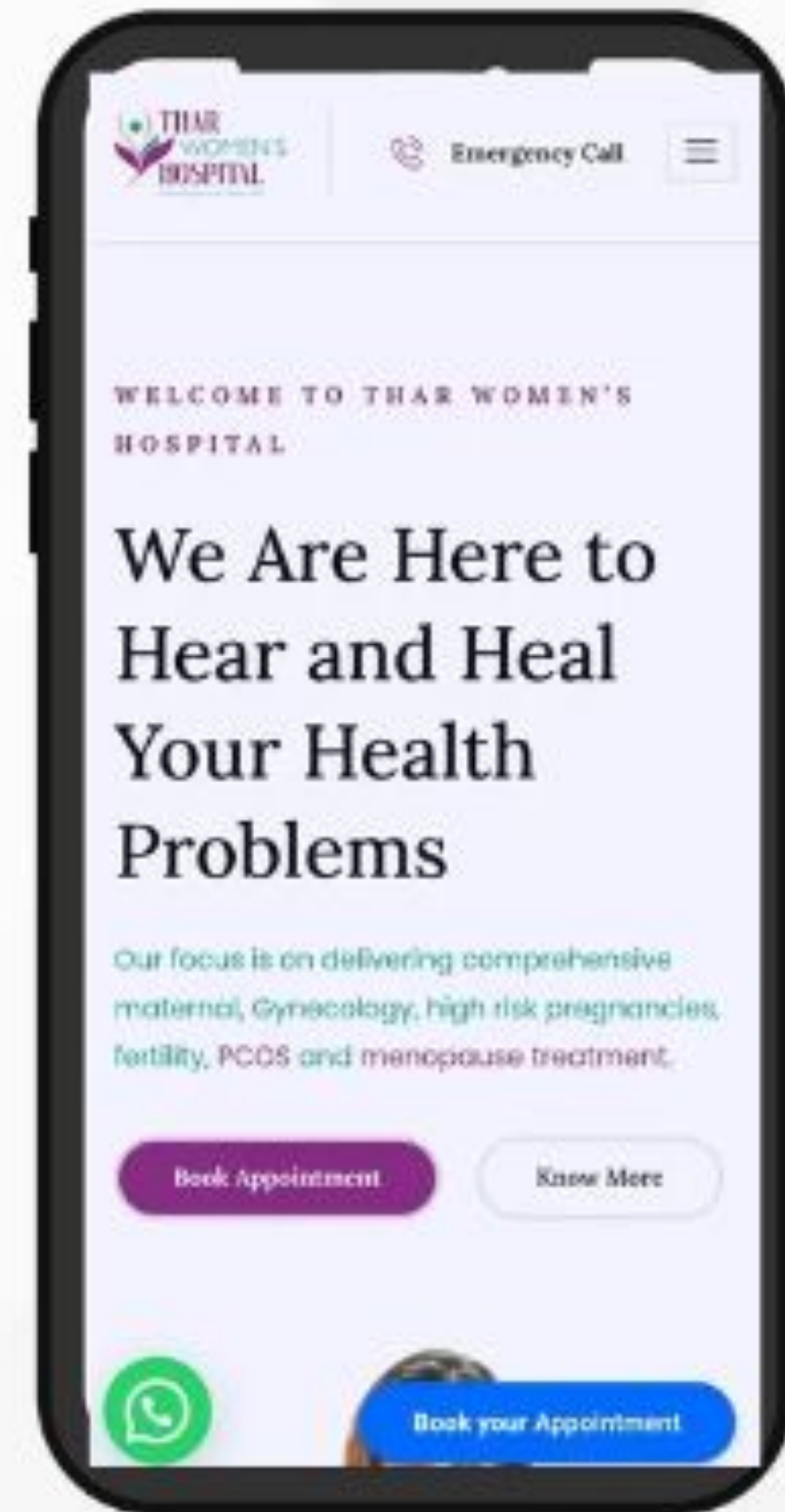
<https://tharwomenshospital.com/>

Location

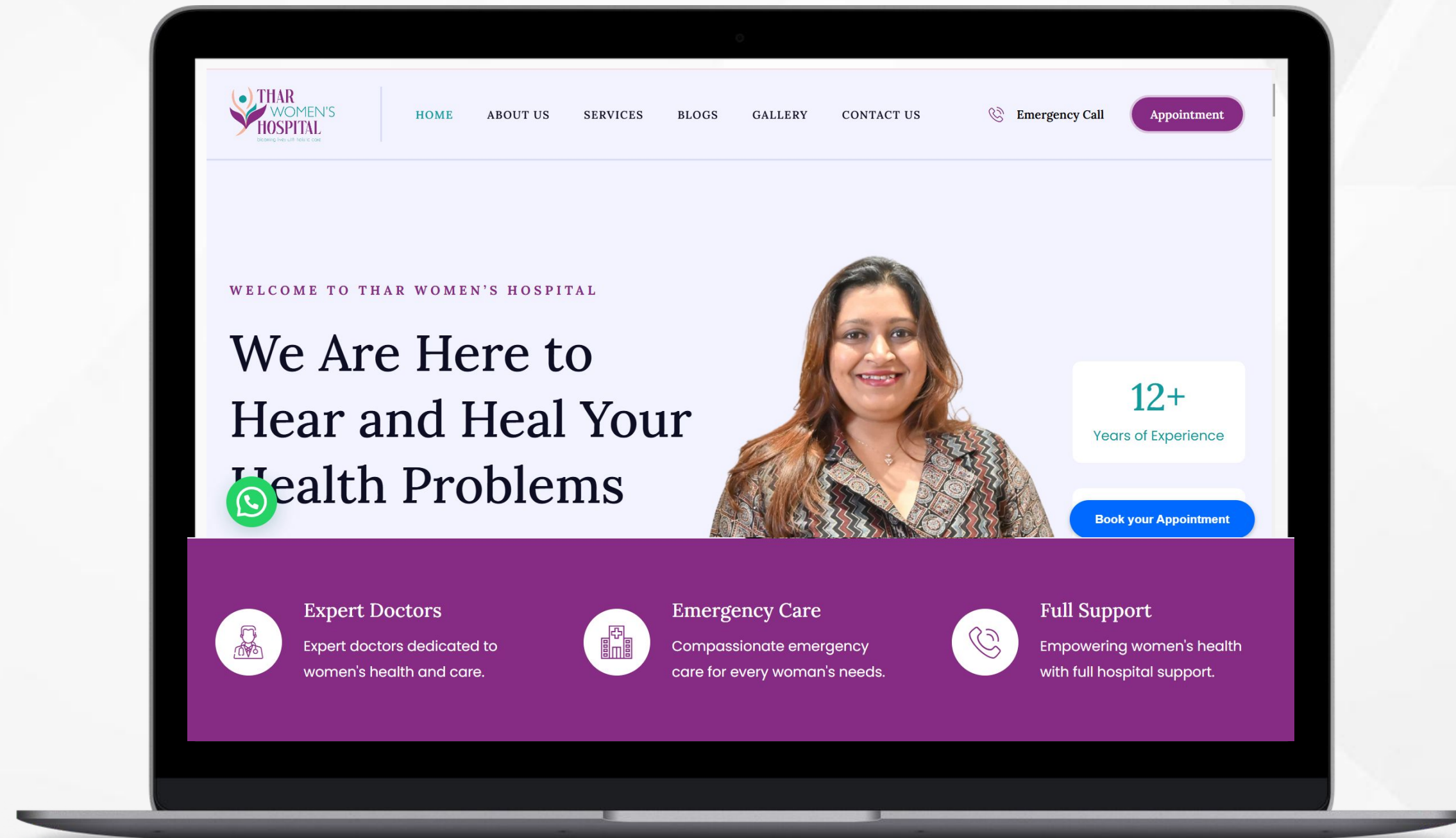
Mumbai

Audience

Women Health services



TRANSFORMED WEBSITE UI



THE PROBLEM STATEMENT

The Thar Women's Hospital website struggles with low visibility for critical women's healthcare keywords in Mulund West, Mumbai, impacting its ability to attract local patients. Enhanced keyword optimization and local SEO strategies are required to improve search rankings and drive targeted traffic.

OUR STRATEGY

We have optimized on-page by interlinking keywords with adding meta tags and titles according to highly searched keywords on google and creating off page links of content, image and article submissions. for the same.

ON-PAGE OPTIMIZATION

On-page optimization (AKA on-page SEO) refers to all measures that can be taken directly within the website in order to improve its position in the search rankings.

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

OFF-PAGE OPTIMIZATION

Off-page optimization refers to all the measures that can be taken outside of the actual website in order to improve its position in search rankings.

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

Keyword Ranking

Keywords	Ranking
women hospital mumbai	15
best obstetrician gynecologist	28
best doctor for pregnancy in mumbai	40
treatment for menopause	10
hormone therapy for women	35
pregnancy treatment for pcos	26
best pcos doctor in mumbai	32
emotional development in adolescence	1
abortion clinic mumbai	14
abortion centres in mumbai	30

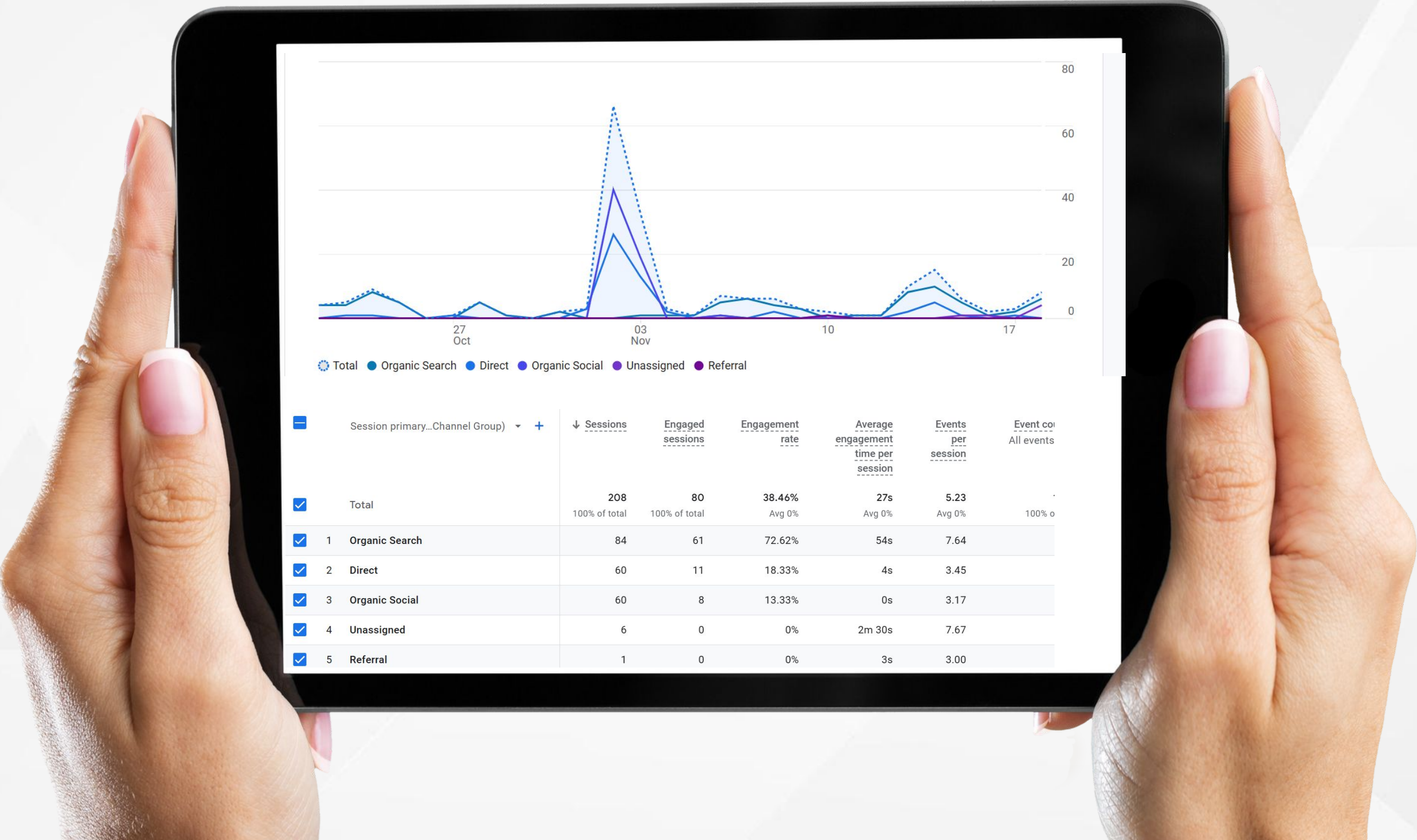
When We Started



What We Have Achieved



Traffic Acquisition



THANK YOU



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<https://hd99solutions.com/>