



# *Case Study*

Healthcare Niche



# *Search Engine Optimization*



We execute a data-driven strategy to boost online visibility by emphasizing unique value propositions and aligning with search intent. Our approach prioritizes keyword optimization, high-quality content, and technical precision to rank higher on SERPs. By leveraging on-page SEO, authoritative backlinks, and user-centric metadata, we craft authoritative content that addresses user queries and showcases expertise. This methodology enhances organic traffic, builds domain authority, and fosters trust with both search engines and audiences, driving sustained growth and measurable results.



# On-Page Strategy



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## Keyword & Metadata Optimization

- Optimize titles, meta descriptions, and headers with high-intent keywords to improve rankings and search visibility.

## UX & Technical SEO Enhancements

- Ensure fast loading speeds, mobile responsiveness, and schema markup for better user experience and search engine indexing.

## Strategic Internal Linking Architecture

- Implement contextually relevant internal links to improve navigation, enhance SEO, and distribute authority across priority pages.



# Content Strategy

## Pillar-Cluster Content Framework

- Develop pillar pages with supporting cluster content to build topical authority and improve search engine rankings.

## E-A-T-Driven Content Development

- Strengthen credibility using data-backed insights, case studies, and expert sources to enhance trust and authority.

## Multimedia Content Repurposing

- Convert top-performing blogs into videos, infographics, and podcasts to expand reach and engage diverse audiences.





# Off-Page Strategy

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## Authority-Building Backlink Acquisition

- Secure high-quality backlinks through guest posts, partnerships, and industry collaborations to boost domain authority.

## Social & Forum-Driven Visibility

- Share content on LinkedIn, Quora, and Reddit to drive referral traffic and increase brand awareness.

## Brand Monitoring & Community Engagement

- Track brand mentions and engage in niche forums to strengthen credibility and foster organic advocacy.
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# Analysis & Optimisation



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## Monitoring SEO Performance Metrics

- Track keyword rankings, organic traffic, and SERP click-through rates using tools like Google Analytics and Search Console to gauge SEO effectiveness.

## Enhancing Crawl Budget Efficiency

- Optimize crawlability via XML sitemaps, canonical tags, and internal linking to ensure search engines prioritize high-value pages.

## Refining Content for Search Intent

- Update underperforming content by aligning it with user intent, improving keyword density, and adding structured data for better relevance.

# *Table of Content*



## Mommy and me 4D

Premium 3D/4D & 5D Ultrasound  
Experience for Expecting Parents







## *About Mommy and Me 4D*

Mommy and Me 4D offers a memorable ultrasound experience, helping expectant parents bond with their baby before birth. With advanced imaging technology, the studio provides clear, detailed scans in a comfortable and welcoming environment.

It caters to parents, families, and loved ones seeking a special glimpse of their baby. From 3D/4D to 5D ultrasounds, Mommy and Me 4D delivers high-quality imaging, expert sonographers, and a warm experience to create lasting memories.



# Objectives

- Boost visibility for expectant parents searching for ultrasound services through SEO-driven content.
- Position Mommy and Me 4D as a trusted provider with optimized resources on prenatal imaging and bonding experiences.
- Increase organic traffic by ranking for high-intent keywords in 3D/4D and 5D ultrasound services.





# Keyword Rankings Acheived

Keywords	Ranking
cheap 3d ultrasound	1/1
same day pregnancy scan	1/1
5 week ultrasound near me	1/1
combo ultrasound packages	1/3
baby and me ultrasound	1/1





# Website Authority

Keywords	Ranking
Linking Domains	1.4k
All time backlinks	36.3k
Domain Authority	23

We focus on creating high-quality, niche-relevant backlinks to strengthen website authority and improve search rankings.





# Results & Metrics

## Google Search:

- Mommy and Me 4D generates over 17K+ impressions and 2.1K+ clicks per month, increasing search visibility and reach.

## Google Analytics:

- Achieved 3.5K+ active users and 3.1K+ new users, with an average engagement time of 1m 40+ seconds, enhancing user interaction.

## LEAD GENERATION:

- Saw a steady rise in ultrasound appointments, driven by optimized content and improved online discoverability.





*Thank you*

