



SEARCH ENGINE OPTIMIZATION CASE STUDY OF CANCER HEALER CENTER



INTRODUCTION

Overview

Established in 1997, Cancer Healer Center is committed to providing the best care to its patients and aims to fight against cancer and give a hope of new life to people battling with cancer. It also aims to eliminate cancer by providing world-class care to its patients and continuously evolve medicine to eliminate the ailment.

Cancer Healer Center and its digital marketing agency, Obbserv Online Services, have worked together to improve its overall visibility in top search engines, display networks, and on social media front, ultimately helping in generating online leads. The central goal of our digital marketing and optimization program is user acquisition from online medium.

Where they Operate?

- Delhi (NFC)
- Delhi (west)
- Ahmedabad
- Chandigarh
- Mumbai
- Indore

USP's

- Affordable therapy as compared to other modes of cancer treatment;
- No side effect in traditional treatment;
- Painless Treatment by Immunotherapy;



CHC as a Client

- CHC partnered with Obbserv, as a client, on August 2013 and association lasted till September 2016

What have we done till yet for CHC as a Digital Marketing Firm?

- SEO and ORM
- Paid Marketing
- SMO
- Email Marketing
- Website Development
- Content Marketing

Our Objectives

- Organic Traffic Growth From Search Engines.
- Lead generation through Digital Marketing.
- Emphasize on Brand awareness
- To optimise the web presence and escalate the Keyword rankings.

Challenges

- Negative reviews across the web.
- Dealing with a delicate and a sensitive subject of Cancer.
- Establishing an Emotional Bond with audience was a challenging task.
- New treatment option of Immunotherapy with less awareness about it.
- To build the brand credibility in the eyes of Search engines.
- To Recover From an old Google penalty.

Solutions

- For web presence optimization relevant keywords were targeted initially and segmented as per the location of the centers. This resulted in 70% year on year increase in the traffic and led the page to rank on the first page for 43% of the keywords.
- Localised Keywords Targeted with Long Tail versions and Targeted Landing Pages were created for all the locations of the centers to achieve top local rankings on the Google.
- Google business Listings Creation helped in Ranking on the local Search keywords
- Website experience is far better than the previous website and user navigation has become much easier.
- The website is now mobile responsive, which further improves the user experience.

Content Marketing Strategy

In this span of association, we adopted Content Marketing strategies to escalate the ranking of CHC on various search engines. The strategies were as follows:

- **Content Editing and Proofread:** The content of each and every section of the CHC website had been edited and proofread by us to ensure no room for linguistic error.
- **Frequent Content Update:** In order to escalate the ranking of CHC website on various search engines, we frequently added to the various sections of CHC website SEO Keyword based content including keywords such as Immunotherapy, Best cancer hospitals in India, Cancer Hospital, etc. and continuously monitored the keywords and the overall content of the website.



- **Blogs:** To spread awareness about cancer and related information, we added more than 215 unique blogs in this entire period. These blogs were properly interlinked with other relevant sections of the site and other blogs. Again these blogs consist of SEO keywords that helped in escalating the ranking of the website.

Search Engine Optimization Strategy

In this span of association, we did several tasks to improve the On-site and Off-site structure of our website. We acquired high quality backlinks from top domains and got our website linked from most of the medical niche directories. The strategies are as follows:

- **Online Reputation Management :** Many websites on which consumers have posted reviews were tracked and negative reviews were tackled. Also, many fake reviews were reported to websites and were taken down. For those reviews which could not be taken or removed from third-party websites, we superseded them by posting highly positive reviews of our website.
- **High Quality Link Building :** We completely changed our strategy of link building and almost doubled the quantity of links which we were building before and because of that we were able to acquire many high-quality links to our website from medical niche directories, blogs, etc. and increased the overall organic visibility of the website. This was critical in increasing the overall authority of our website and has greatly improved our organic visibility.
- **Content Optimization :** We revamped the overall content on our website according to our targeted keywords and improved the overall content structure of the website. As a result, our organic rankings on targeted keywords were boosted and subsequently convertible traffic to our website was boosted.



- **On-Site Improvements** : Various onsite issues were fixed in this time period to make our website search engine friendly such as title and meta tags changes, Google Business Listings updated.

SEO Results:

- 10 keywords rank on 1st position on Google.
- 29 keywords rank on Page 1 in Google SERPs.
- Average monthly organic traffic increased from <1000 to nearly 7836.
- Organic conversions increased from around 42 per month to nearly 200 per month.

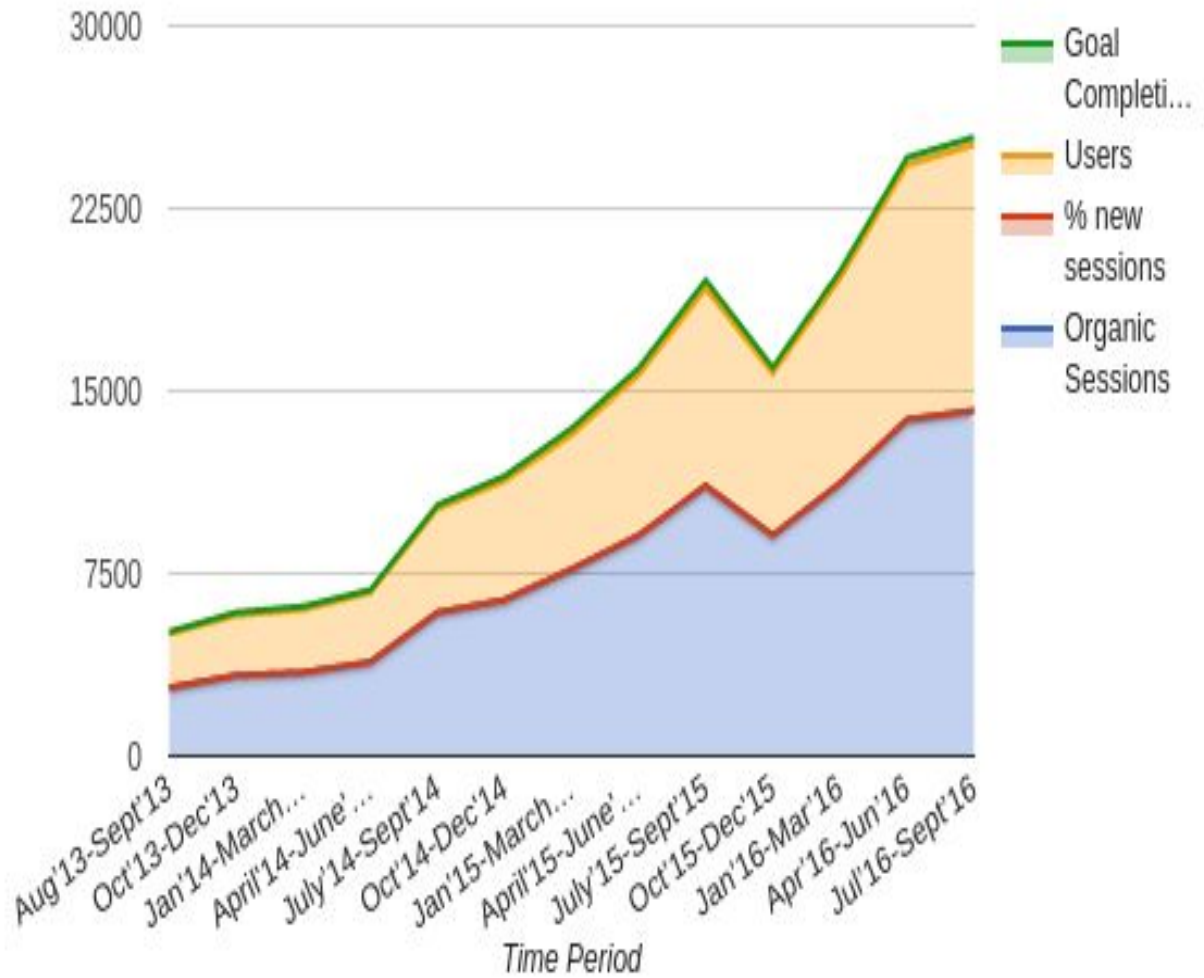
Overall Performance of SEO:

Time Period	Organic Sessions	% new sessions	Users	Goal Completions
Aug'13-Sept'13	2809	72.41%	2212	84
Oct'13-Dec'13	3315	66.30%	2463	122
Jan'14-March'14	3437	67.04%	2577	133
April'14-June'14	3861	67.44%	2857	104
July'14-Sept'14	5898	66.72%	4262	150
Oct'14-Dec'14	6412	70.40%	4885	200
Jan'15-March'15	7676	66.99%	5527	255
April'15-June'15	9067	67.09%	6598	269
July'15-Sept'15	11109	66.55%	8106	337



Oct'15-Dec'15	9071	66.41%	6661	233
Jan'16-Mar'16	11202	69.45%	8421	285
Apr'16-Jun'16	13823	67.45%	10460	308
Jul'16-Sept'16	14197	66.28%	10916	314

Organic Sessions, Users and Goal Completions



THANK YOU