

# PLASTIC SURGEON CASE STUDY

Our Local SEO Strategy Placed the Client's Website at Top Positions in SERP for Relevant Keywords

[www.dewdropsaesthetics.com](http://www.dewdropsaesthetics.com)



## OBJECTIVES

The primary objective of doing SEO for a [dewdropsaesthetics.com.in](http://dewdropsaesthetics.com.in) website is to improve its visibility, leads, calls, and search engine ranking for target keywords. This can be achieved by optimising the website's content, structure, and functionality to make it more attractive to search engines and easier for users to navigate.

## SOLUTION

**Keyword Research:** Conducted thorough keyword research to identify the most valuable and relevant keywords for the business. The research included both short-tail and location keywords related to the pest control services.

**On-page Optimization:** Optimised the website's on-page elements, including title tags, meta descriptions, header tags, URL structure, content, and internal linking. Made sure that the website was easy to navigate and that the content was optimized for the target keywords.

**Technical SEO:** Conducted a thorough technical audit of the website to identify and fix any technical issues that could negatively impact the website's search engine ranking. This included optimizing website speed, fixing broken links, and ensuring that the website was mobile-friendly.

**Local SEO:** Optimised the website for local search by including location-specific keywords, such as Bhubaneswar.

**Backlinks:** To improve the website's authority and attract more backlinks, we created high-quality, informative content related to Plastic surgery. This included blog posts, articles, infographics, and portcast.

## GOAL

- Improve search engine visibility and ranking for targeted keywords.
- Increase organic visibility of Google Map
- Generate leads and calls for pest control services.

## BENEFITS

Over the course of six months, the SEO campaign resulted in significant improvements in ranking and traffic. The website's organic Leads and calls increased by 144%, and its search term improved 168% .



## DR.SUSANT MISHRA

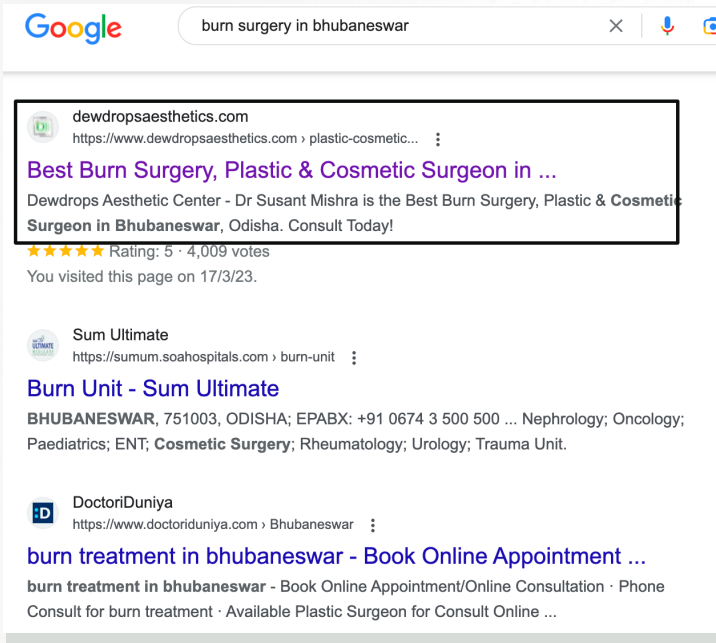
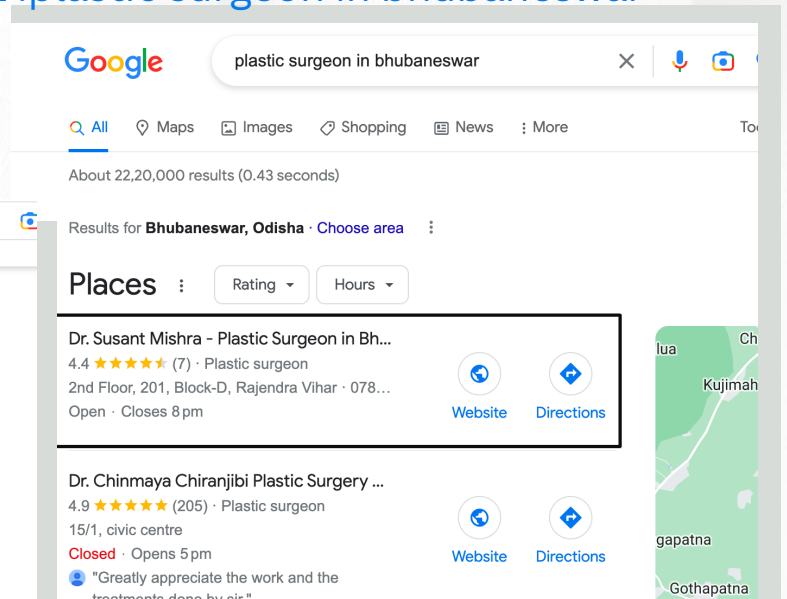
Professor and Head of Department

They are professional and have provided quality digital marketing services for our website [www.dewdropsaesthetics.com](http://www.dewdropsaesthetics.com)

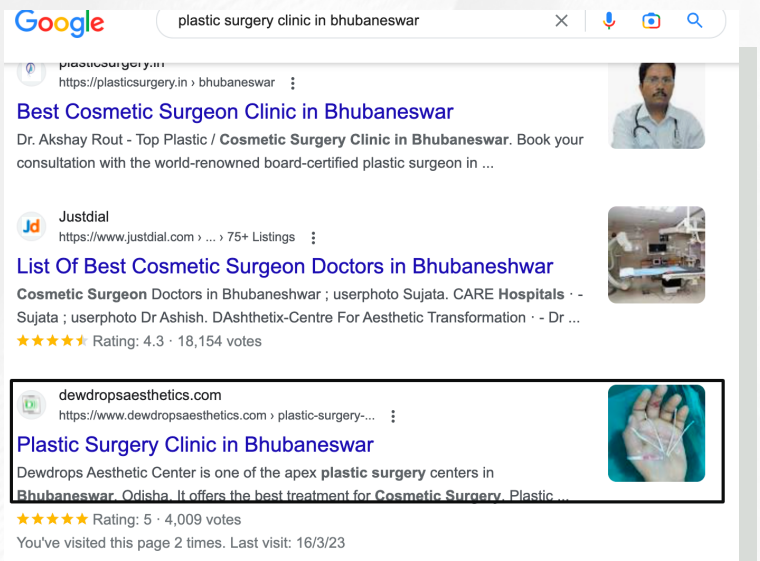
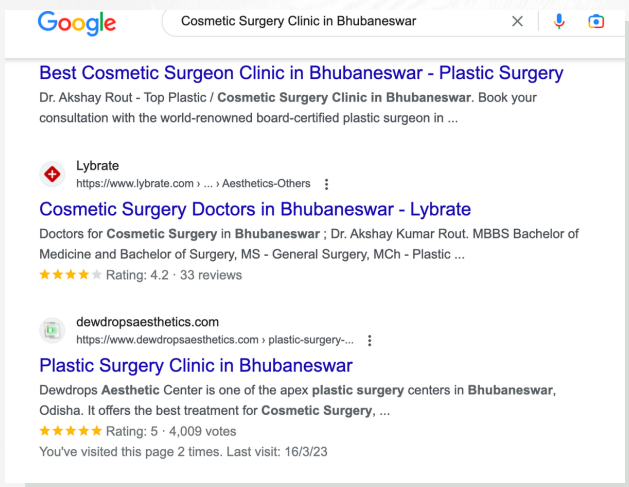
# RANKING STATUS

#1 :plastic surgeon in bhubaneswar

#3 :burn surgery in bhubaneswar



#1 page :plastic surgery clinic in bhubaneswar



#1 Page : Cosmetic Surgery Clinic in Bhubaneswar

# RESULTS

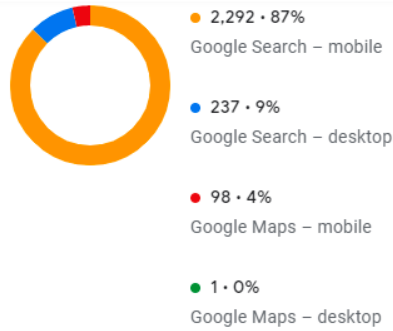
2,628

👁 People viewed your Business Profile

📈 +87.6% (vs Jan 2022)

### Platform and device breakdown

Platform and devices that people used to find your profile



774

🔍 Searches showed your Business Profile in the search results

📈 +168.7% (vs Jan 2022)

### Searches breakdown

Search terms that showed your Business Profile in the search results

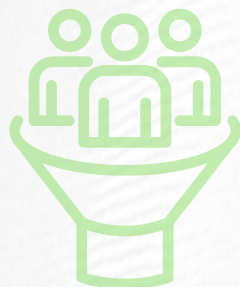
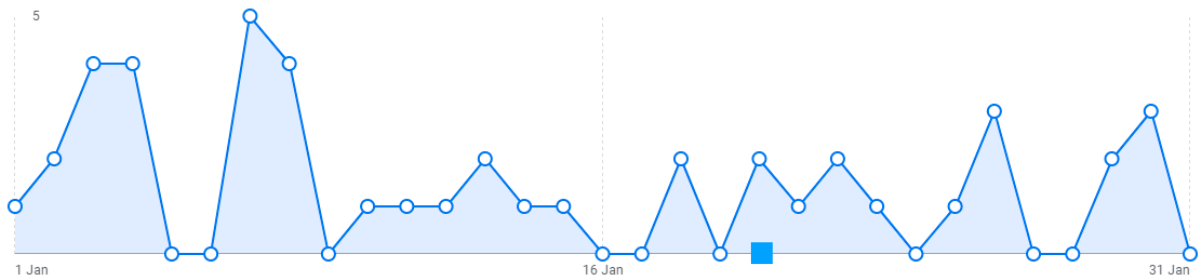
1. plastic surgery	185
2. lipoma treatment in bhubaneswar	51
3. plastic surgeon in bhubaneswar	44
4. cosmetic surgery in bhubaneswar	43
5. plastic surgery in bhubaneswar	41

44

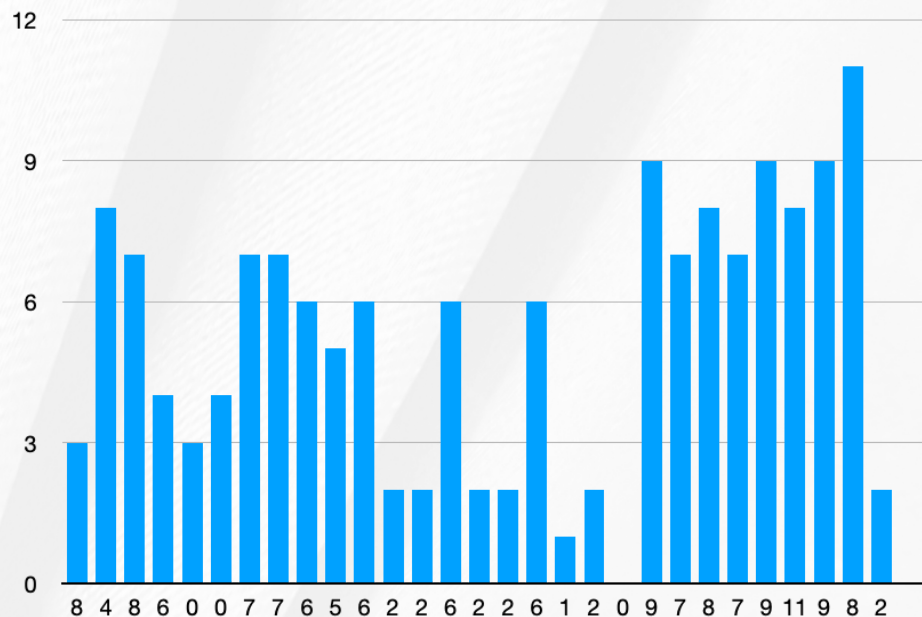
📞 Calls made from your Business Profile

📈 +144.4% (vs Jan 2022)

## Phone Calls



Leads / Call



Month of Jan 2023