Case Study

One of Our Diagnostic Centre Client

Google Analytics Overview from Where We Started

Metrics	Jul 22, 20 - Jul 25, 20
Users	62
New Users	62
Sessions	68
No of sessions per user	1.1
Page Views	112
Pages/Sessions	1.65
Average Session Duration	1:30
Bounce Rate	77.94%

Page Wise Traffic from Where We Started

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
/	65	54	141.0555556	51	0.76470588 82	0.723076 923
/about-us/	7	5	233.25	2	0.5	0.428571 429
/health-packages/	6	2	20.8	0	0	0.166666 667
/services/pathology/	5	3	170.25	0	0	0.2
/contact-us/	3	2	685	1	0	0.333333 333
/home-collection/	3	3	0	1	1	1
/services/cardiology/	3	1	10.66666667	0	0	0
/feedback/	2	2	29.5	1	0	0
/health-packages/?location=Kasba&guid=MkRFQzk0RTctREY 3Ny00MDU0LTk1M0EtMzQ1MUExMkIzOEY3	2	1	12.5	0	0	0
/?fbclid=IwAR08J9f7SN5PCa12_vZCES8AErxB0cMw NbIif2cWox6s5qMTII-LnXZySh8	1	1	0	1	1	1

Date Range
Jul 22, 20 - Jul 25, 20

Channel Wise Traffic & New vs. Returning Visitors Benchmark

Channels	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Social	52	52	52	0.865384615	1.576923077	31.61538462
Direct	8	8	11	0.454545455	1.727272727	230.8181818
Organic Search	3	2	5	0.6	2.2	393.6

User Type	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
New Visitor	62	62	62	0.790323	1.645161	94.8871
Returning Visitor	4	0	6	0.666667	1.666667	44.66667

Date Range
Jul 22, 20 - Jul 25, 20

Ranking Status & Goal - Benchmark

Keyword	Avg. monthly searches	Ranking Status on 25.07.2020	Goal to Achieve After 3 Months
best pathology lab in kolkata	260	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
pathology lab in kolkata	170	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
best pathology centre in kolkata	70	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
pathology centre in kolkata	30	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
top pathology labs in kolkata	20	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
diagnostic centre kolkata	880	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
best diagnostic centre in kolkata	480	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
top diagnostic centre in kolkata	110	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
kolkata best diagnostic centre	30	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
best diagnostic lab in kolkata	10	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
blood test kolkata	70	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
best blood test lab in kolkata	90	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
online blood test kolkata	20	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
blood test lab in kolkata	10	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
online blood test in kolkata	20	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
best blood test centre in kolkata	20	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP

Ranking Status & Goal - Benchmark

Keyword	Avg. monthly searches	Ranking Status on 25.07.2020	Goal to Achieve After 3 Months
blood test cost in kolkata	110	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
blood test price in kolkata	20	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
blood test at home kolkata	30	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
home blood collection kolkata	10	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
blood test at home in kolkata	20	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
thyroid test cost in kolkata	50	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
thyroid profile test cost in kolkata	10	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
best usg centre in kolkata	70	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
best diagnostic centre in kolkata for usg	40	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
usg test in kolkata	40	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
best usg center in kolkata	20	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
best usg test in kolkata	10	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
usg in kolkata	20	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
best usg in kolkata	30	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
usg center in kolkata	10	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
usg test price in kolkata	210	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
usg test cost in kolkata	70	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
usg cost in kolkata	50	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
usg price in kolkata	30	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP

Ranking Status & Goal - Benchmark

Keyword	Avg. monthly searches	Ranking Status on 25.07.2020	Goal to Achieve After 3 Months
usg kub test cost in kolkata	30	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
cost of usg in kolkata	70	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
ecg cost in kolkata	90	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
ecg price in kolkata	20	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
ecg at home in kolkata	30	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
doctor appointment kolkata	10	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
online doctor appointment in kolkata	20	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
doctor appointment in kolkata	10	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP

Ranking Status Estimation with WebPages

Total Search Traffic Targeted with Direct Content Marketing	**3420**
Target for Traffic Achievement After 3 Months	**3420/3= 1140**
Total No of Keywords for Direct Content Marketing will be Targeted in this Phase	**43**
Total No Of Keywords (Direct + Indirect)	**56**

Ranking Status & Goal – Targeted With Blogs - Benchmark

Keyword	Avg. monthly searches	Ranking Status on 25.07.2020	Goal to Achieve After 3 Months
top 10 pathology labs in kolkata	110	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
best diagnostic centre in kolkata for usg	40	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
corporate diagnostic centre kolkata	50	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
diagnostic centre in south kolkata	50	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
best diagnostic centre in south kolkata	50	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
best diagnostic centre in north kolkata	40	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
top 10 diagnostic centre in kolkata	30	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
pre marriage blood test in kolkata	10	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
pregnancy blood test cost in kolkata	30	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
cbc blood test cost in kolkata	20	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
cbc blood test price in kolkata	10	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
blood group test price in kolkata	10	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP
lft blood test cost in kolkata	30	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP

Ranking Status Estimation – Targeted With Blogs

Total Search Traffic Targeted with Direct Content Marketing	**480**
Target for Traffic Achievement After 3 Months	**480/3= 160**
Total No of Keywords for Indirect Content Marketing will be Targeted in this Phase	**13**

Challenges & Penetrating Zones

a. Setting ROI focused KPI for client according to their business goal
b. UX, UI & CX changes maintaining brand ethics
c. Additional budget requirement to uplift the momentum
d. Increment of Organic leads after 3-4 months
e. Lead analysis support for next step content injection
f. New business scope addition

Remark: All fixed smoothly

What We Achieved in Last 6 Months(SEO)

- We have worked on **21** set of keywords, total of **76 Keywords**. We are ranking on the **first page** of Google SERP for all these 76 keywords.

- We have received a total of **40 Organic Leads** out of which we have the data of 4 Conversions. We do not have the status of 7 leads which were received in October.

- For Kasba location(**Google My Business**), In the **last quarter**, we got **22,048 searches** on Google, **611 request directions**, **509** calls.

- For Baruipur location(**Google My Business**), In the **last quarter**, we got **6,261 searches** on Google, **205 request directions**, **252** calls.

- We got total **132K total Impressions on Google**, **3.27K Clicks**, **Average CTR** of **2.5%**.

Traffic Status Overview After 6 Months

Metrics	Nov 1, 20 - Nov 30, 20	Dec 1, 20 - Dec 30, 20
Users	753	1,026
New Users	725	1,003
Sessions	946	1,216
No of sessions per user	1.26	1.19
Page Views	1681	1,842
Pages/Sessions	1.78	1.51
Average Session Duration	1:49	1:56
Bounce Rate	74.76%	75.90%

Color Scheme	Impression
	Decreased
	Increased
	Benchmark

New Vs. Returning Visitors After 6 Months

User Type	Date Range	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
New Visitor	Dec 1, 2020 - Dec 30, 2020	1003	1004	1004	0.791832669	1.385458167	31.7440239
	Nov 1, 2020 - Nov 30, 2020	725	725	725	0.805517241	1.397241379	34.29793103
Returning Visitor	Dec 1, 2020 - Dec 30, 2020	97	0	212	0.603773585	2.127358491	226.4764151
	Nov 1, 2020 - Nov 30, 2020	77	0	221	0.50678733	3.022624434	382.2941176

Color Scheme	Impression
	Decreased
	Increased
	Benchmark

Page Wise Traffic After 6 Months

Page	Date Range	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
/kolkata/usg-centre/price/	Dec 1, 2020 - Dec 30, 2020	328	307	131.315789	298	0.859060403	0.884146341
/kolkata/usg-centre/price/	Nov 1, 2020 - Nov 30, 2020	156	140	127	135	0.881481481	0.83974359
/	Dec 1, 2020 - Dec 30, 2020	222	176	109.232759	169	0.461538462	0.477477477
/	Nov 1, 2020 - Nov 30, 2020	250	157	194.351852	140	0.378571429	0.352
/kolkata/ecg-cost/	Dec 1, 2020 - Dec 30, 2020	198	179	98.8846154	176	0.829545455	0.868686869
/kolkata/ecg-cost/	Nov 1, 2020 - Nov 30, 2020	121	104	70.2	97	0.865979381	0.79338843
/kolkata/blood-test/cost/	Dec 1, 2020 - Dec 30, 2020	84	80	75.75	77	0.909090909	0.904761905
/kolkata/blood-test/cost/	Nov 1, 2020 - Nov 30, 2020	53	42	200.6875	37	0.810810811	0.698113208
/kolkata/usg-centre/	Dec 1, 2020 - Dec 30, 2020	69	59	132.333333	52	0.846153846	0.739130435
/kolkata/usg-centre/	Nov 1, 2020 - Nov 30, 2020	51	41	79.8571429	31	0.677419355	0.588235294
/doctors-list/	Dec 1, 2020 - Dec 30, 2020	64	55	166.4	31	0.709677419	0.609375
/doctors-list/	Nov 1, 2020 - Nov 30, 2020	46	38	224.125	19	0.789473684	0.652173913
/contact-us/	Dec 1, 2020 - Dec 30, 2020	51	47	67.25	20	0.714285714	0.529411765
/contact-us/	Nov 1, 2020 - Nov 30, 2020	20	19	81.3636364	7	0.571428571	0.45
/kolkata/diagnostic-centre/	Dec 1, 2020 - Dec 30, 2020	50	44	113.6	38	0.657894737	0.6
/kolkata/diagnostic-centre/	Nov 1, 2020 - Nov 30, 2020	27	21	93.1818182	15	0.933333333	0.592592593
/health-packages/	Dec 1, 2020 - Dec 30, 2020	44	35	85.0645161	5	0.6	0.295454545
/health-packages/	Nov 1, 2020 - Nov 30, 2020	45	35	127.65625	8	0.375	0.288888889

Page Wise Traffic After 6 Months

Page	Date Range	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
/body-check-up/	Dec 1, 2020 - Dec 30, 2020	21	18	388.153846	8	0.5	0.380952381
/body-check-up/	Nov 1, 2020 - Nov 30, 2020	0	0	0	0	0	0
/gallery/	Dec 1, 2020 - Dec 30, 2020	19	16	82.25	5	0.6	0.578947368
/gallery/	Nov 1, 2020 - Nov 30, 2020	16	14	88	3	0.333333333	0.3125
/kolkata/thyroid-test/	Dec 1, 2020 - Dec 30, 2020	19	17	202.5	12	0.833333333	0.789473684
/kolkata/thyroid-test/	Nov 1, 2020 - Nov 30, 2020	18	15	399.888889	8	0.5	0.5
/blog/cbc-blood-test-all-major-checklist-cost-in-kolkata-which-definitely-help-you/	Dec 1, 2020 - Dec 30, 2020	18	15	266.714286	10	0.6	0.611111111
/blog/cbc-blood-test-all-major-checklist-cost-in-kolkata-which-definitely-help-you/	Nov 1, 2020 - Nov 30, 2020	30	18	283.35	6	0.5	0.333333333
/kolkata/pathology-lab/	Dec 1, 2020 - Dec 30, 2020	17	16	359	13	0.846153846	0.882352941
/kolkata/pathology-lab/	Nov 1, 2020 - Nov 30, 2020	38	28	176.380952	17	0.647058824	0.447368421
/blog/importance-of-pre-marriage-blood-test-in-kolkata-the-actual-scenario/	Dec 1, 2020 - Dec 30, 2020	16	15	42.8333333	8	0.875	0.625
/blog/importance-of-pre-marriage-blood-test-in-kolkata-the-actual-scenario/	Nov 1, 2020 - Nov 30, 2020	0	0	0	0	0	0
/blog/list-of-all-lft-blood-test-features-cost-in-kolkata/	Dec 1, 2020 - Dec 30, 2020	16	16	115.333333	14	0.785714286	0.8125
/blog/list-of-all-lft-blood-test-features-cost-in-kolkata/	Nov 1, 2020 - Nov 30, 2020	14	13	291.571429	8	0.75	0.5
/feedback/	Dec 1, 2020 - Dec 30, 2020	14	11	25.375	4	1	0.428571429
/feedback/	Nov 1, 2020 - Nov 30, 2020	14	8	146.416667	1	1	0.142857143
/kolkata/cbc-test/	Dec 1, 2020 - Dec 30, 2020	14	11	54.5714286	6	0.5	0.5
/kolkata/cbc-test/	Nov 1, 2020 - Nov 30, 2020	0	0	0	0	0	0

Channel Wise Traffic After 6 Months

Channels	Date Range	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Organic Search	Dec 1, 2020 - Dec 30, 2020	797	762	852	0.788732394	1.411971831	33.63615023
	Nov 1, 2020 - Nov 30, 2020	413	387	451	0.742793792	1.592017738	52.62749446
Direct	Dec 1, 2020 - Dec 30, 2020	176	169	216	0.689814815	1.74537037	148.1805556
	Nov 1, 2020 - Nov 30, 2020	83	74	125	0.68	2.928	310.52
Paid Search	Dec 1, 2020 - Dec 30, 2020	75	71	81	0.87654321	1.222222222	26.37037037
	Nov 1, 2020 - Nov 30, 2020	257	255	270	0.862962963	1.203703704	19.62962963
Social	Dec 1, 2020 - Dec 30, 2020	4	2	4	0.75	1.25	5
	Nov 1, 2020 - Nov 30, 2020	10	9	10	0.3	2.3	86.1
Referral	Dec 1, 2020 - Dec 30, 2020	3	0	63	0.444444444	2.507936508	270.8412698
	Nov 1, 2020 - Nov 30, 2020	4	0	90	0.444444444	2.766666667	451.5777778

Ranking Status Changes with Target Web Pages by 6 Months

Keyword	Avg. monthly searches	Ranking Status on 25.07.2020	Goal to Achieve After 3 Months	Ranking Status on 01.10.2020	Ranking Status on 02.11.2020	Ranking Status on 02.12.2020	Ranking Status on 01.01.2021
best pathology lab in kolkata	260	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	14	10	3	3
pathology lab in kolkata	170	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	16	11	4	4
best pathology centre in kolkata	70	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	16	12,13	6	5
pathology centre in kolkata	30	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	16	15	7	6
top pathology labs in kolkata	20	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	11	10	7	7
diagnostic centre kolkata	880	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	22	10	5	5
best diagnostic centre in kolkata	480	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	23	8	3	2
top diagnostic centre in kolkata	110	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	11	9	5	3
kolkata best diagnostic centre	30	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	13	8,9	5	3
best diagnostic lab in kolkata	10	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	14	10	6,7	4
blood test kolkata	70	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	29	16	8	7,8

Ranking Status Changes with Target Web Pages by 6 Months

Keyword	Avg. monthly searches	Ranking Status on 25.07.2020	Goal to Achieve After 3 Months	Ranking Status on 01.10.2020	Ranking Status on 02.11.2020	Ranking Status on 02.12.2020	Ranking Status on 01.01.2021
best blood test lab in kolkata	90	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	18	12	7	7,8
online blood test kolkata	20	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	45	15	14	9
blood test lab in kolkata	10	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	24	16	7	7
online blood test in kolkata	20	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	41	15	9	8,9
best blood test centre in kolkata	20	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	Not in First 100 Search Results in Google SERP	11	10	8
blood test cost in kolkata	110	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	34	7	2	1
blood test price in kolkata	20	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	33	10	1 (With Snippet)	1 (With Snippet)
blood test at home kolkata	30	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	23	12	2	2
home blood collection kolkata	10	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	26	15	5	3
blood test at home in kolkata	20	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	20	10	2	2
thyroid test cost in kolkata	50	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	32	8	3	1 (With Snippet)

Ranking Status Changes with Target Web Pages by 6 Months

Keyword	Avg. monthly searches	Ranking Status on 25.07.2020	Goal to Achieve After 3 Months	Ranking Status on 01.10.2020	Ranking Status on 02.11.2020	Ranking Status on 02.12.2020	Ranking Status on 01.01.2021
thyroid profile test cost in kolkata	10	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	Not in First 100 Search Results in Google SERP	1 (With Snippet)	1 (With Snippet)	1 (With Snippet)
best usg centre in kolkata	70	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	16	3	1	1
best diagnostic centre in kolkata for usg	40	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	36	5,6	2	1
usg test in kolkata	40	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	Not in First 100 Search Results in Google SERP	6,7	2,3	1,2
best usg center in kolkata	20	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	Not in First 100 Search Results in Google SERP	4	2	1
best usg test in kolkata	10	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	Not in First 100 Search Results in Google SERP	3	1	1,2
usg in kolkata	20	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	Not in First 100 Search Results in Google SERP	4	2	1,2
best usg in kolkata	30	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	Not in First 100 Search Results in Google SERP	3	2	1
usg center in kolkata	10	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	Not in First 100 Search Results in Google SERP	5,6	3	1
usg test price in kolkata	210	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	Not in First 100 Search Results in Google SERP	4	2	2
usg test cost in kolkata	70	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	Not in First 100 Search Results in Google SERP	1 (With Snippet)	1 (With Snippet)	1 (With Snippet)

Ranking Status Changes with Target Web Pages by 6 Months

Keyword	Avg. monthly searches	Ranking Status on 25.07.2020	Goal to Achieve After 3 Months	Ranking Status on 01.10.2020	Ranking Status on 02.11.2020	Ranking Status on 02.12.2020	Ranking Status on 01.01.2021
usg cost in kolkata	50	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	Not in First 100 Search Results in Google SERP	4	3	2
usg price in kolkata	30	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	Not in First 100 Search Results in Google SERP	4	2	2
usg kub test cost in kolkata	30	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	Not in First 100 Search Results in Google SERP	4	3	1 (With Snippet)
cost of usg in kolkata	70	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	Not in First 100 Search Results in Google SERP	4	3	2
ecg cost in kolkata	90	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	Not in First 100 Search Results in Google SERP	1 (With Snippet)	1 (With Snippet)	1 (With Snippet)
ecg price in kolkata	20	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	Not in First 100 Search Results in Google SERP	2	1 (With Snippet)	1 (With Snippet)
ecg at home in kolkata	30	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	Not in First 100 Search Results in Google SERP	6	6	5
doctor appointment kolkata	10	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	Not in First 100 Search Results in Google SERP	19	18	16
online doctor appointment in kolkata	20	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	Not in First 100 Search Results in Google SERP	17	13	13
doctor appointment in kolkata	10	Not in First 100 Search Results in Google SERP	First 20-30 in Search Results of Google SERP	Not in First 100 Search Results in Google SERP	14	14	14

Ranking Status Additional Keywords with Targeted Web Pages

| Keyword	Avg. monthly searches	Ranking Status on 02.12.2020	Ranking Status on 01.01.2021
x ray kolkata	10	Not in First 100 Search Results in Google SERP	7
chest x ray cost in kolkata	70	Not in First 100 Search Results in Google SERP	6
cervical spine x ray cost in kolkata	20	Not in First 100 Search Results in Google SERP	9
digital x ray cost in kolkata	30	Not in First 100 Search Results in Google SERP	6
chest x ray price in kolkata	20	Not in First 100 Search Results in Google SERP	7
x ray cost in kolkata	20	Not in First 100 Search Results in Google SERP	20
sodium potassium test price	50	Not in First 100 Search Results in Google SERP	6
sodium potassium test cost	40	Not in First 100 Search Results in Google SERP	6
cost of sodium potassium test	10	Not in First 100 Search Results in Google SERP	7
lipid profile test cost in kolkata	170	Not in First 100 Search Results in Google SERP	3
lipid profile test price in kolkata	30	Not in First 100 Search Results in Google SERP	5
lipid profile test cost	2400	Not in First 100 Search Results in Google SERP	7
lipid profile test price	2400	Not in First 100 Search Results in Google SERP	10
cbc test cost in kolkata	170	Not in First 100 Search Results in Google SERP	4,5
cbc test price in kolkata	70	Not in First 100 Search Results in Google SERP	4,5

Additional Keywords with Targeted Web Pages Estimation

Total Search Traffic Targeted with Direct Content Marketing	**5510**
Target for Traffic Achievement After 3 Months	**5510/3 = 1837**
Total No of Keywords for Direct Content Marketing will be Targeted in this Phase	**15**
Total No Of Keywords (Direct + Indirect)	**71**

Additional Keywords with Targeted Blogs Ranking & Estimation

Keyword	Avg. monthly searches	Ranking Status on 02.12.2020	Ranking Status on 01.01.2021
uric acid test cost in kolkata	50	Not in First 100 Search Results in Google SERP	15
creatinine test cost in kolkata	90	Not in First 100 Search Results in Google SERP	5
best lab in kolkata	90	Not in First 100 Search Results in Google SERP	10
lab in kolkata	50	Not in First 100 Search Results in Google SERP	14
urine culture test cost in kolkata	70	Not in First 100 Search Results in Google SERP	17

Total Search Traffic Targeted with Direct Content Marketing	**350**
Target for Traffic Achievement After 3 Months	**350/3= 110**
Total No of Keywords for Indirect Content Marketing will be Targeted in this Phase	**5**

Ranking Status – Traffic Overview – Search Console
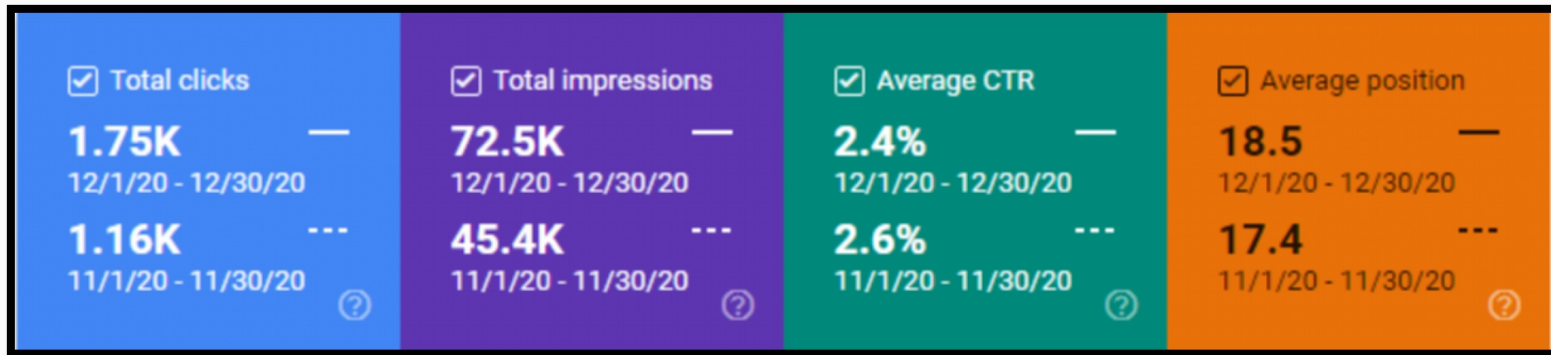
Conversion Status

Conversion Metrics	Oct 1, 20 - Oct 30, 20	Nov 1, 20 - Nov 30, 20	Dec 1, 20 - Dec 30, 20
Request A Quote	2	2	5
Quick Enquiry	0	9	23

Quick Enquiry USG Price Kolkata ➤ Inbox ×

? Sun, Jan 3, 12:46 PM (21 hours ago)
to info, me ▼

Name: Shamma warsi
Phone No : 8617215994
Service Required :Ultrasonography
Location : Kolkata kamarhati

- We got **159,303** Impressions, **3,471** Clicks, **2.18%** CTR.
- We got **3264** User

Top Channels

- Organic Search
- Paid Search
- Direct
- Social
- Referral

56.6%

14.9%

11.2%

17%
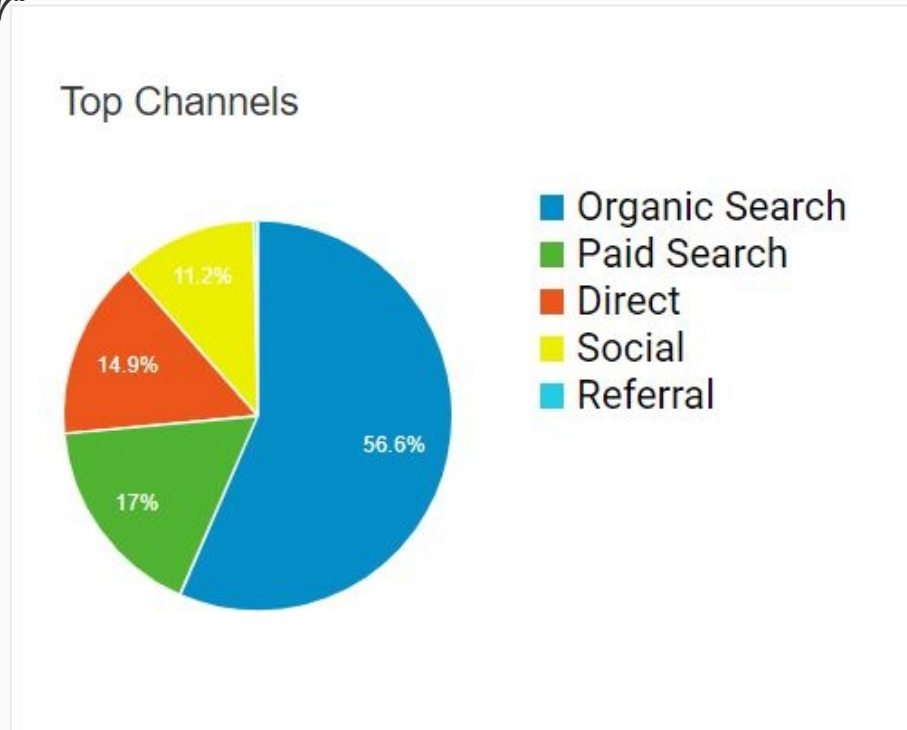
What we achieved in last 6 months - Website

- Pages/Session currently is **1.5**.

- Average Session Duration currently is **01.05 minutes**.

- Bounce Rate is **75.24%**.

Who are our Audience in Digital
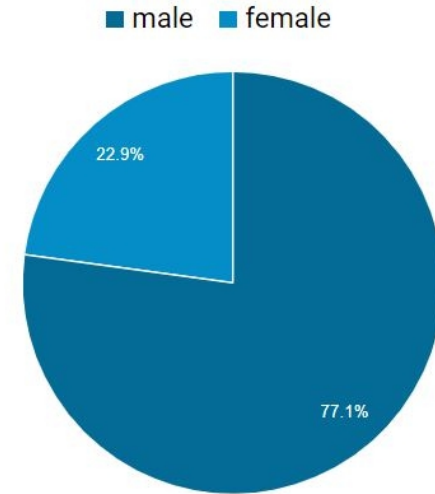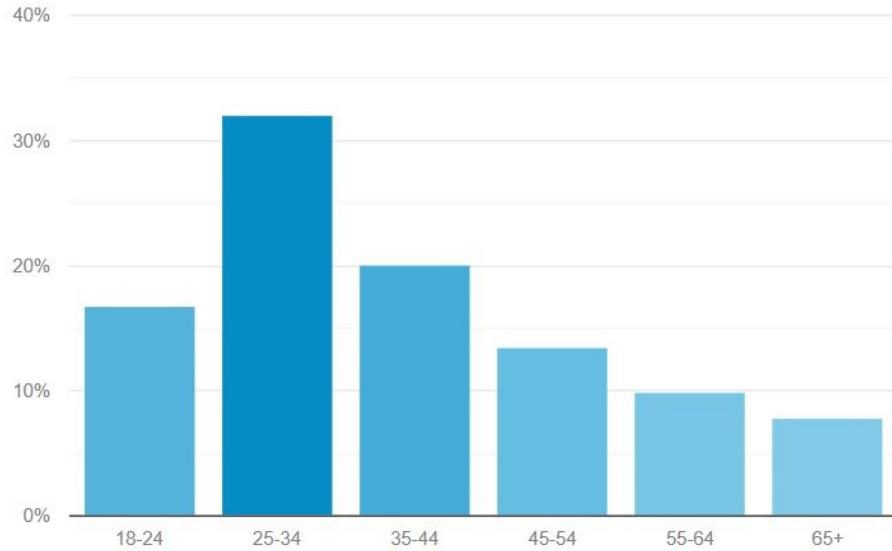
Who are our Audience in Digital(Affinity – What kind of interests our Audience have?)

Affinity Category (reach)   45.25% of total users

4.60%	████	Food & Dining/Cooking Enthusiasts/30 Minute Chefs
3.68%	███	Shoppers/Value Shoppers
3.46%	███	News & Politics/Avid News Readers
3.13%	███	Media & Entertainment/TV Lovers
2.74%	██	Lifestyles & Hobbies/Green Living Enthusiasts
2.68%	██	Lifestyles & Hobbies/Outdoor Enthusiasts
2.68%	██	Beauty & Wellness/Frequently Visits Salons
2.68%	██	Media & Entertainment/Movie Lovers
2.66%	██	Lifestyles & Hobbies/Business Professionals
2.45%	██	Food & Dining/Foodies

Who are our Audience in Digital(In-Market– What are the things our audiences are actively looking to buy?)

In-Market Segment — 32.73% of total users

%	In-Market Segment
4.44%	Financial Services/Investment Services
3.90%	Financial Services/Banking Services
2.91%	Employment
2.90%	Employment/Government & Public Sector Jobs
2.84%	Education/Post-Secondary Education
2.82%	Education/Test Preparation & Tutoring
2.47%	Consumer Electronics/Mobile Phones
2.45%	Travel/Bus & Rail Travel
2.41%	Travel/Trips by Destination/Trips to Asia-Pacific/Trips to India
2.21%	Education/Primary & Secondary Schools (K-12)

According to the presented Case Study,

We can determine that, **we can provide** lead focused SEO more frequently than any agency. We particularly emphasize on getting more leads/sales through organic ways for any business fit for SEO.

We will take into consideration all our findings and analysis during the planning of the next step scope addition. We are also trying to expand our content bucket to generate more engaging worthy sales.

Thank You.