

How **Bee High Media** Transformed India's Leading Diagnostics Chain's Online Visibility with **Advanced** SEO Strategies

◀Table of Contents▶

01 Summary

02 Objective

03 Strategy

04 Results

05 Top Metrics

06 Testimonial

07 FAQ

Summary



Bee High Media partnered with **India's leading diagnostics chain** to revolutionize its online presence through a comprehensive SEO overhaul. By fine-tuning technical aspects, enriching content, and executing a data-driven local and authority SEO strategy, **we transformed** the client's digital landscape—driving substantial gains in organic traffic, engagement, and SERP visibility.

«Objective»



Increase Organic Visibility:

Enhance search engine rankings for critical healthcare and diagnostics keywords.



Boost User Engagement:

Improve on-site user experience to lengthen average session duration and reduce bounce rates.



Drive Qualified Traffic:

Leverage SEO best practices to attract targeted, high-intent users.

Strategy

Technical SEO Audit & Website Optimization:

Conducted a thorough technical audit to identify and resolve crawl errors, improve site speed, and enhance mobile responsiveness.



Content Revitalization & Keyword Optimization:

Developed a robust content strategy focused on medical insights, diagnostic procedures, and patient education. Each piece was optimized for high-value keywords and aligned with user intent.



Local SEO & Structured Data Implementation:

Strengthened local search presence with geo-targeted content, accurate business listings, and schema markup to boost visibility in location-based searches.



Authoritative Backlink Building:

Secured high-quality backlinks from reputable health and medical platforms, enhancing domain authority and trustworthiness.

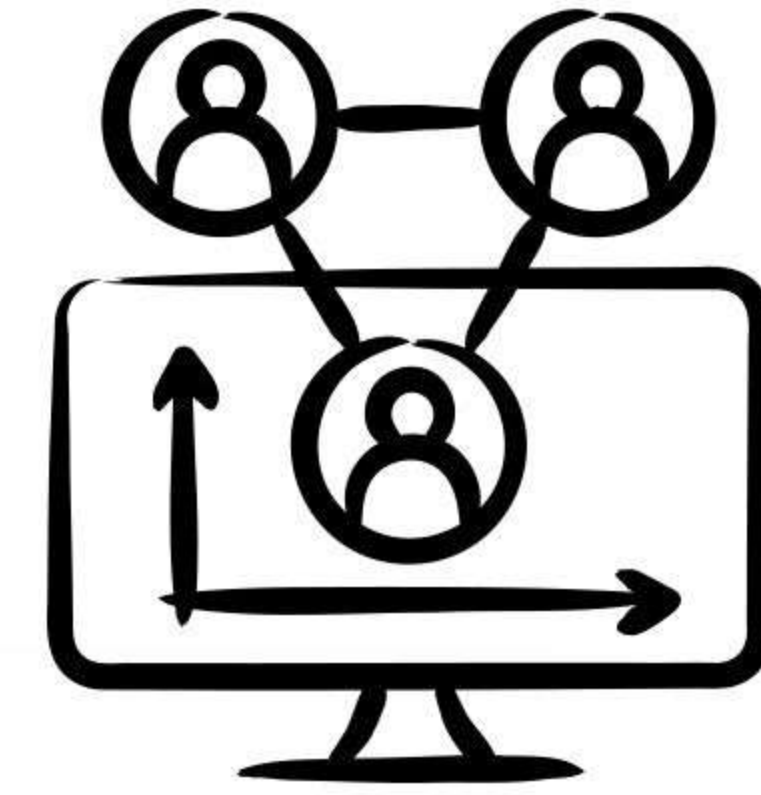


Data-Driven Iteration:

Utilized analytics to monitor user behavior and keyword performance, iterating on strategies to maximize results continually.



Results



76.7%

Increase in Organic Traffic

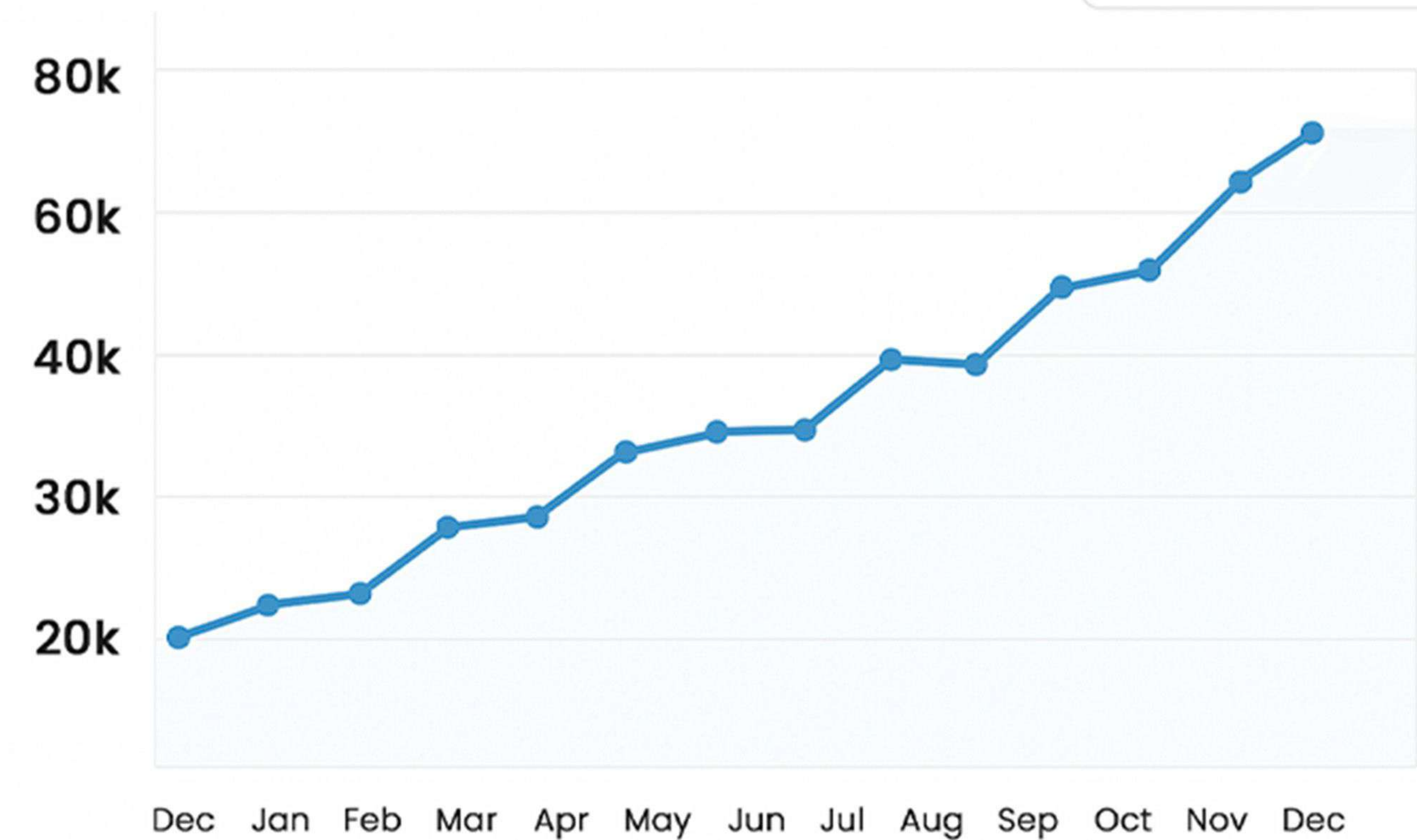
A dramatic surge in organic visits fueled by improved rankings and user-focused content.

At the start
Dec 2022
22,000 visits

End of 1 yr campaign
Dec 2023
70,260 visits

Organic Traffic

Last 12 months



1358.08 visits per week

5885 visits per month

At the start
Dec 2022
Avg eng time: 49 secs

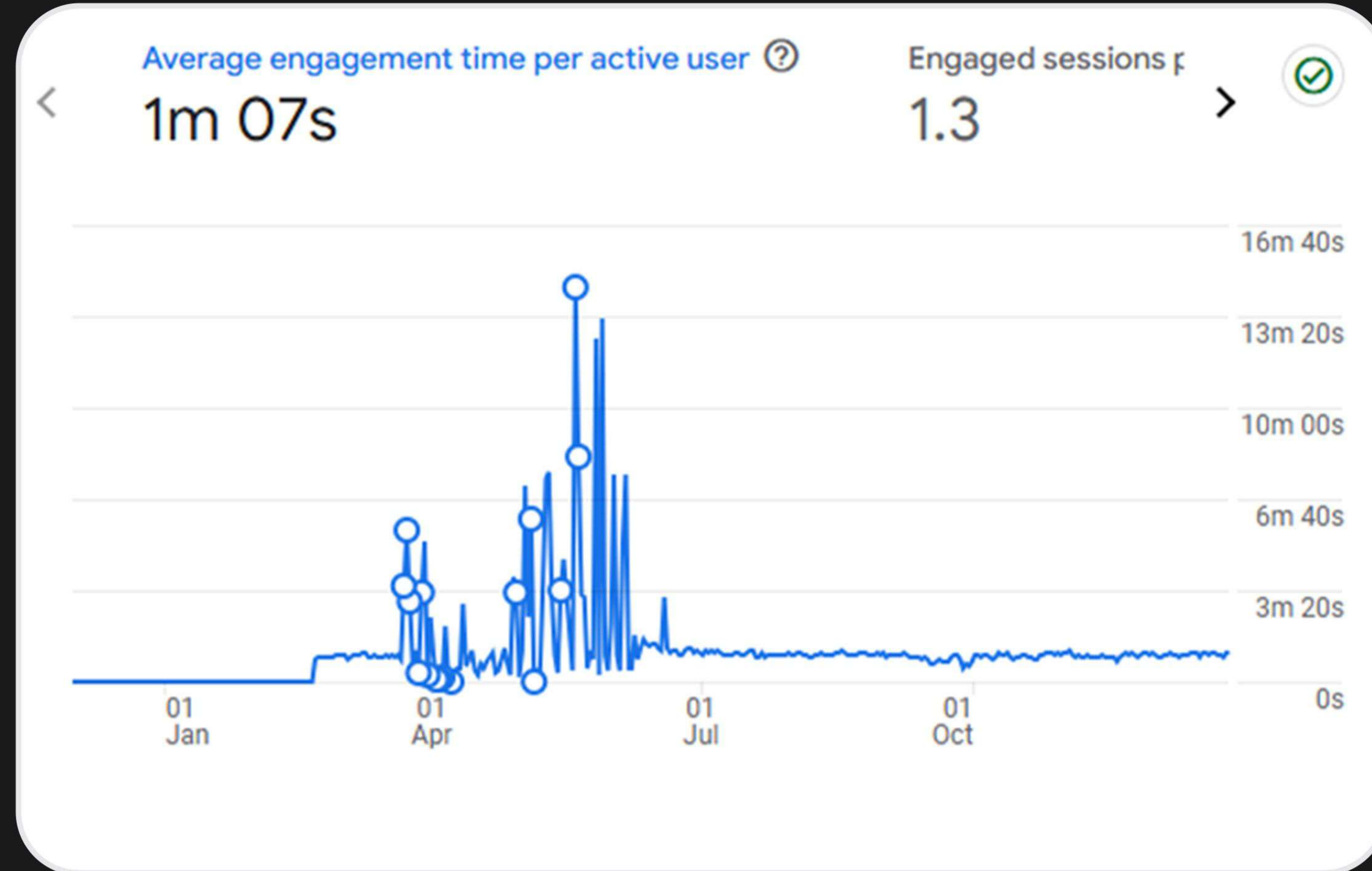
End of 1 yr campaign
Dec 2023
Avg eng time: **1m 07 secs**



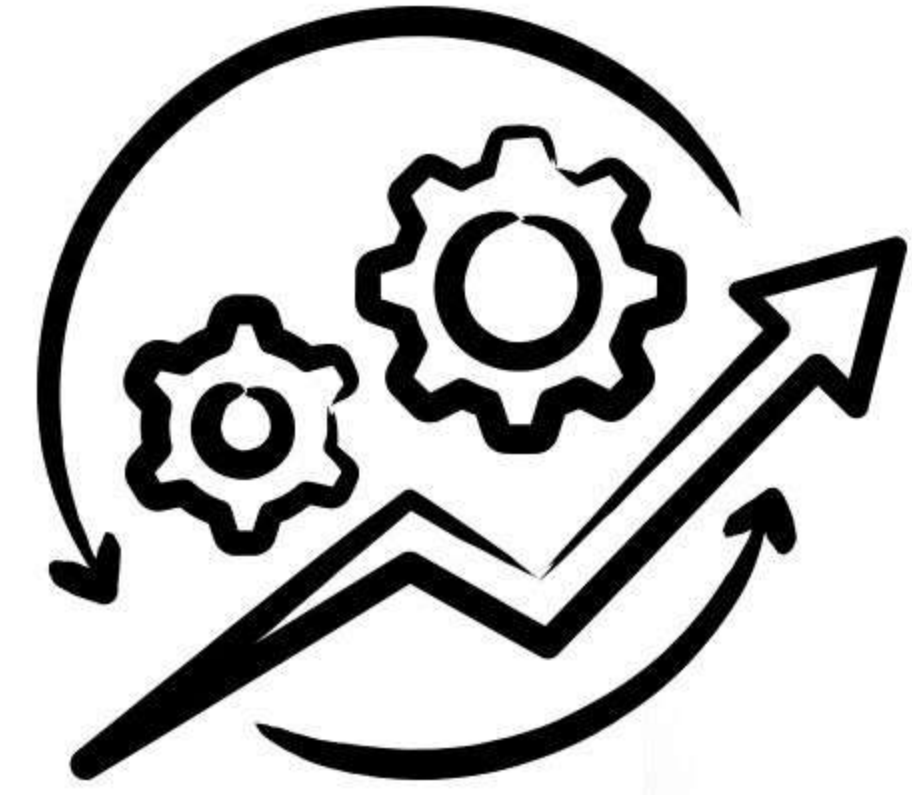
36.8%

Rise in
Engagement Time

Enhanced on-page experiences kept visitors engaged longer, signaling quality to search engines.



25 hrs & 18 mins per week
109 hrs & 32 mins per month



24.8%

Improvement in SERP Rankings

Key diagnostic-related keywords moved up significantly, solidifying the client's position as an industry leader.

Execution Strategy:

- Focused on high-intent diagnostic keywords
- Optimized for local search phrases and transactional keywords

Results:

- 30 Key terms moved to top three Google positions
- Significant improvements in search visibility
- Enhanced organic traffic & qualified leads
- Reinforced brand authority in the region

Top Metrics



Enhanced Landing Pages

High-impact pages, such as service overviews and diagnostic test details, saw substantial traffic and engagement boosts.



Keyword Wins

Over 30 high-volume keywords now rank within the top three positions on SERPs, driving more qualified leads.



Improved User Signals

A marked reduction in bounce rate accompanied the longer average session durations, contributing to overall SEO success.



Testimonial

"Partnering with Bee High Media was a game changer for us. Their meticulous approach to SEO, ranging from technical optimizations to strategic content and local SEO has not only increased our organic traffic significantly but also deepened our connection with patients. We are now more visible and trusted than ever before."

– **Dr. Arun Kumar, CEO,**
India's Leading Diagnostics Chain

FAQ



What were the key components of the strategy?

We implemented a multifaceted approach that included a full technical audit, content optimization with targeted keywords, local SEO enhancements, authoritative backlink acquisition, and ongoing data analysis.



How can my business benefit from these SEO strategies?

Whether you're in healthcare or any other industry, a tailored SEO strategy can increase your online visibility, engage your audience more effectively, and drive more qualified leads just as we achieved for India's leading diagnostics chain.



How long did it take to see significant improvements?

While SEO is an ongoing process, noticeable improvements were observed within a few months, with sustained growth as our strategies continued to evolve.



How do I get started?

Contact us to schedule a consultation and learn how our bespoke SEO solutions can transform your digital presence.

[Book a Call](#)