

# Case Study: Apollo Hospitals

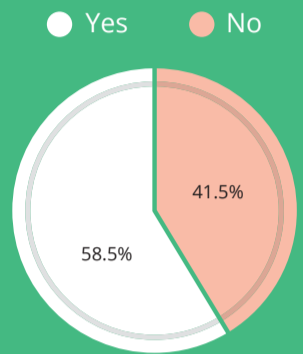
## What was the business problem?

Hyderabad headquartered Apollo Hospitals was looking for Search Engine Optimization (SEO) for 2 specialities (Sexual Medicine Specialist and Gastroenterology) for their Hyderabad hospitals. Their [hyderabad.apollohospitals.com](http://hyderabad.apollohospitals.com) website was not even present in the Google search results for one of their speciality, 'sexual medicine'. However, the website was ranking on the 4th page of Google search results for another speciality, 'Gastroenterology'. This resulted in less discoverability of the Apollo Hospitals healthcare portal leading to a potential loss in patient appointments.



## Why was it important to address this

**42%** of patients would like to ability to schedule an appointment online, versus scheduling by phone, only 17% have that opportunity



### PatientPop Survey:

I would prefer to book an oppointment with my doctor from a website or mobile app, without having to call the office.

## What was the solution

**Search Engine Optimization:** Exegy Consulting worked with the client to identify their high value speciality pages, for which the client wanted to get discovered on Google. We then developed an SEO strategy to achieve first page listing on Google for the speciality Sexual Medicine Specialist and Gastroenterology

## Exegy Approach



Client interviews & Business Problem Assessment



Website Audit & On-Page & Off-Page SEO Analysis



Competitors Analysis



Content Development



SEO Optimization

## What was the impact

1st Page Ranking for [hyderabad.apollohospitals.com](http://hyderabad.apollohospitals.com) for the keyword "Sexual Medicine Specialist" and "Gastroenterology in Hyderabad".

1st Position on Google Search for sexual medicine focus keyword in just 1 month.

**Keywords:** *Sexual Medicine Specialist, sex specialist doctor Female Sexual Medicine Specialist*

