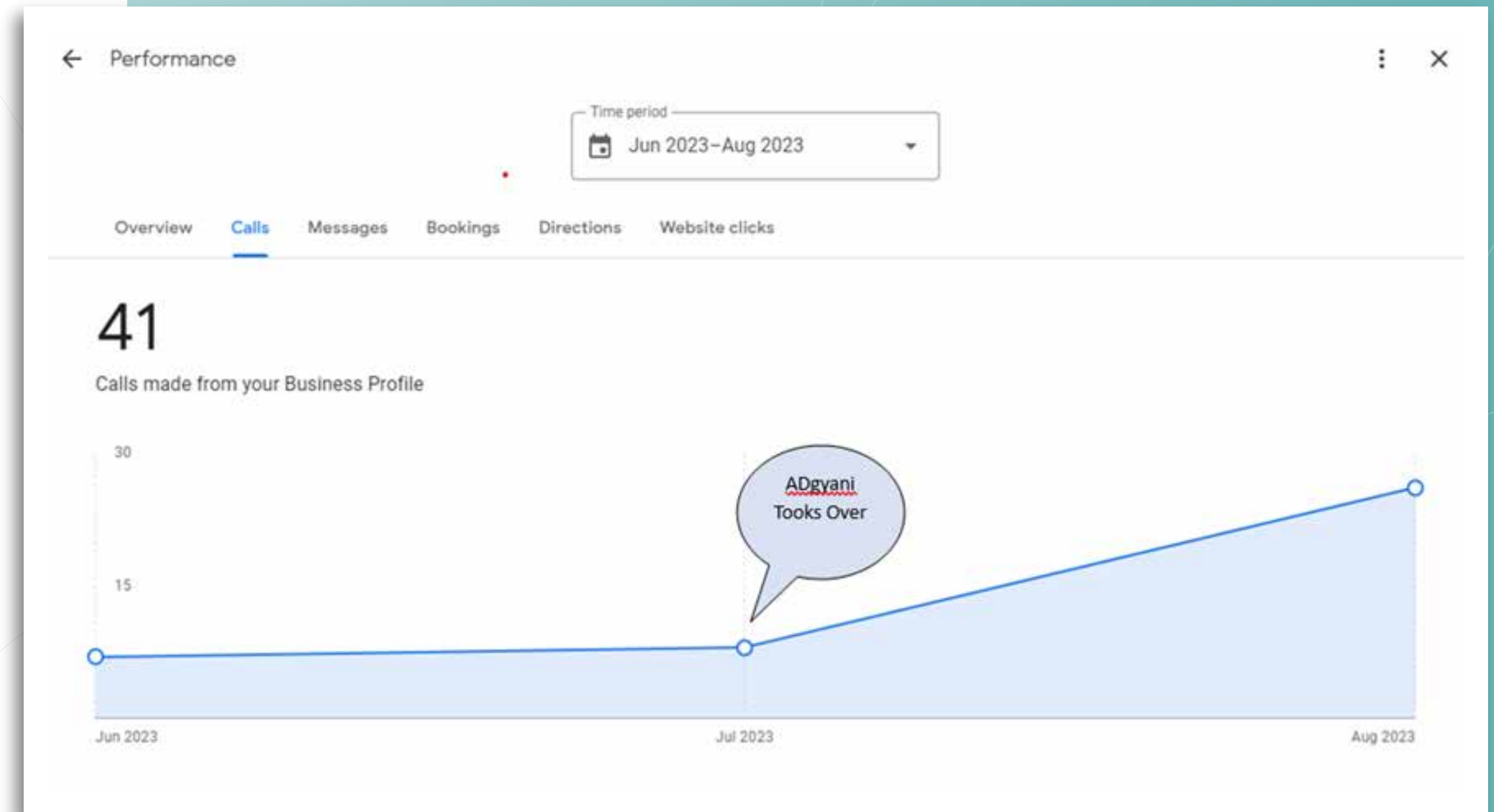


## **OBJECTIVE:**

**Driving a 300%+ Increase in Business Calls for Amar Oncology in Just 1 Month**

## Partner Overview:

Amar Oncology is a reputable healthcare brand based in Ranchi, India, specializing in providing comprehensive cancer care and treatment. They approached our digital marketing agency seeking assistance in boosting their online visibility, attracting new patients, and ultimately increasing their business calls.



## Challenges Faced:

**Amar Oncology faced several challenges when they initially engaged with our services**

### **Limited Online Presence:**

The business had a minimal online presence as it was a very new brand, unoptimised Business profile with very limited incoming calls and other interactions on their business listing.

### **Competitive Landscape:**

The cancer care industry in India is highly competitive, with numerous established businesses vying for the same audience.

### **Lead Generation:**

Amar Oncology struggled with lead generation and converting website visitors into potential patients who would call for doctor consultations and treatment related queries.

## Our Approach and Strategy:

We started working with Amar Oncology from July 2023 onwards. We first optimized the listings for title, description and keywords to be able to target the right audience.

**To be precise,  
following actions  
were took to  
optimize the GMB  
listing of Amar  
Oncology:**

- Set up the Google My Business profile and got it listed on Google
- Primary and secondary business category content was optimized.
- Keywords to be targeted were embedded in GMB Business Title, description and services
- Proximity of Address to the Point of Search (Searcher-Business Distance) was optimized for better ranking.
- Physical premise details and search were optimized for the targeted demography
- Removal of spam listings through spam fighting
- High Numerical Google Ratings was optimized (e.g. 4-5)
- Additional GMB Business Categories were listed for growth.
- Embedded Google Map for Location targeting on GMB Landing Page
- Dedicated Page for Each Service was designed and made.
- Internal Linking Across Entire Website
- Geographic (City/Neighborhood) Keyword Relevance of Domain Content was embedded.
- Keywords were added and optimized in GBP Landing Page Title
- Website was linked with map listing for better credibility.
- Monthly 15-20 local citations were created for each listing that creates the major impact on the GMB ranking and performance in general.
- Online Reputation Management was integrated for positive feedback.

## Results Achieved:

### **300%+ Increase in Business Calls in Just 1 Month:**

Our comprehensive digital marketing efforts resulted in a remarkable increase in business calls for Amar Oncology and hence an exponential growth in business.

**Looking to take your business  
to new heights. We are happy to  
be there for you!**



**Call Now- +91 98679 68168**