



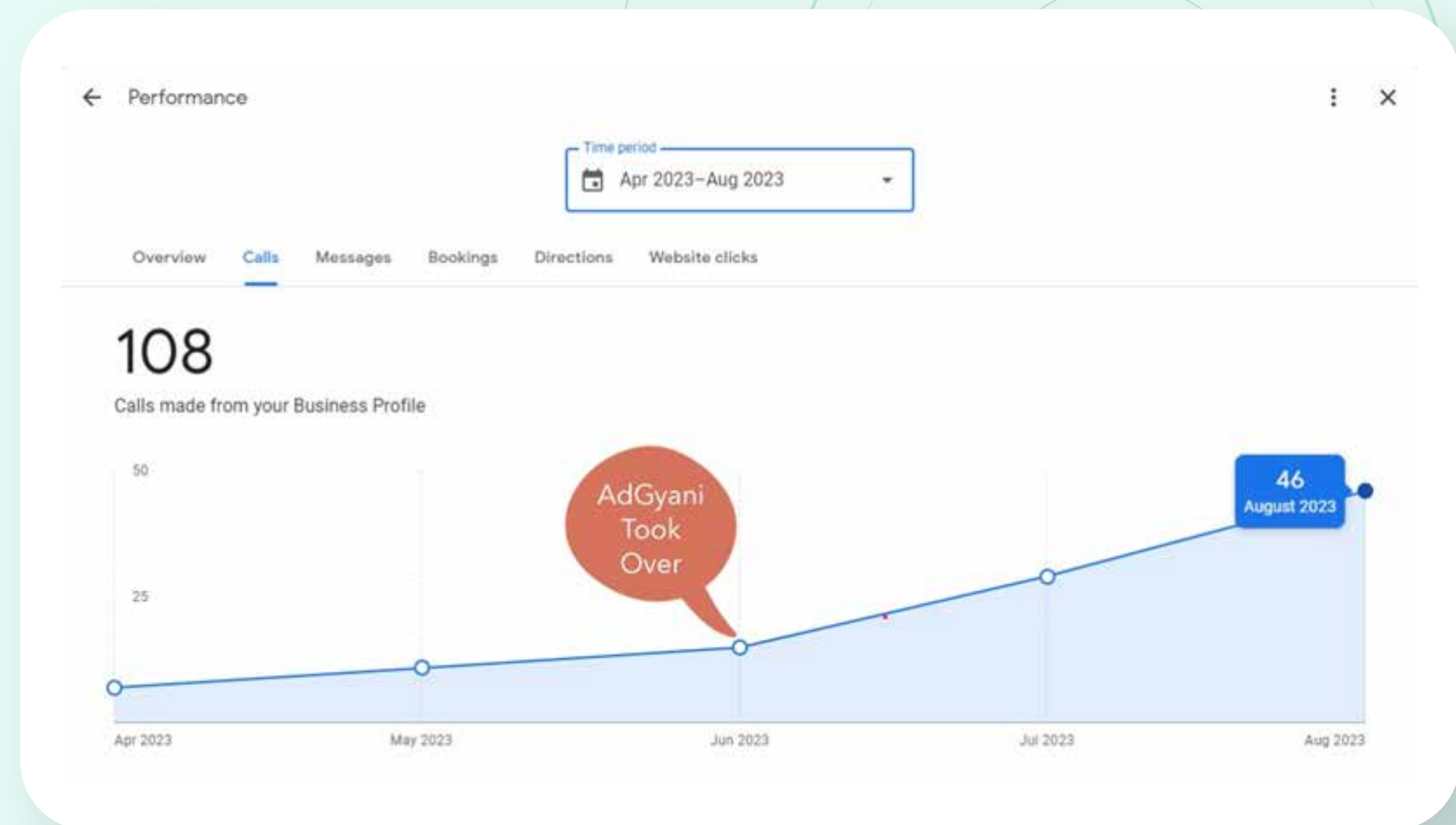
| Case Study:

Transforming **Kyno Health's** Performance
Marketing for **90%+ Jump in Business
Growth**



Partner Overview:

Kyno Health is a reputable healthcare brand based in Delhi NCR, India, specializing in providing doctor consultations at home service in 60 mins. They approached our digital marketing agency seeking assistance in boosting their online visibility, attracting new patients, and ultimately increasing their business calls.



| Challenges Faced:

Kyno Health 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 on their business listing.

Competitive Landscape: The healthcare industry in India is highly competitive, with numerous established businesses vying for the same audience.

Lead Generation: Kyno Health struggled with lead generation and converting website visitors into potential patients who would call for doctor consultations at home.



Our Strategy:

We started working with Kyno Health 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 taken to optimize all the 4 GMB listings of Kyno Health:

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



Results Achieved:

300%+ Increase in Business Calls in Just 2 Months:
Our comprehensive digital marketing efforts resulted in a remarkable increase in business calls for Kyno Health and hence an exponential growth in business.

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



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