



## A SEO Case Study of Asha Speech Hearing Clinic



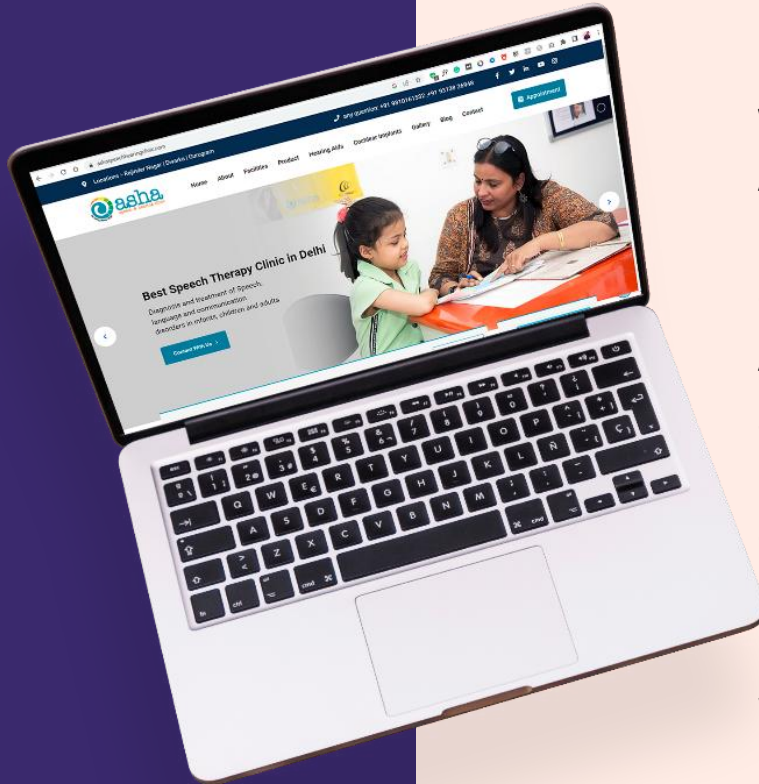
Wafi Media Marketing Solution has a storied history of success with search engine optimization campaigns. Over the years, we have evolved and incorporated new and exciting services. Today, we strongly advocate an integrated strategy for internet marketing, and our case studies demonstrate our services' level of success.

Our most recent successes include multiple services for a single client; these services are skillfully integrated so that the internet marketing campaign can be a success.

We wish that we could talk about all of our successes. The internet marketing case studies below are for clients with a combination of SEO services . Experienced strategists integrate these strategies, leading to success in all campaign areas.



# INTRODUCTION



How we help Asha Speech Hearing Clinic drive real business outcomes with our professional SEO campaign. **Organic traffic increased by 264%** and more than **36 keywords** are coming on **First page of Google search engine within 3 months.**

Asha Speech & Hearing Clinic is an innovative speech and hearing therapy platform with facilitated early implantation at very young age hence getting optimal benefit from latest technology. We provide comprehensive Audiological and Speech & Language care for individuals of all ages with speech and hearing and communication concerns. Our team comprises of expert and experienced therapists who are dealing with various communication disorders like Autism, ADHD, Misarticulation, Voice disorders, Stammering, Aphasia, Apraxia, and Dysarthria.

We started managing their Search Engine Optimization, especially for Organic Search, since April – 2022.

Website: <https://www.ashaspeechhearingclinic.com/>

# THE CHALLENGE

Entrepreneur wanted to increase their online traffic. With a massive number of articles that were not indexed, SEO was the best tactic to accomplish this goal. Entrepreneur needed an SEO strategy and action plan to technically implement it.

When Entrepreneur examined their online content, only 5% of their website had any search engine optimization implemented. Optimizing Entrepreneur's main content and the million-plus article archive for search would be a monumental task. Wafi Media Marketing Solution discovered the challenge of the site's platform, Vignette Story Server, an outdated CMS that was unoptimizable as all pages were created dynamically on the fly.

We devised a plan and developed a strategy for Entrepreneur to optimize the main content including all current and past article archives programmatically, at the database level. In doing this, We illustrated a level of unmatched expertise regarding methodology and strategy that other SEO Companies lacked in their technical capabilities.



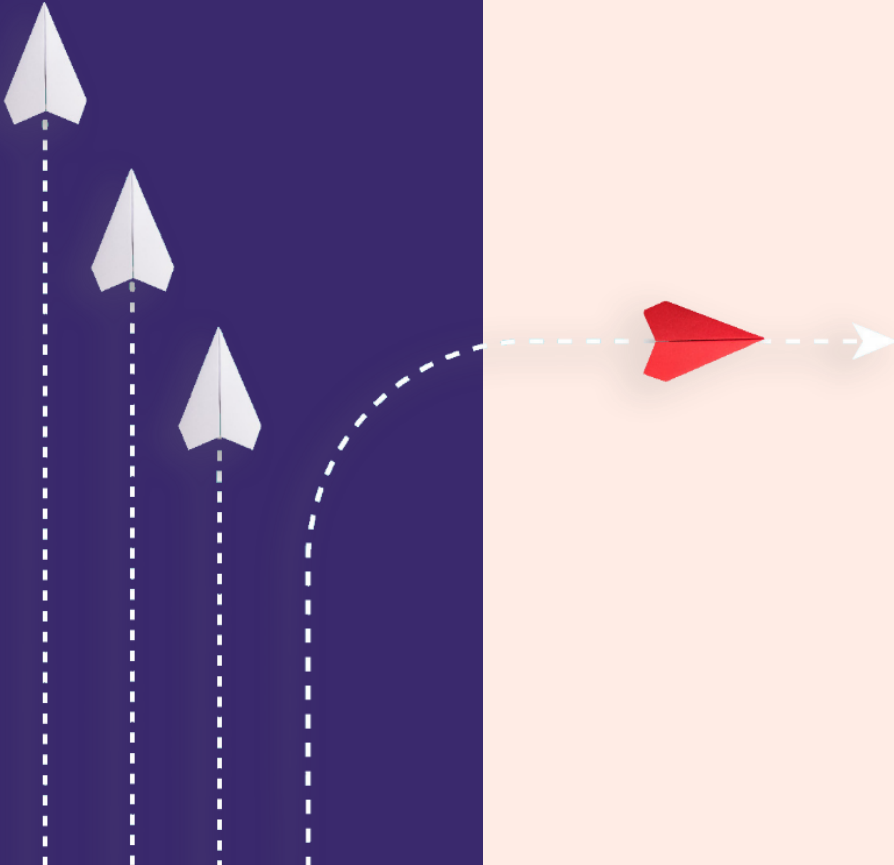
# CAMPAIGN OBJECTIVE

The SEO campaign's goal was to increase site traffic and generate traffic to drive more leads, as well as to improve rankings for the primary keywords of category and services.

After the client's approval, we focused on optimizing and promoting the primary keywords and categories like Cochlear Implant, Speech Therapy, Hearing Test etc.



# THE STRATEGY



Wafi Media Marketing Solution proposed a Four-stage plan to Entrepreneur. Stage 1 consisted of optimizing all the main web pages. Stage 2 consisted of optimizing all the articles. Stage 3 consisted of integrating SEO into the business processes at Entrepreneur. Finally, Stage 4 Google Analytics 4 setup with a conversion tracking to Presenting this material in a stage-gate scenario provided Entrepreneur with a clearer road map, complete with milestones to their paramount goal: a consistent flow of new, optimized online content that would continue to bolster the strong position Entrepreneur's pre-existing online assets already had accomplished.

# THE RESULT

Wafi Media Marketing Solution managed the Google Website Traffic and since May 2022, there has been a **264% increase in Organic Traffic**.

**Increased keyword positions on Google** 36 keywords are coming on First page of Google search engine within 3 months.

- Improved page views & sessions
- Gave a unique user-experience
- Performed On-site Maintenance
- Target on demographics based visitor
- Increased interest based leads



# IMPROVED RANKINGS

We worked on few keywords, built authority and ultimately influenced their search result ranking in 5-6 months.

Now, 7 keywords are coming on First position of Google search, 36 keywords are coming on First page of Google search and 26 Keywords are coming 2 to 5th page of Google search.

## Performance

[Full report >](#)

— 3,745 total web search clicks



10/1/22

10/13/22

10/25/22

11/6/22

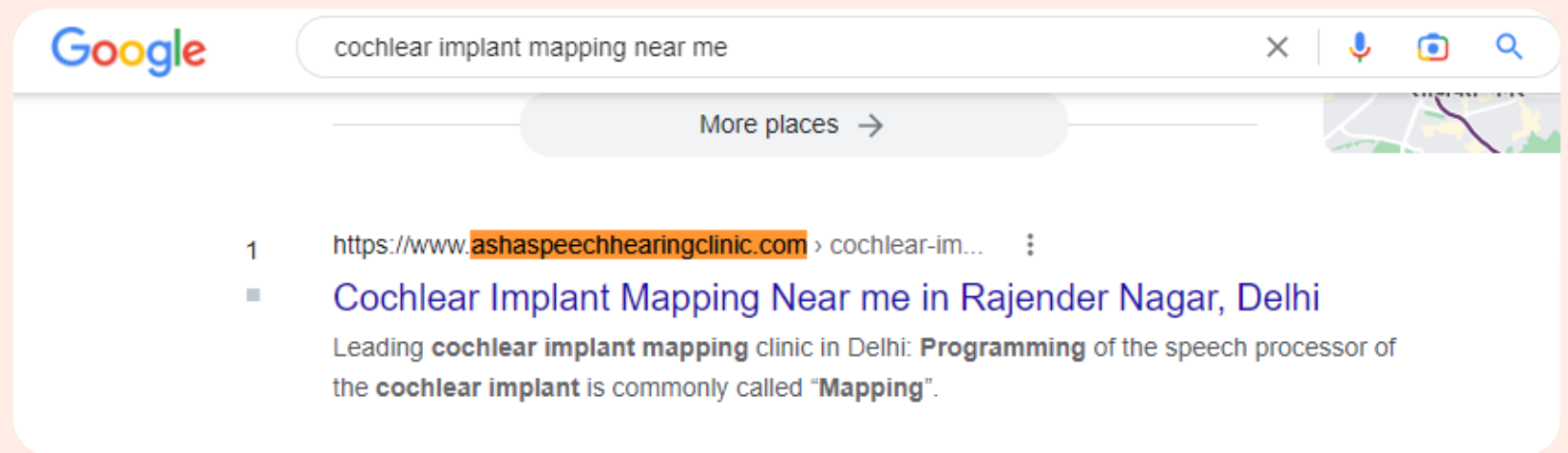
11/18/22

11/30/22

12/12/22



# REAL SCREENSHOT OF RANKING

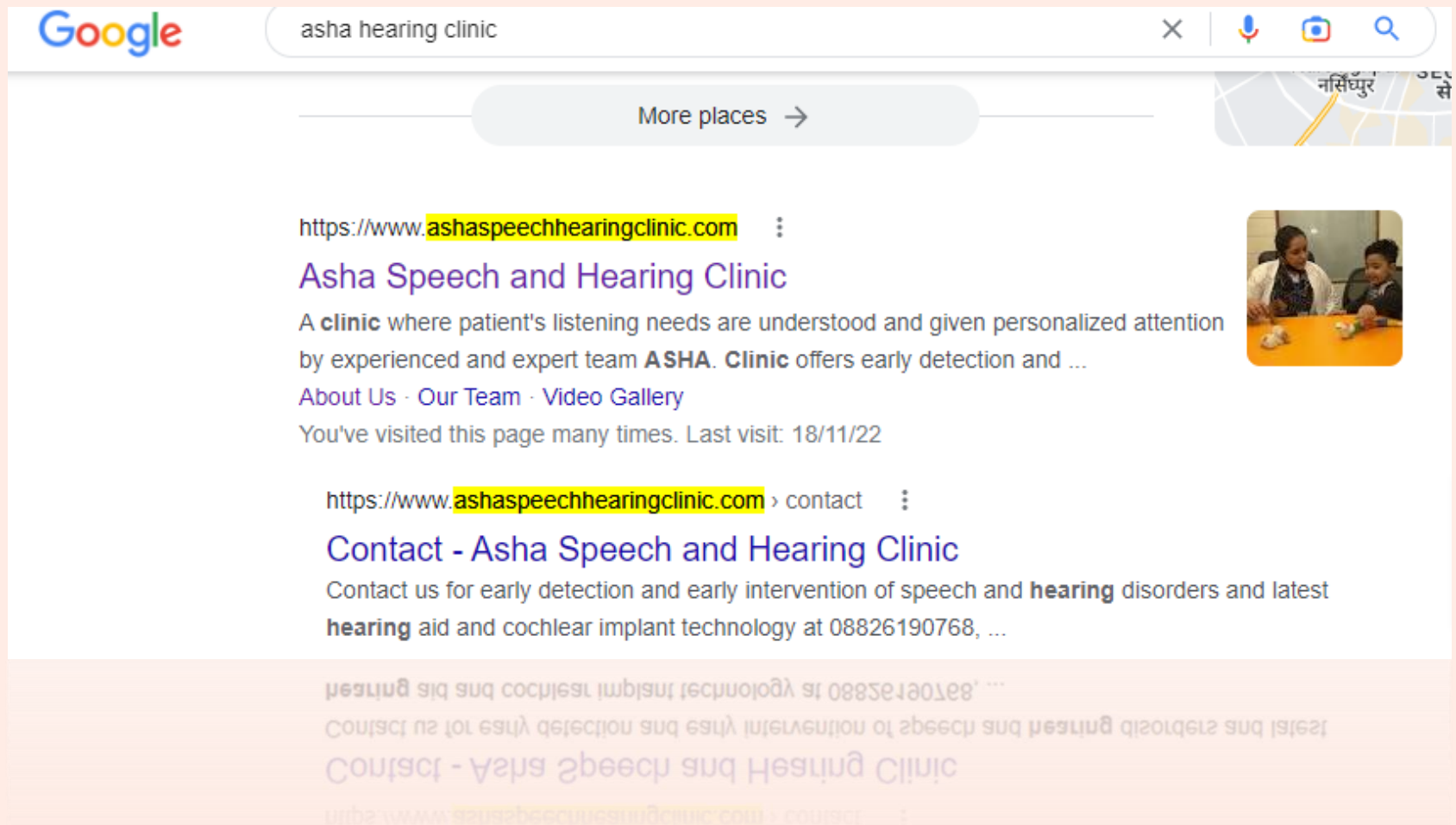


the cochlear implant is commonly called "mapping".

Leading cochlear implant mapping clinic in Delhi: Programming of the speech processor of

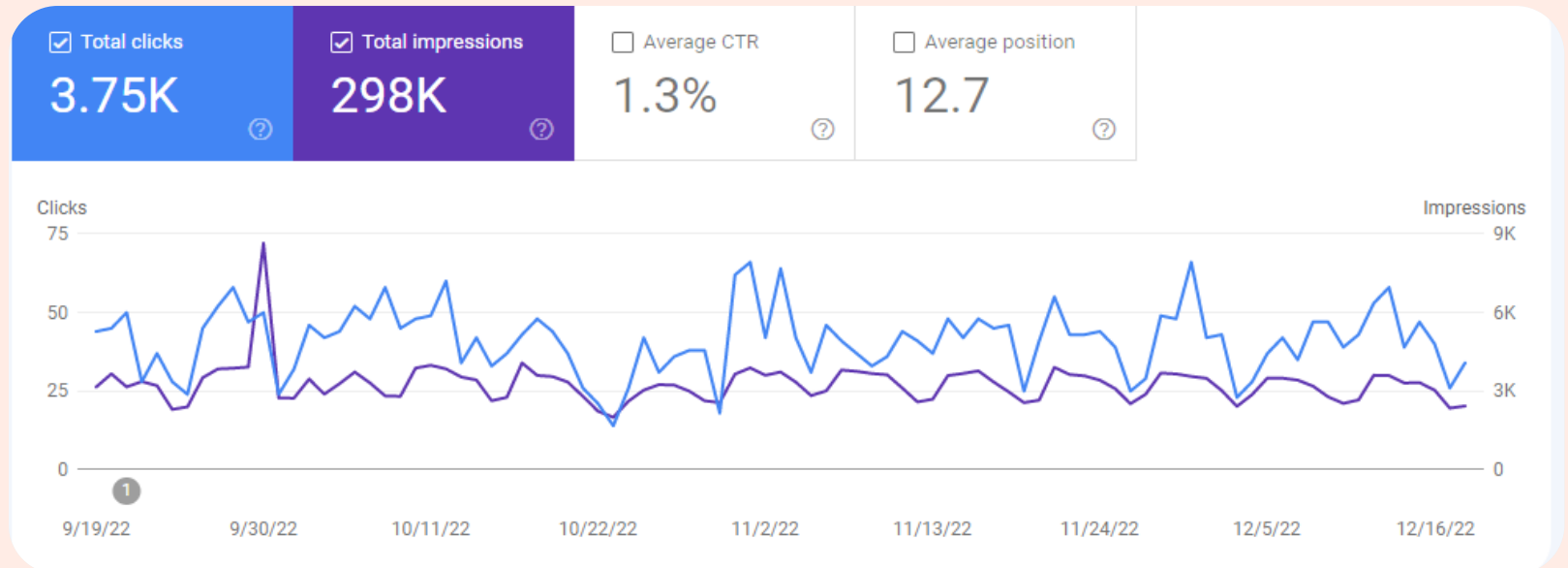


# REAL SCREENSHOT OF RANKING (CONT...)



# IMPROVEMENT IN ORGANIC TRAFFIC

**Organic traffic** is obtained from the appearance of the site in the results of a search that users perform in search engines, such as Google, Yahoo, or Bing. Organic traffic is free traffic, this aspect being what makes it the type of traffic that website owners want the most.



# 100% IMPROVEMENT ORGANIC SEARCH IN LAST 3 MONTHS

Analytics | All accounts > Asha Speech Hearing Clinic | Asha Speech Hearing Clinic | Try searching "top countries by users"

Reports snapshot | Traffic acquisition: Session default channel group | Custom: Nov 1 - Nov 30, 2022 | Compare: Sep 1 - Sep 30, 2022

Search...

Session default channel group	↓ Users	Sessions	Engaged sessions	Average engagement time per session
SHOW ALL ROWS				
	1,428 vs. 1,193 ↑ 19.7%	1,760 vs. 1,434 ↑ 22.73%	1,032 vs. 874 ↑ 18.08%	0m 50s vs. 48.40 ↑ 5.13%
1 Organic Search				
Nov 1 - Nov 30, 2022	1,262	1,546	938	0m 51s
Sep 1 - Sep 30, 2022	1,046	1,215	752	0m 49s
% change	20.65%	27.24%	24.73%	4.37%
2 Direct				
Nov 1 - Nov 30, 2022	143	172	74	0m 44s
Sep 1 - Sep 30, 2022	131	153	79	0m 39s
Feb 1 - Feb 30, 2022	131	123	38	0m 38s
Nov 1 - Nov 30, 2022	143	133	34	0m 44s
3 Direct				
% change	30.92%	31.34%	34.13%	4.31%
Nov 1 - Nov 30, 2022	143	172	74	0m 44s