

Local SEO Success for Dr. Himank Goyal



Presented by:
RAISEQUE

Overview

- **Client Name:** Dr. Himank Goyal
- **Industry:** Healthcare, Neurology Specialty
- **Location:** C 38, Ashok Vihar, New Delhi, Delhi, 110052
- **Service:** Diagnosis and treatment of neurological disorders
- **Campaign Focus:** Local SEO Optimization



Problem/Challenge

Initial State :

- Dr. Himank Goyal had a minimal online presence with limited visibility in local searches.
- The Google My Business (GMB) profile was incomplete and lacked engagement.
- The clinic was experiencing fewer calls, limited views, fewer direction requests, and low website clicks from the GMB profile.
- The clinic was not ranking for critical local keywords related to neurology services.

Our Goals:

- Increase visibility in local search results for neurology-related queries.
- Improve patient engagement and increase appointment bookings through GMB.
- Increase the number of calls, views, direction requests, and website clicks.
- Rank for local keywords such as "Best Neurologist Near Me" "Best Neurologist in Delhi" and "Best Neurology Doctor In Delhi"



Strategy & Implementation:

GMB Profile Optimization:

- Claimed and verified the GMB listing for Dr. Himank Goyal.
- Updated the GMB profile with accurate NAP (Name, Address, Phone number) and service details.
- Completed the business description with targeted keywords, highlighting Dr. Himank Goyal's expertise in neurology.
- Uploaded professional images of the clinic, staff, and treatment facilities.



Strategy & Implementation:

Competitor Analysis:

- Analyzed top competitors in the local neurology field to identify their strengths and weaknesses in GMB optimization.
- Compared keyword strategies, GMB profiles, and customer reviews to find opportunities for differentiation and improvement.
- Assessed competitor GMB engagement metrics, such as the number of reviews, average ratings, and interaction levels, to set benchmarks for Dr. Goyal's profile.



Strategy & Implementation:

Local Keyword Research:

- Conducted keyword research to identify the most relevant local search terms for neurology services.
- Integrated keywords like "Neurologist in Delhi" and "Best Neurology Doctor In Delhi" into the GMB profile.

GMB Content Updates & Posts:

- Created regular GMB posts about the services offered, including neurological evaluations, treatment plans, and patient success stories.
- Shared health tips and information related to common neurological conditions, incorporating local keywords to enhance relevance.



Strategy & Implementation:

Off-Page SEO:

- Built high-quality local backlinks to improve the domain authority and local search ranking of Dr. Goyal's clinic.
- Submitted the clinic to relevant local directories, ensuring consistent NAP information across the web.
- Engaged with Local Online Communities: Actively participated in local forums, Q&A sites, and social media groups related to health and neurology, providing expert advice and linking back to the clinic's GMB profile and website where appropriate.



Strategy & Implementation:

Citation Building:

- **Built consistent citations** across local directories to reinforce Dr. Goyal's presence in the local area.
- **Utilized Blog Citations:** Published blog posts on reputable medical and health websites, including references to Dr. Goyal's clinic and services, which linked back to the GMB profile.
- **Monitor & Manage Citations:** Regularly audited and updated citations to ensure accuracy and consistency. Addressed discrepancies and inaccuracies promptly to maintain the integrity of the business's online information and improve local search rankings.



Results:

GMB Insights Data:

- Local Search Visibility: Increased by **60.9%** from February to April.
- Calls Received: Increased by **66.0%** from February to April.
- Direction Requests: Increased by **56.2%** from February to April.

Customer Reviews:

- Received **103** new reviews, raising the overall GMB rating from **3.2 Stars** to **4.7 Star**.
- Positive patient feedback highlighted Dr. Goyal's expertise and the quality of care at the clinic.

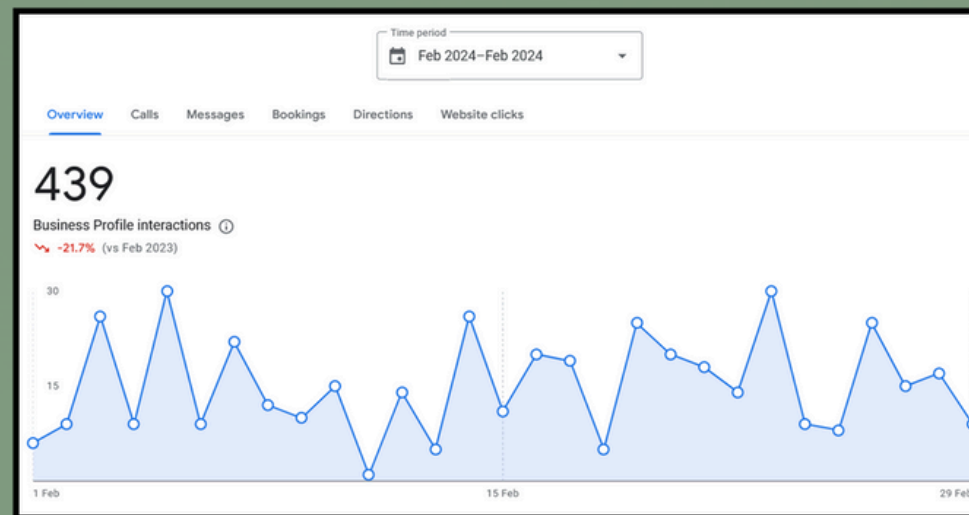
Keyword Ranking: Data:

- Achieved **#1 ranking** for key local keywords including "Best Neurologist Near Me" and "Best Neurologist in Delhi."

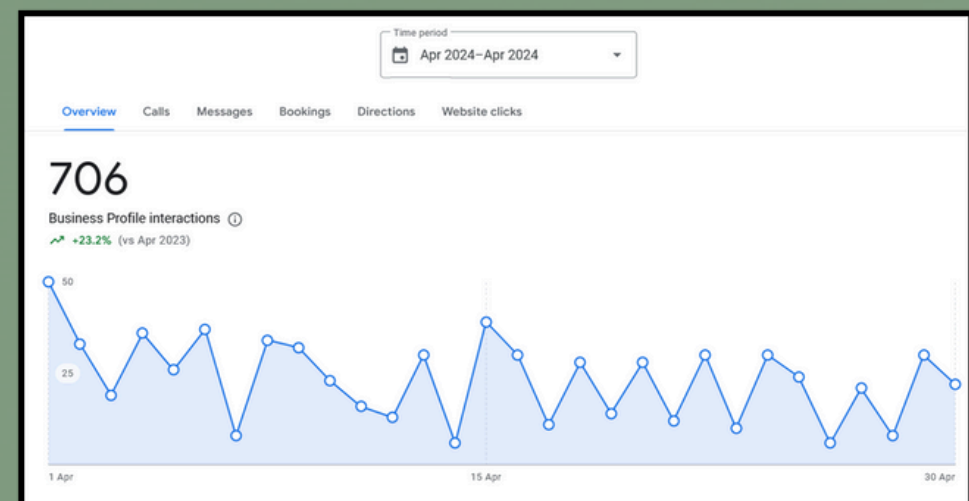


Results:

February:



April

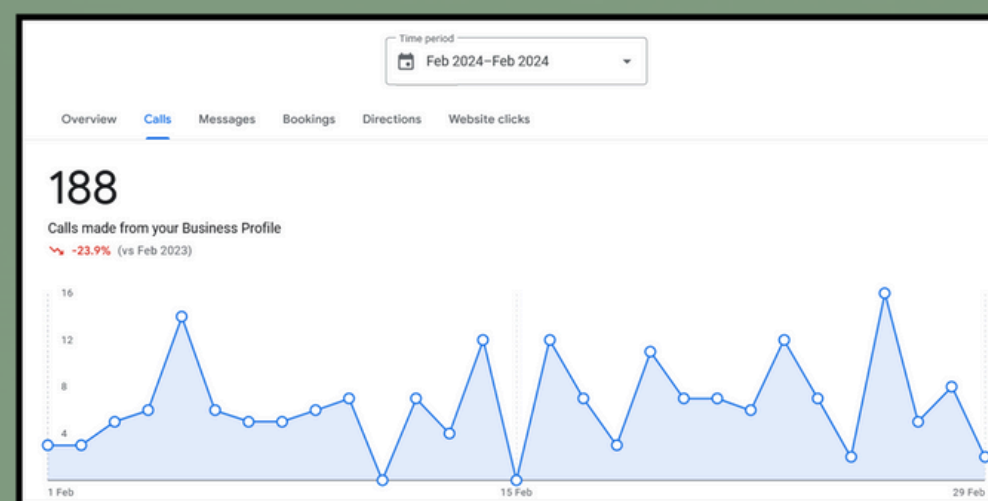


Overview

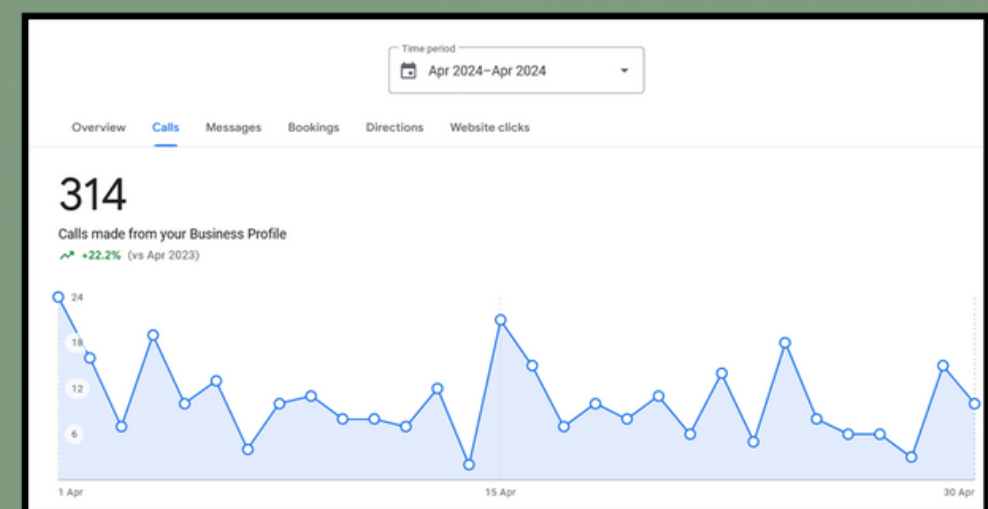
From February to April, Dr. Himank Goyal's Google My Business profile experienced a substantial increase in visibility. The total profile views grew from **439** in February to **706** in April, marking an impressive **60.9%** growth. This steady rise reflects the effectiveness of GMB optimization efforts, leading to enhanced local search visibility and greater exposure for the clinic.

Results:

February:



April

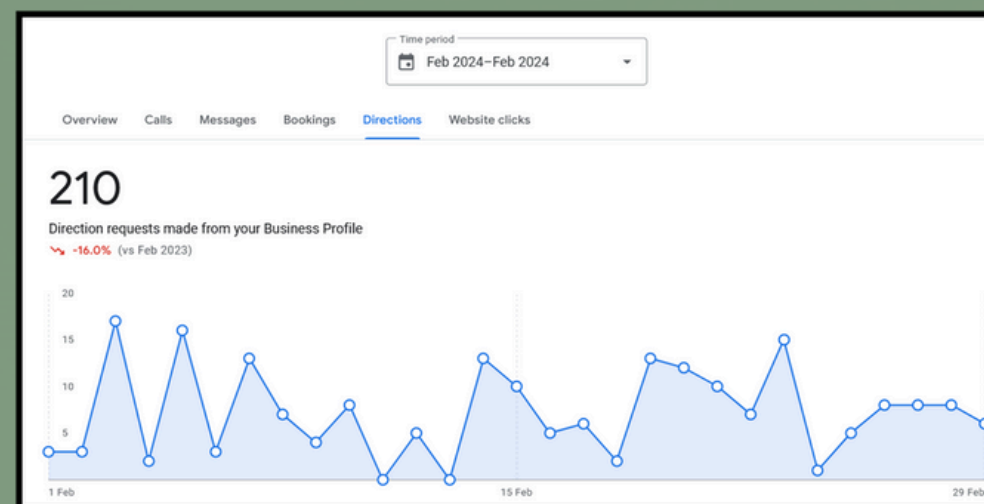


Calls

From February to April, Dr. Himank Goyal's clinic saw a remarkable **66%** increase in phone calls, jumping from **188** to **314**. This surge highlights the effectiveness of our GMB optimization strategy, as more potential patients are reaching out to schedule consultations and inquire about neurological services. By improving local search visibility and encouraging patient engagement, we've made it easier for people to connect with Dr. Goyal's expertise, ultimately boosting appointment bookings and enhancing patient care. This growth is a testament to how targeted Local SEO efforts can directly impact business performance.

Results:

February:

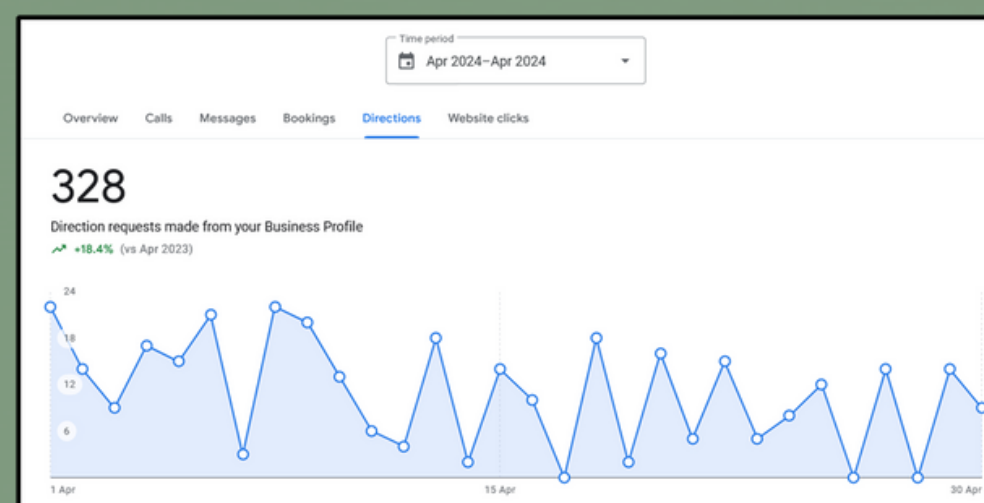


Direction

The clinic's direction requests saw impressive growth over just three months, highlighting a significant increase in local interest.

Starting with **210** requests in February, the number surged to **328** by April—a remarkable **56.2% increase**. This spike reflects the clinic's enhanced visibility on Google My Business, as more potential patients were actively seeking directions to visit Dr. Himank Goyal's neurology clinic. The consistent increase month over month indicates a growing trust and interest in the local community, translating into more foot traffic and in-person consultations.

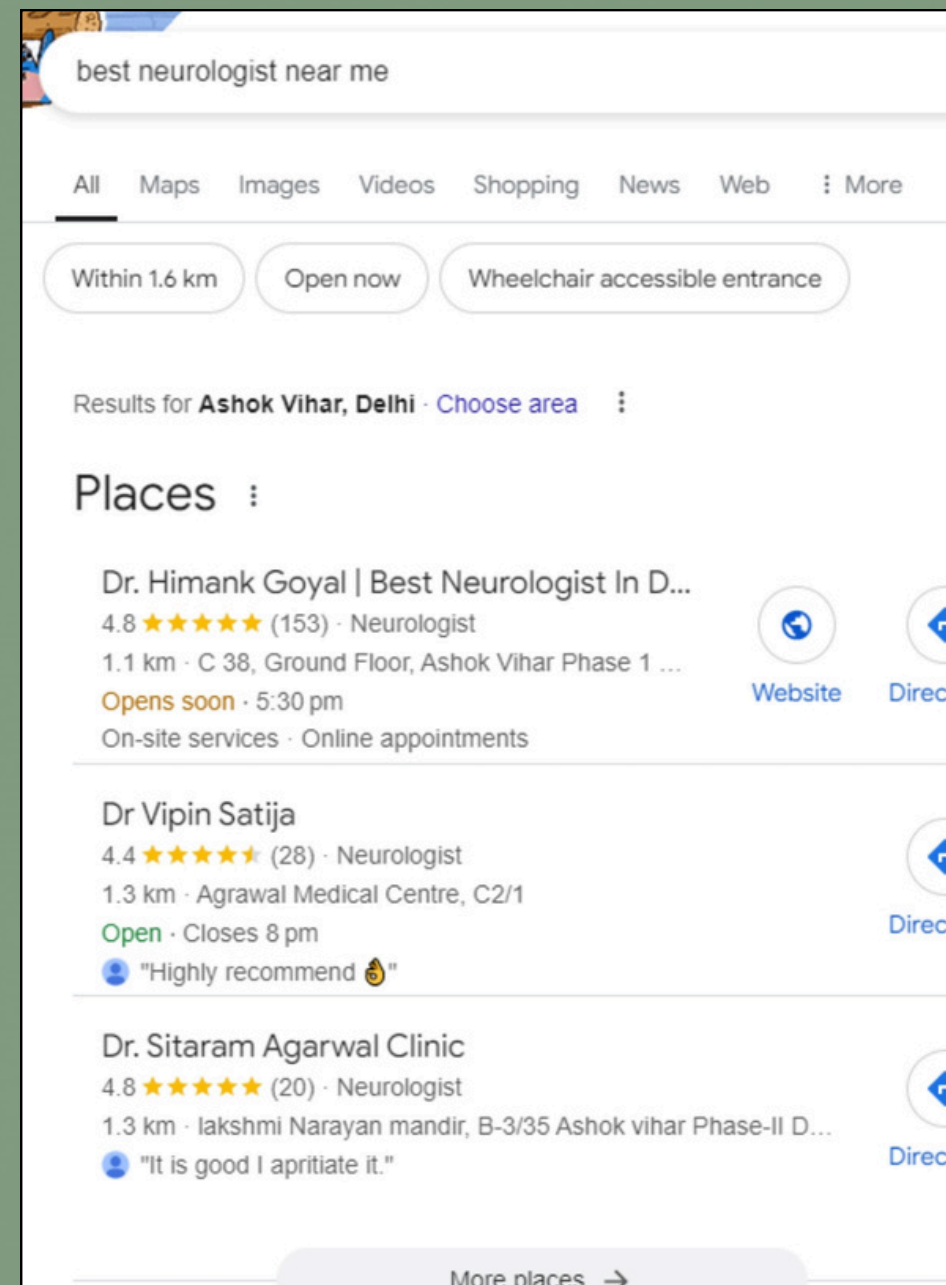
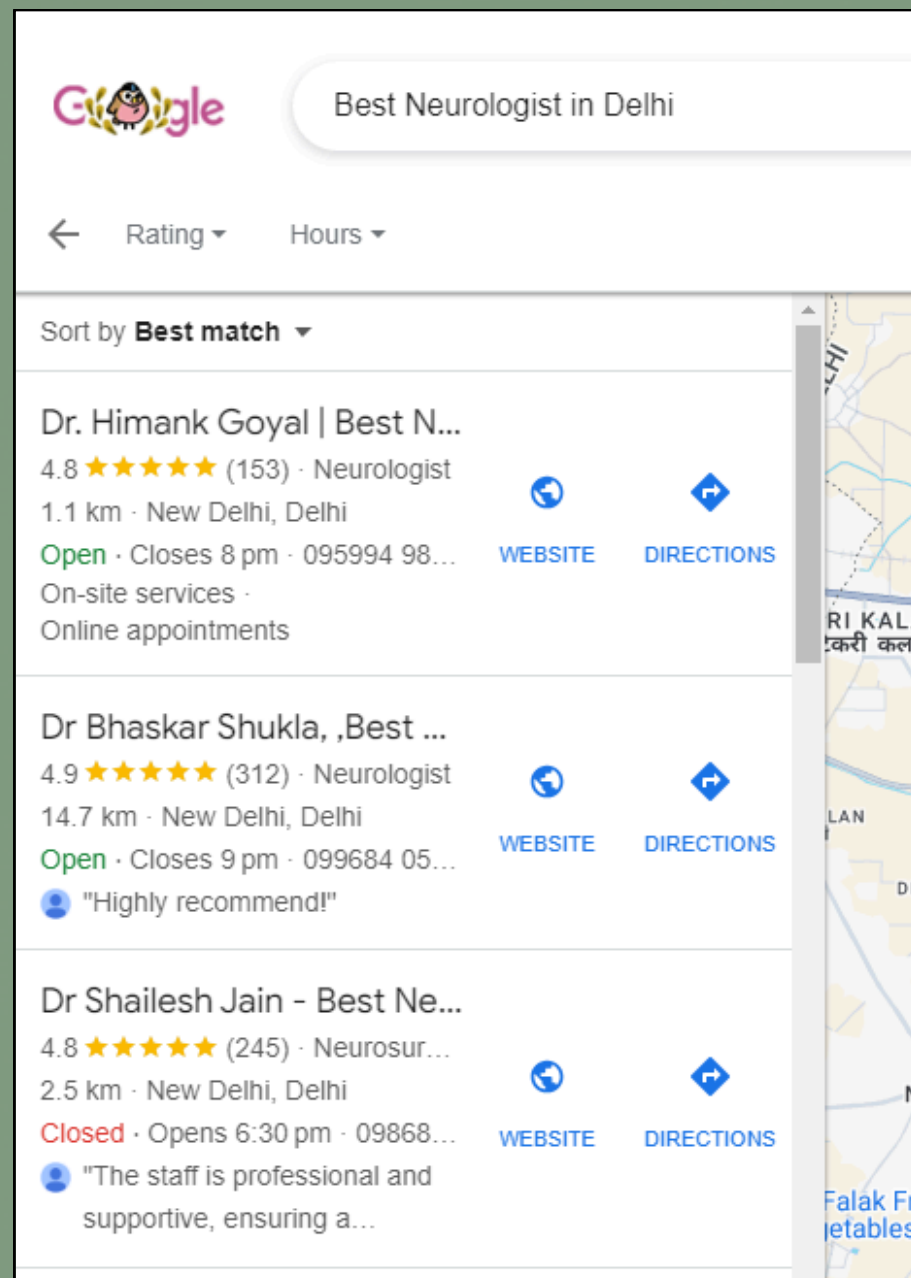
April



Results:

#1 Position

After implementing our Local SEO strategy, Dr. Himank Goyal achieved the **#1 position** for highly competitive keywords such as **"Best Neurologist Near Me"** and **"Best Neurologist in Delhi"** In just a few months, his GMB profile saw a 60.9% increase in search visibility, a 66% rise in phone calls, and a 56.2% boost in direction requests. This dramatic growth not only enhanced his online presence but also translated into higher patient bookings, solidifying his reputation as a leading neurologist in the region.



Conclusion:

Key Success Factors:

We improved Dr. Himank Goyal's GMB profile with the right information, targeted local keywords, and regular updates. Encouraging positive patient reviews built trust, and keeping business details consistent online boosted local search visibility. These efforts helped more patients find and trust Dr. Goyal.

Impact on Business:

After achieving better visibility and engagement, Dr. Himank Goyal's clinic saw a notable increase in patient inquiries, appointments, and trust. His reputation as a leading neurologist in the area grew, leading to more word-of-mouth referrals and consistent business growth.

Client Satisfaction:

Dr. Himank Goyal was extremely pleased with the results of the Local SEO efforts. He appreciated how the enhanced GMB profile significantly improved his clinic's online presence, bringing in more patients and strengthening his reputation. The growth in visibility and patient interactions was a clear sign of success, making him feel confident about the future of his practice.



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Thank you for your time and attention.
We hope you found this case study helpful.
Feel free to reach out if you have any
questions or need further information.

Thank You!