Case Study –
Techindia Infoway

The Client:

- Established in 2001, Techindia renders world-class enterprise healthcare management solutions that bridge the gap between healthcare and information technology sector, enabling the effective and collaborative efforts to deliver enhanced health support.

- TechIndia imparts exceptional remote healthcare diagnostics and patient monitoring solutions with a proven track record of success rates in highly regulated industries.

The Challenge:

- Techindia wanted to drive traffic to it's website and attract quality leads from potential customers.

- Elevating their online visibility and keywords ranking for the targeted services in search engine result pages was also on their requirement profile.

Action Plan:

- Dot Com Infoway performed keyword research and traffic analysis for unique service pages. We have earned backlinks from high DA websites through Off page SEO strategies and also published quality blog posts to drive potential traffic to the website.

- We keep monitoring the user traffic data on the website with tracking tools and by implement-ing innovative SEO strategies every month.

Results Achieved:

- On the grounds of our SEO initiatives, we have enhanced the ranking of the blogs and services pages on the top list of SERP, which has resulted in an 80% boost in organic traffic.

- Witnessed a progressive drive in organic traffic for competitive keywords.

- Involvement of potential customers in the website, resulting in exceptional user-experience, while driving consistent leads as well.