

Dr. Kapil Sharma

DR. KAPIL SHARMA



CATEGORY: Health and Medicine

LOCATION: India, Rajasthan, Jaipur

BUSINESS BACKGROUND:

In Jaipur city it is difficult to get very good psychiatrist psychologist. The need of a good psychiatrist, neurologist, De-addiction specialist, sexologist and psychologist is rising.

Dr. Kapil Sharma is the best psychiatrist psychologist, sexologist and De-addiction specialist in Jaipur. Dr. Kapil Sharma psychiatrist psychologist believes in quality care not in high number of patients.

MARKET COMPETITORS:

In the modern world, communication channels are developing rapidly, due to which Dr. Kapil Sharma has many competitors in the digital marketing industry. They focus on innovative digital marketing techniques such as artificial intelligence (AI) and machine learning (ML) to deliver personalized and targeted campaigns. They have a team of experts with diverse skill sets, enabling them to provide comprehensive solutions to their clients. Dr. Kapil Sharma needed to diversify his service offerings to remain competitive in the long run.

PROJECT GOAL:

One of the primary goal of Dr. Kapil Sharma is to converting website visitors into leads and customers. This can be accomplished by implementing lead generation tactics such as email marketing campaigns, landing page optimization, and conversion rate optimization (CRO) techniques.

CHALLENGE:

Dr. Kapil Sharma website is fresh and new on the internet so, the most challenging part is to producing high-quality and engaging content that resonates with target audience and this is essential for SEO success. Creating the new content required a lot of research and coordination with the content writing team. Consistently creating valuable content and optimizing it for search engines is time consuming and challenging.

STRATEGY & SOLUTIONS:

In strategy, Kudosta fine-tuned the overall On-Page optimization and social media presence of the website and created a pathway for displaying the most vital public information.

Some other solutions implement by Team Kudosta:

- A. Regular updating and posting blogs
- B. Build Internal linking
- C. Maintain Google Business Profile Page
- D. Off page Solutions like link building, guest posting etc.
- E. Explored long tail keyword opportunities in keyword competitor analysis

RESULTS:

SEO Results Summary:

