



Dr. (Prof.) Amite Pankaj Aggarwal's

# Digital Marketing Case Study

Digital Growth of The Joint Clinic-Dr(Prof) Amite Pankaj Aggarwal

How strategic local SEO transformed a highly experienced orthopedic surgeon's online visibility and patient acquisition in just 90 days.



Prepared by: Raiseque



[www.raiseque.com](http://www.raiseque.com)

# Dr. Amite Pankaj Aggarwal

## The Joint Clinic, Rohini, Delhi

Dr. Amite Pankaj Aggarwal is a leading orthopedic surgeon in Delhi with 25 years of experience, specializing in knee and joint replacement, arthritis care, fractures, spine conditions, and sports injuries. Known for precision, high success rates, and minimally invasive techniques, he delivers patient-focused orthopedic care with excellent outcomes.

### Specializations

- Knee Replacement Surgery
- Robotic Knee Replacement
- Shoulder Surgery
- Hip Replacement



# The Challenge

## Poor Google Maps Ranking

Not ranking consistently on Google Maps for local searches.

## Low Search Visibility

Missing from high-intent searches like "Best Knee Replacement Surgeon in Delhi".

## Inconsistent Inquiries

Unpredictable patient inquiries from Google search.

## Heavy Competition

Competing against aggressively marketed clinics.

## Underutilized Profile

Google Business Profile not optimized for patient acquisition.

Despite excellent clinical outcomes, the clinic faced significant digital visibility challenges that limited growth potential. The clinic relied mainly on referrals, limiting scalable patient growth opportunities.

# Our Objective



## Top 3-5 Rankings

Rank the clinic in Google Maps results for orthopedic searches.



## Increase Inquiries

Boostcalls, directions, and appointment requests from Google.



## Build Authority

Establish expertise for orthopedic and knee replacement keywords.



## Organic Growth

Create sustainable, long-term patient acquisition channels.



# Our Strategy

We implement a comprehensive Local SEO and Authority-Building Strategy specifically designed for orthopedic doctors.



## **Google Business Profile Optimization**

Complete profile optimization with keyword-focused descriptions, weekly posts, and strategic review management.

## **On-Page SEO**

Optimized service pages, doctor profile with E-E-A-T focus, AI-powered content, and schema markup.

## **Keyword Strategy**

Targeted high-intent surgery keywords like "Best Knee Replacement Surgeon in Delhi" and "Robotic Knee Replacement Surgeon".

## **Local Authority Building**

High-quality local citations, consistent NAP across platforms, and geo-targeted SEO signals for Delhi and Rohini.

# Execution Timeline



## Month 1

SEO and GMB audit, comprehensive keyword research, and Google Business optimization.

## Month 2

Website on-page SEO implementation, content creation, local signals, and review growth strategy.

## Month 3

stable top positions on Maps Ranking improvements achieved, increase in calls and directions.

# Results Within 90 Days



## Top 5 Google Maps Ranking

Achieved top5 results for multiple orthopedic keywords with consistent presence.

## 10-15 Daily Patient Inquiries

Patient inquiries per day from Google with a significant increase in calls and directions.

## 3x Traffic Growth

Strong improvement in local keyword rankings and organic website traffic.

# Impact Breakdown



## Maps Visibility 100%

Consistent top 5 presence

## Inquiry Increase 85%

Growth in patient calls

## Brand Authority 90%

Established trust in Rohini

## Brand Authority Established

The clinic position edit self as a **trusted orthopedic brand** in Rohini, Delhi, with strong local authority and long-term organic growth potential.

## Tools Used

- Google Business Profile
- Insights Google Search
- Console Google Analytics
- Local SEO & AI SEO tools



# Key Takeaways

This case study proves that even in highly competitive medical markets, a focused Local SEO and Google Maps strategy delivers transformative results.



## ✓ **Consistent Patient Inquiries**

10-12 daily inquiries from organic search without paid advertising.

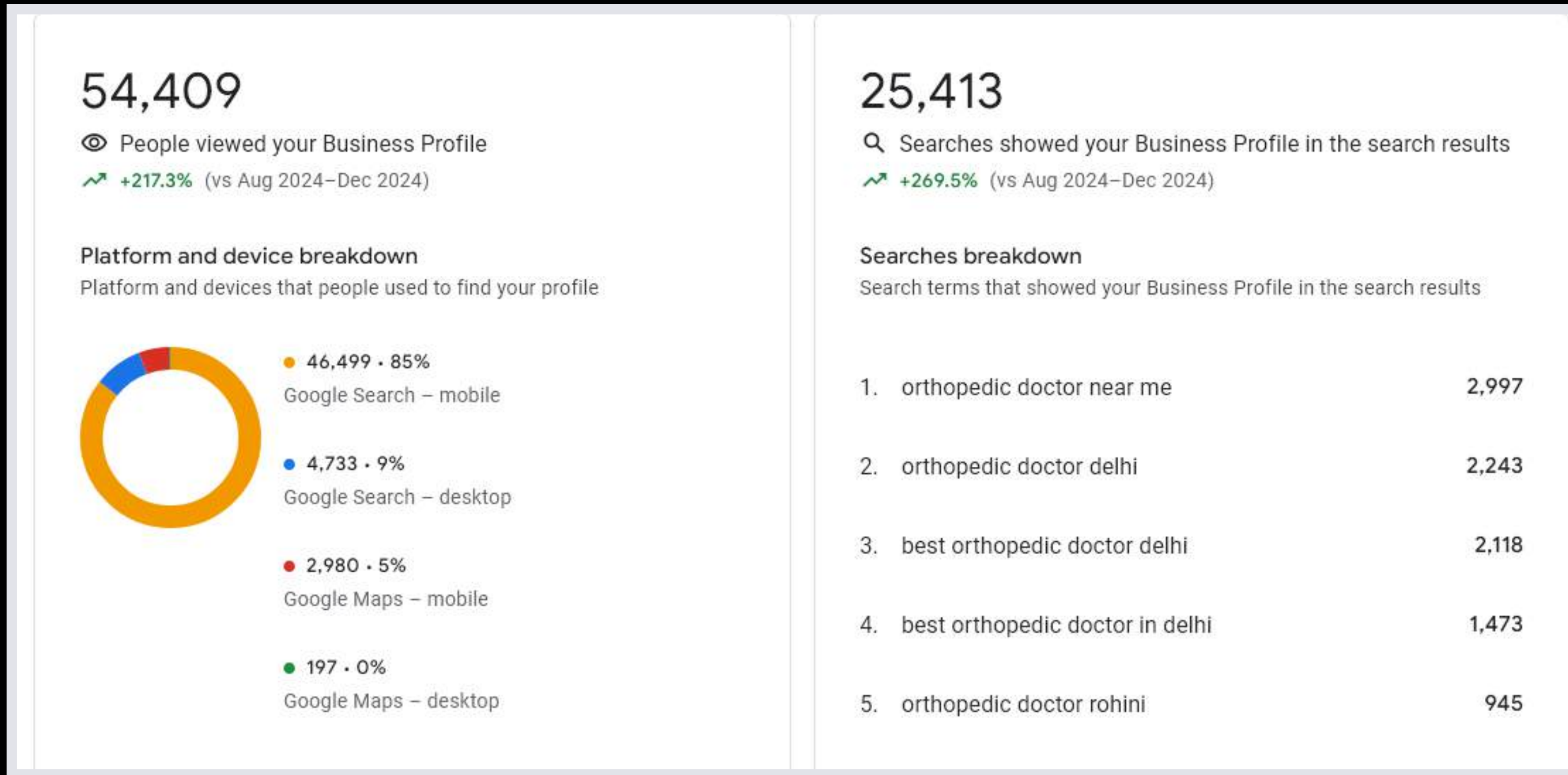
## ✓ **Strong Local Authority**

Established as a top orthopedic clinic in Delhi through strategic positioning.

## ✓ **Long-Term Organic Growth**

Sustainable patient acquisition model independent of referrals.

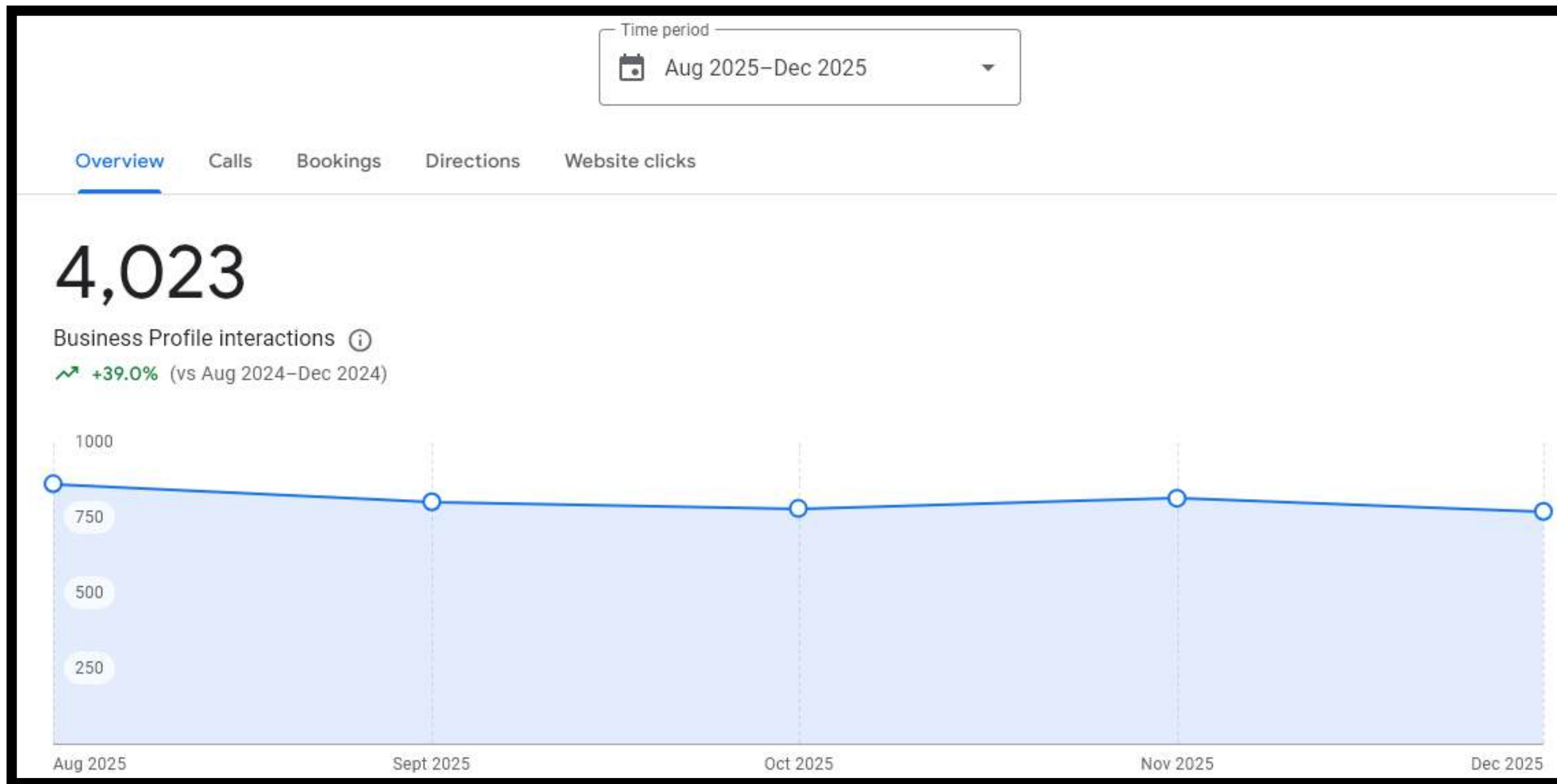
# GMB Recorded



The Google Business Profile recorded 54,409 views (+217%) and appeared in search results 25,413 times (+269%). Most visibility came from mobile searches, with top keywords such as “orthopedic doctor near me” and “best orthopedic doctor in Delhi,” resulting in higher call volumes and patient inquiries.

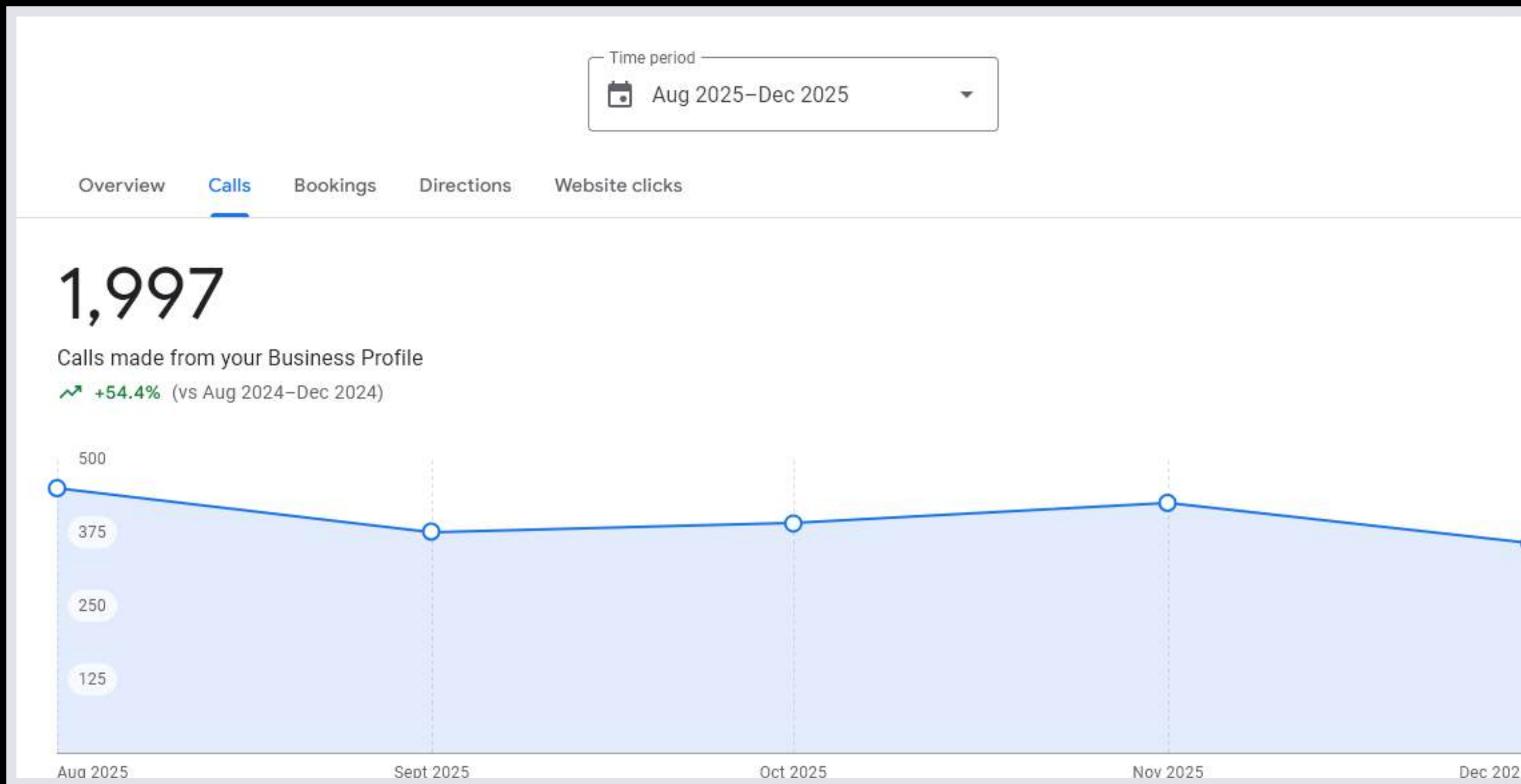


# Overview (Aug-Dec 2025)



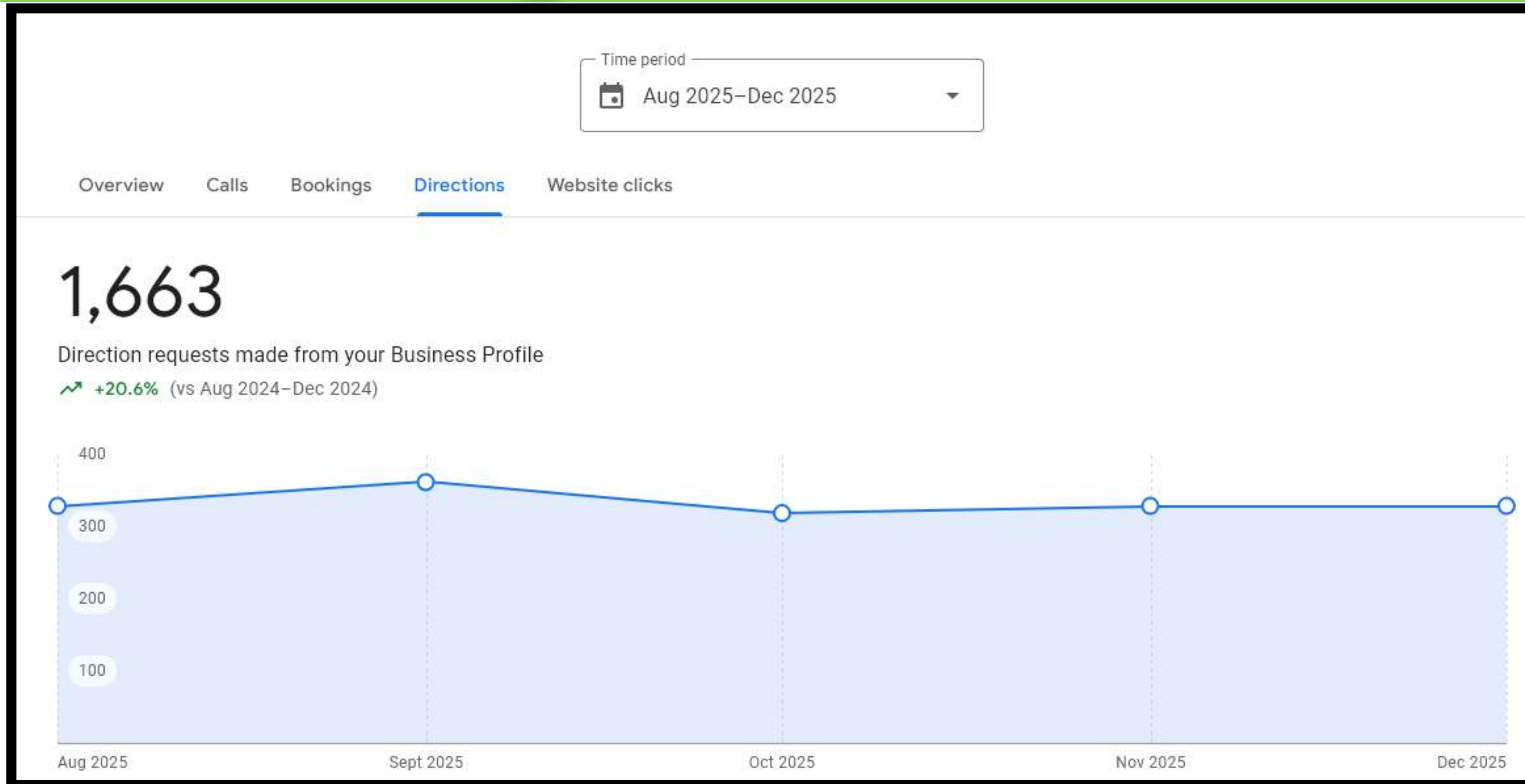
From August to December 2025, the Business Profile recorded 4,023 total interactions, representing a 39.0% increase compared to the same period in 2024. This consistent upward trend highlights improved visibility and stronger engagement across Google Search and Maps.

# Calls (Aug-Dec 2025)



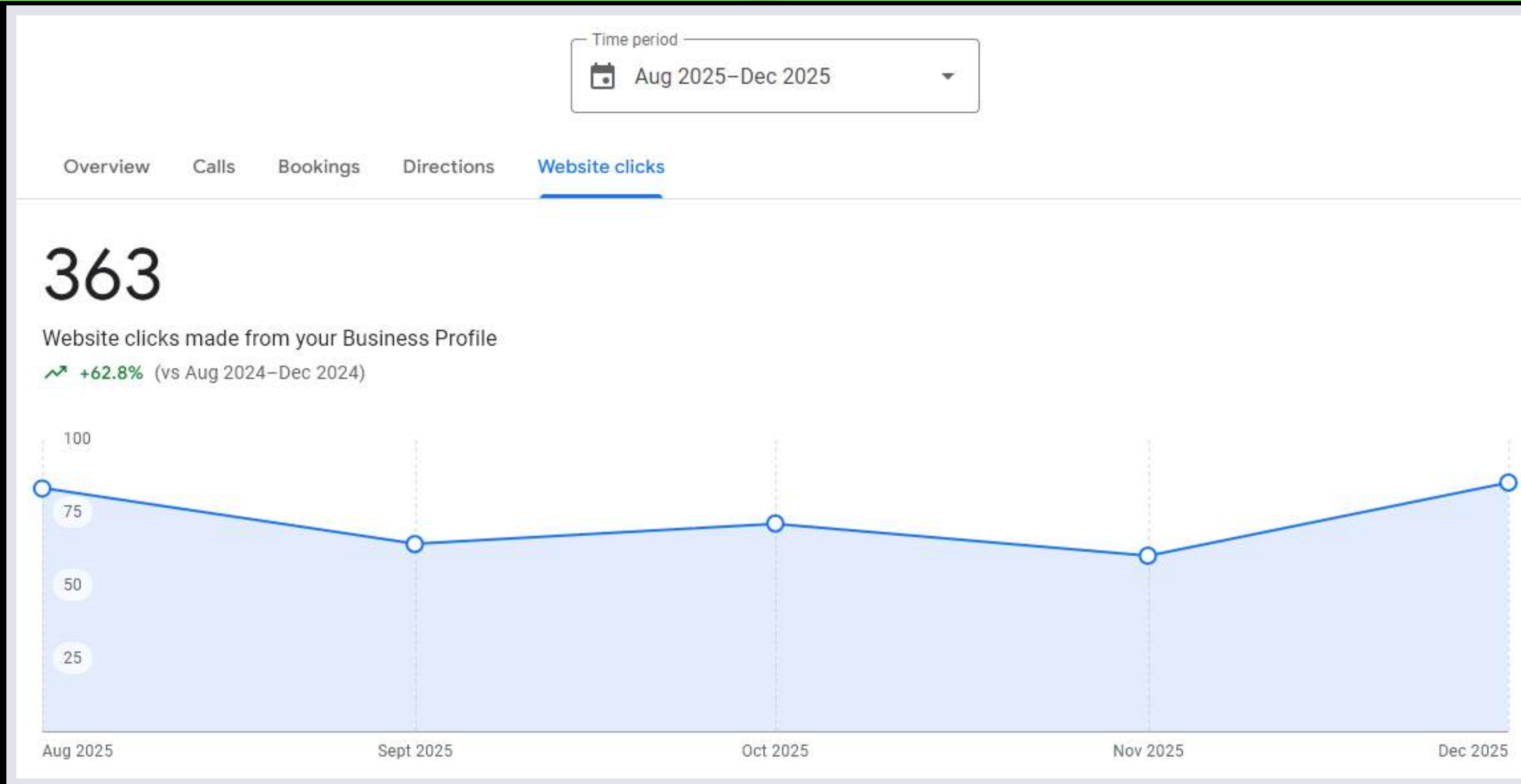
The Google Business Profile generated 1,997 calls between August and December 2025, showing a 54.4% increase compared to the previous period. Consistent monthly call volume reflects strong local visibility and steady patient inquiry growth driven by optimized Google Maps and local SEO strategy.

# Directions (Aug-Dec 2025)



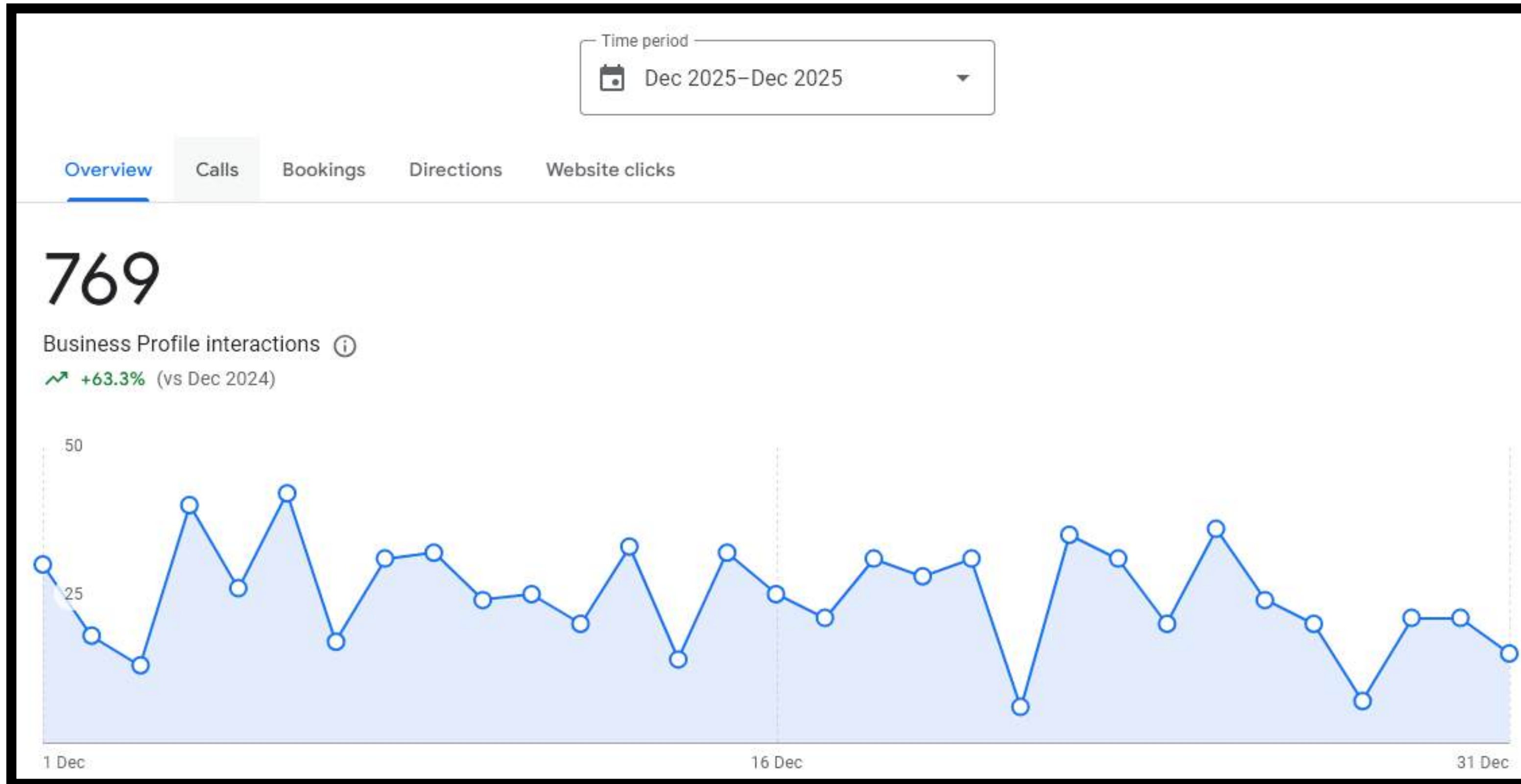
The Google Business Profile recorded 1,663 direction requests from Aug-Dec 2025, reflecting a 20.6% increase compared to the previous period. This growth indicates strong local intent, with more patients actively navigating to the clinic through Google Maps.

# Website Clicks (Aug-Dec 2025)



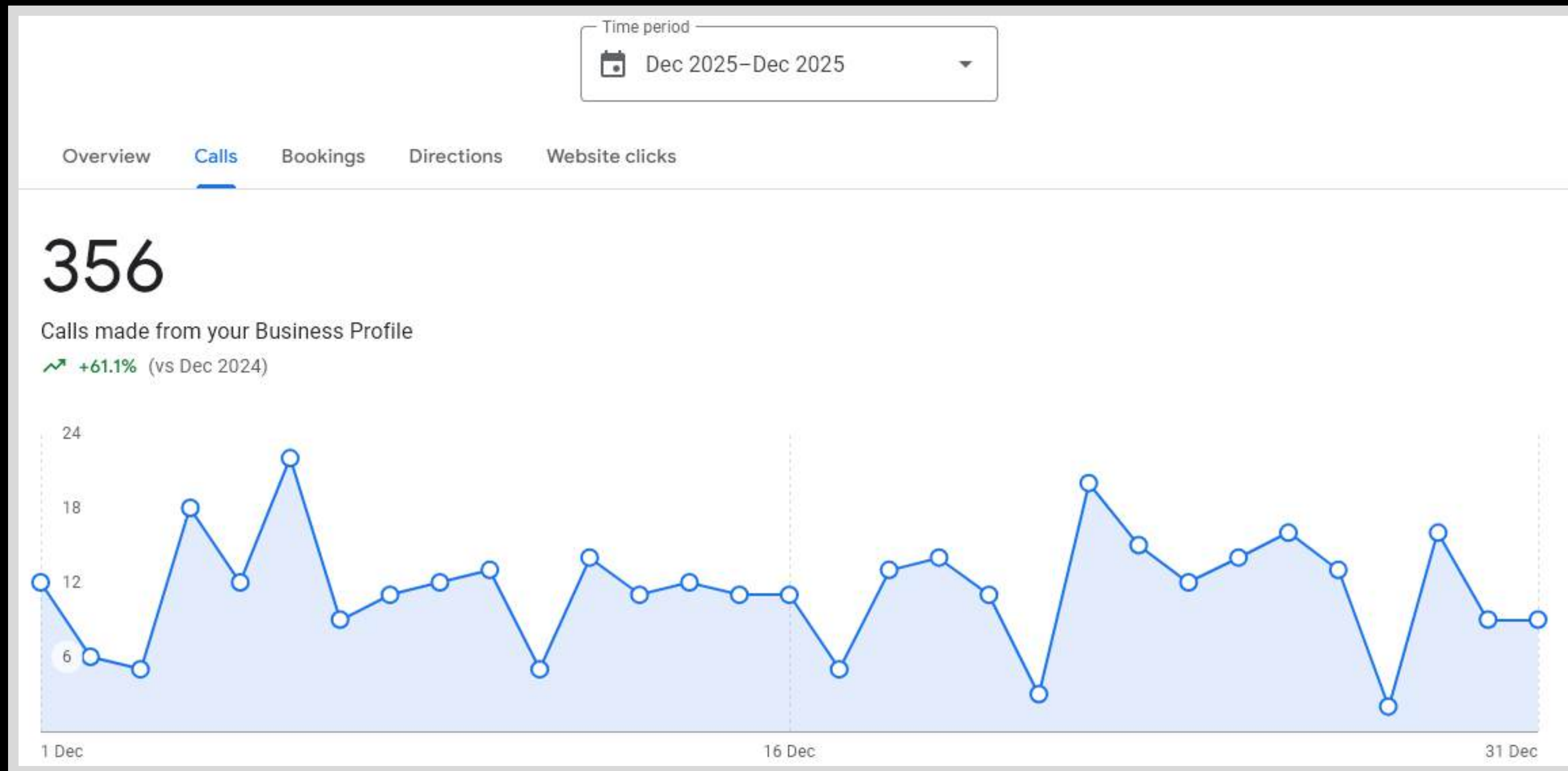
From August to December 2025, the Google Business Profile generated 363 website clicks, reflecting a strong 62.8% growth compared to the same period last year. Clicks remained steady throughout the months, with minor fluctuations and a clear rise in December.

# December Overview



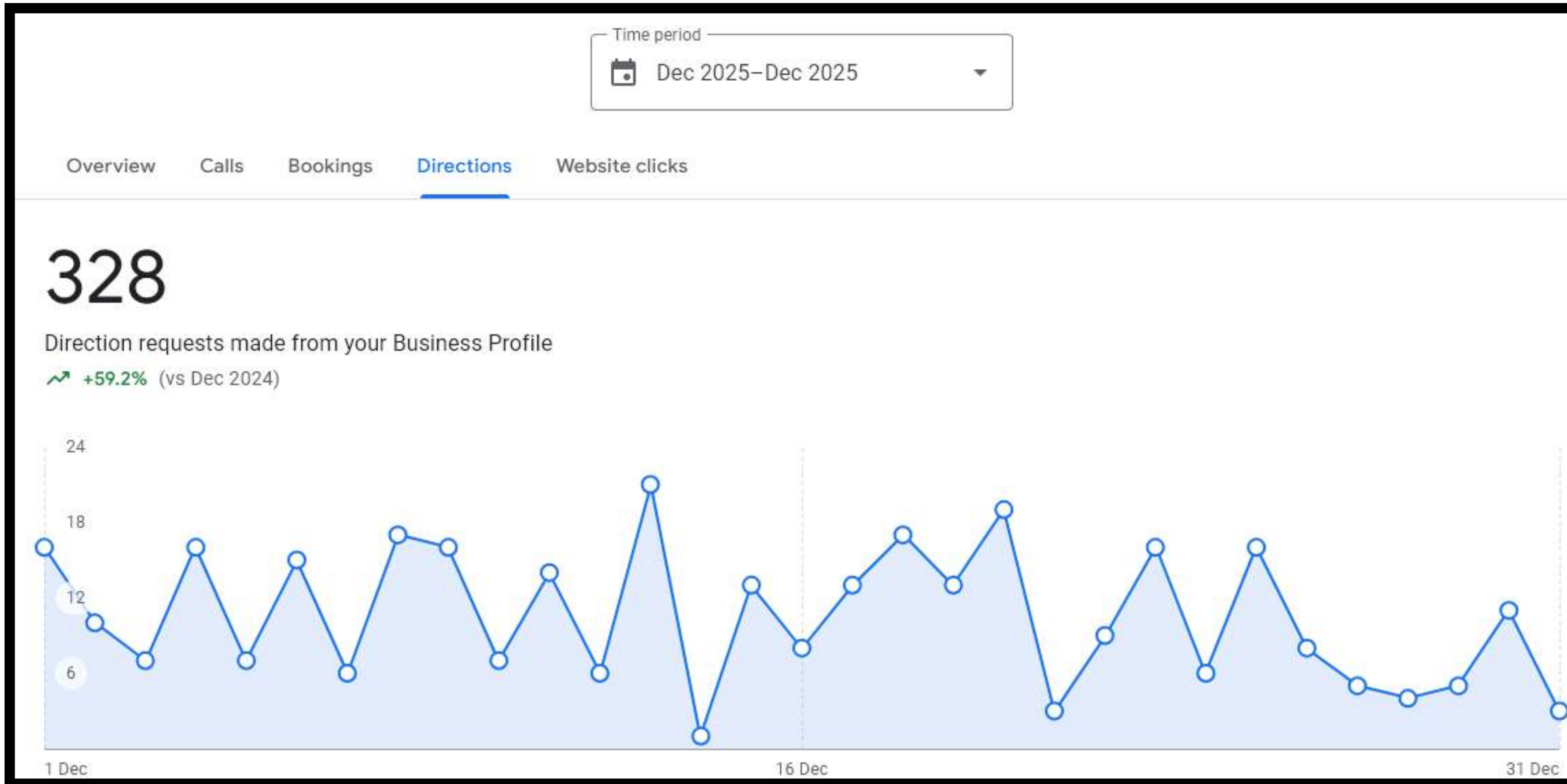
In December 2025, the Google Business Profile recorded 769 total interactions, showing a 63.3% increase compared to December 2024. This consistent engagement reflects strong local visibility and growing patient interest across search and Maps.

# December Calls



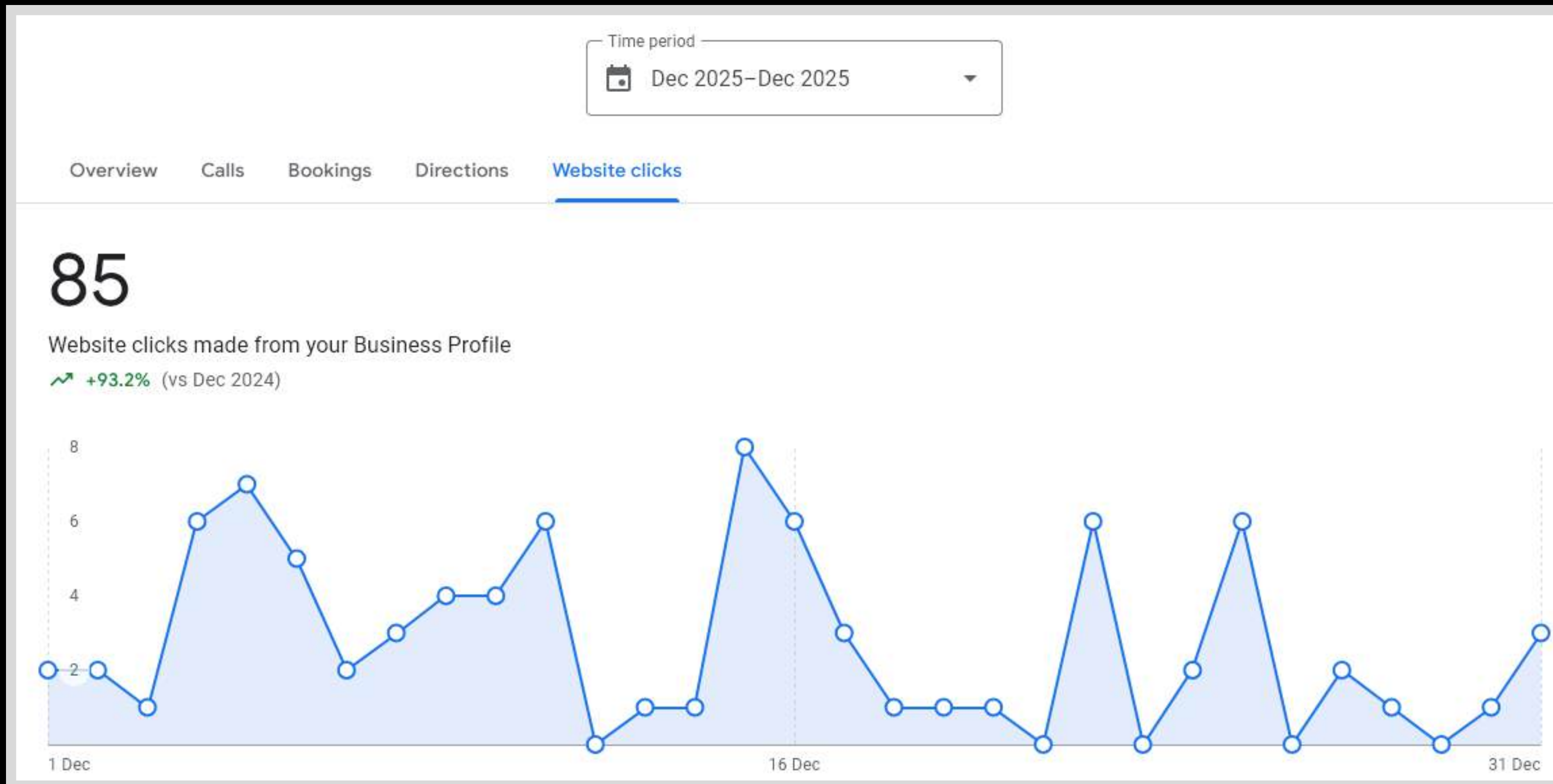
In Dec 2025, the Google Business Profile generated 356 calls, reflecting a 61.1% increase compared to Dec 2024. This growth highlights improved local search visibility and strong patient intent from Google Search and Maps.

# December Directions



In December 2025, the Business Profile generated 328 direction requests, showing a strong 59.2% increase compared to December 2024. This growth indicates improved local visibility and higher intent from potential customers searching for the business location.

# December Website Clicks



In December 2025, the Business Profile generated 85 website clicks, reflecting a significant 93.2% increase compared to December 2024. This strong growth indicates improved search visibility and increased user interest in learning more about the business online.

**Thank You!**

