



Digital Marketing Case Study



Digital Growth of The Dr Chandan Kumar Yadav

How strategic local SEO transformed the online visibility and patient acquisition of a highly experienced gastro treatment specialist in just 90 days.



Prepared by: Raiseque



www.raiseque.com

Dr. Chandan Kumar Yadav

Local SEO Success for a Gastroenterologist in Ranchi

Dr. Chandan Kumar Yadav is a trusted gastroenterologist known for accurate diagnosis and patient-centric care. However, like many specialists, his strong clinical expertise was not fully reflected in online visibility.

Specializations

- Chronic Abdominal Pain Treatment
- Liver Disease Management
- ERCP Procedures
- Digestive & GI Disorders



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 Gastroenterologist in Ranchi".

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

Achieve Top 3-5 Google Maps results for gastroenterology searches.



Increase Inquiries

Boostcalls, directions, and appointment requests from Google.



Build Authority

Establish expertise in gastroenterology, liver, and ERCP keywords.



Organic Growth

Create sustainable, long-term patient acquisition channels..



Our Strategy

We implemented a comprehensive Local SEO + Medical Authority Strategy tailored specifically for gastroenterology practices.



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, location-based keywords: Best Gastroenterologist in Ranchi, Liver Specialist in Ranchi, ERCP Treatment in Ranchi, Chronic Abdominal Pain Doctor.

Local Authority Building

High-quality local citations, NAP consistency across platforms, and geo-targeted SEO signals specifically for Ranchi.

Execution Timeline



Month 1

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

Month 2

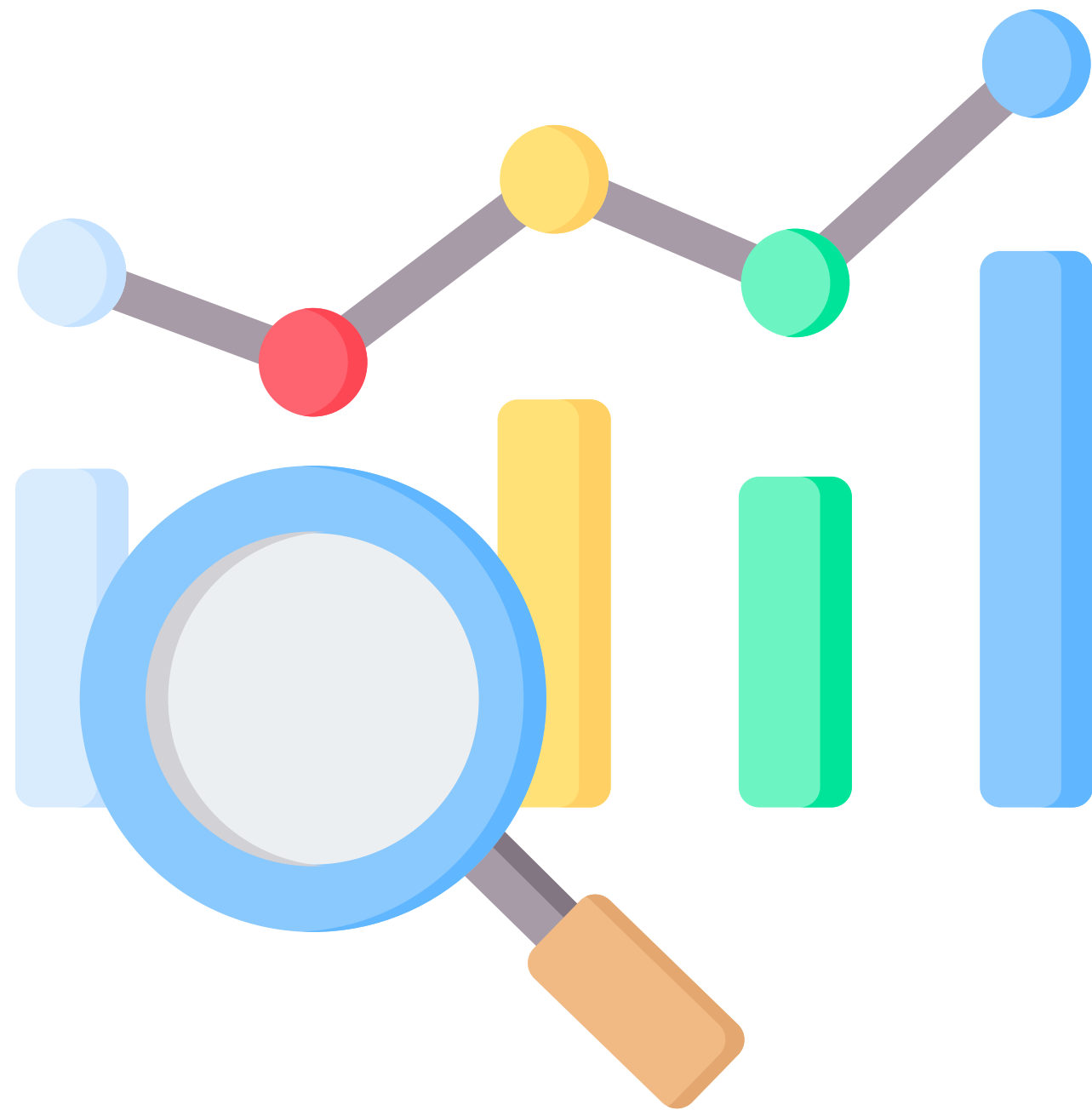
Website on-page SEO implementation, content creation, local signals, and review growth strategy.

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.

Tools & Platform Used



Tools Used

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

We use advanced SEO tools for Local SEO, including keyword tracking, Google Business Profile optimization, citation management, local rank monitoring, and performance analytics to drive higher local visibility and patient leads.



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 Liver Specialist in Ranchi through strategic positioning.

✓ Long-Term Organic Growth

Sustainable patient acquisition model independent of referrals.

GMB Recorded

70,836

👁 People viewed your Business Profile

📈 +78.3% (vs Aug 2024–Dec 2024)

Platform and device breakdown

Platform and devices that people used to find your profile



42,870

🔍 Searches showed your Business Profile in the search results

📈 +90.7% (vs Aug 2024–Dec 2024)

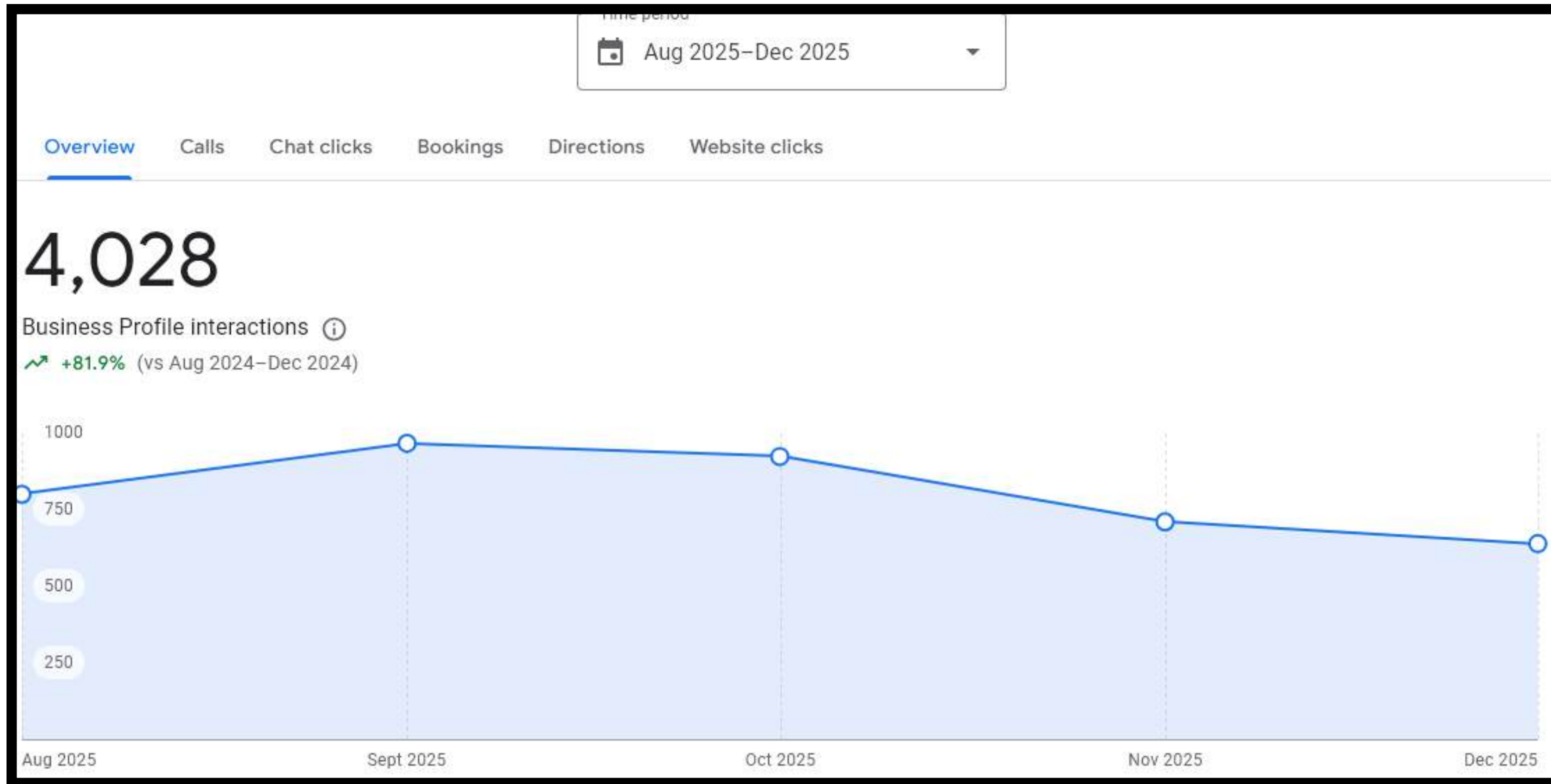
Searches breakdown

Search terms that showed your Business Profile in the search results

1. gastroenterologist in ranchi	6,036
2. best gastroenterologist in ranchi	3,810
3. gastroenterologist ranchi	1,879
4. gastroenterologist	1,736
5. liver specialist in ranchi	1,693

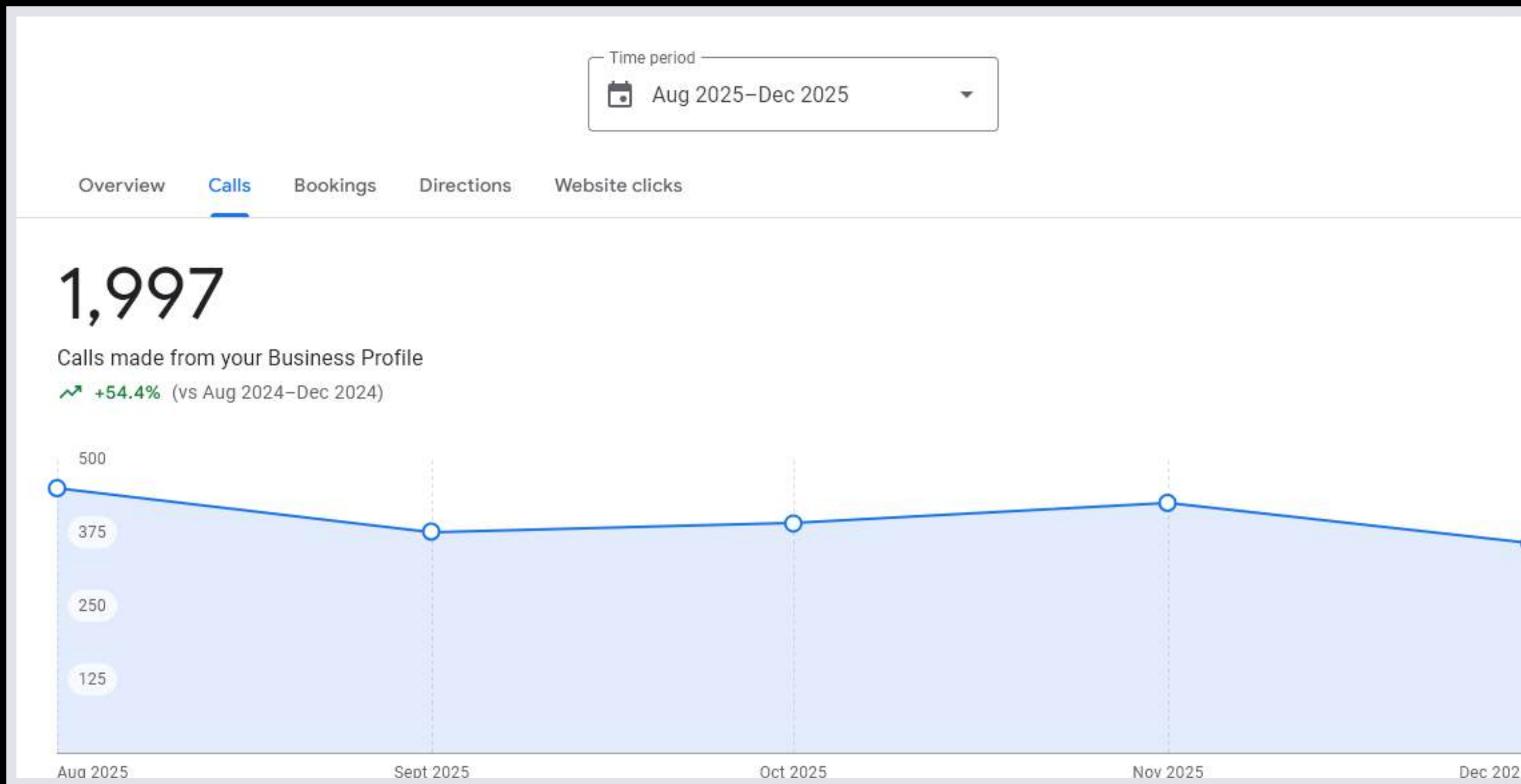
The Google Business Profile recorded 70,836 views, a 78.3% growth, and appeared in 42,870 searches, showing a 90.7% increase. Most users found the profile via mobile Google Search, highlighting strong local visibility.

Overview (Aug-Dec 2025)



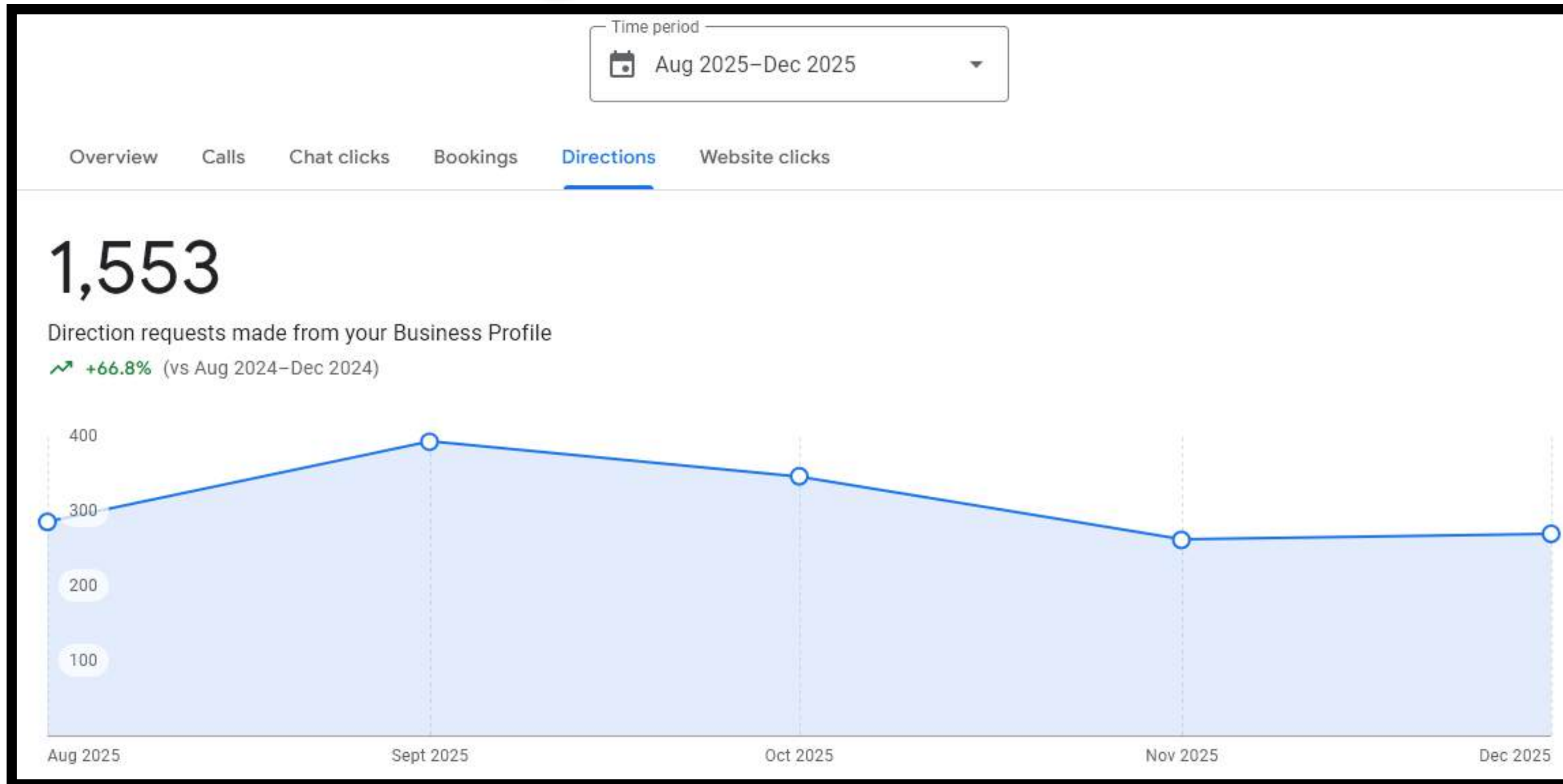
The Business Profile generated 4,028 user interactions, showing an 81.9% increase compared to the previous period, reflecting strong growth in calls, directions, and patient engagement driven by improved local visibility.

Calls (Aug-Dec 2025)



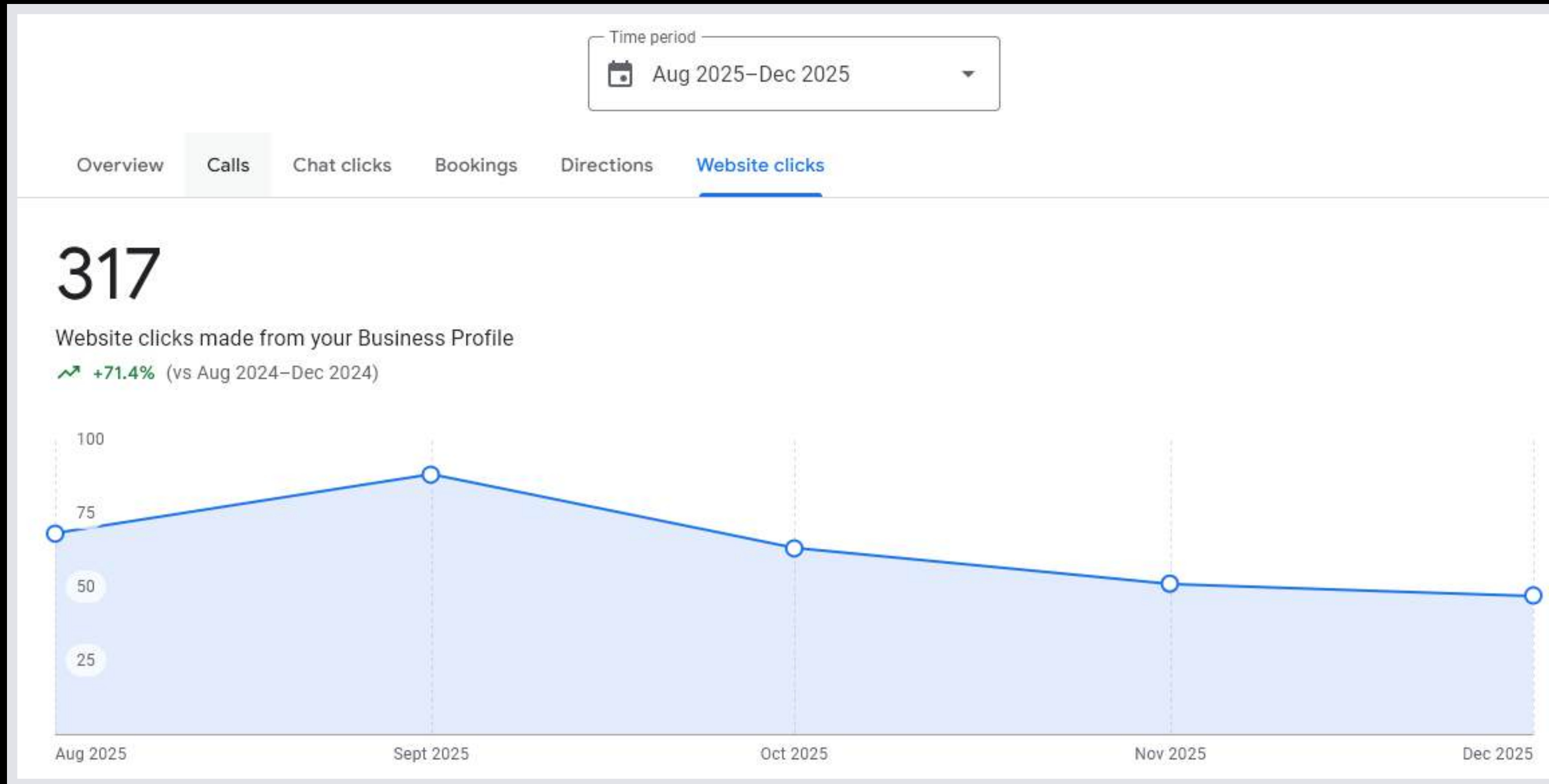
The Google Business Profile generated 1,997 calls between August and December 2025, showing a 54.4% increase compared to the previous period. Consistent monthly call volume reflects strong local visibility and steady patient inquiry growth driven by optimized Google Maps and local SEO strategy.

Directions (Aug-Dec 2025)



The profile received 1,553 direction requests, showing a 66.8% increase, indicating a strong rise in high-intent patients actively navigating to the clinic from Google.

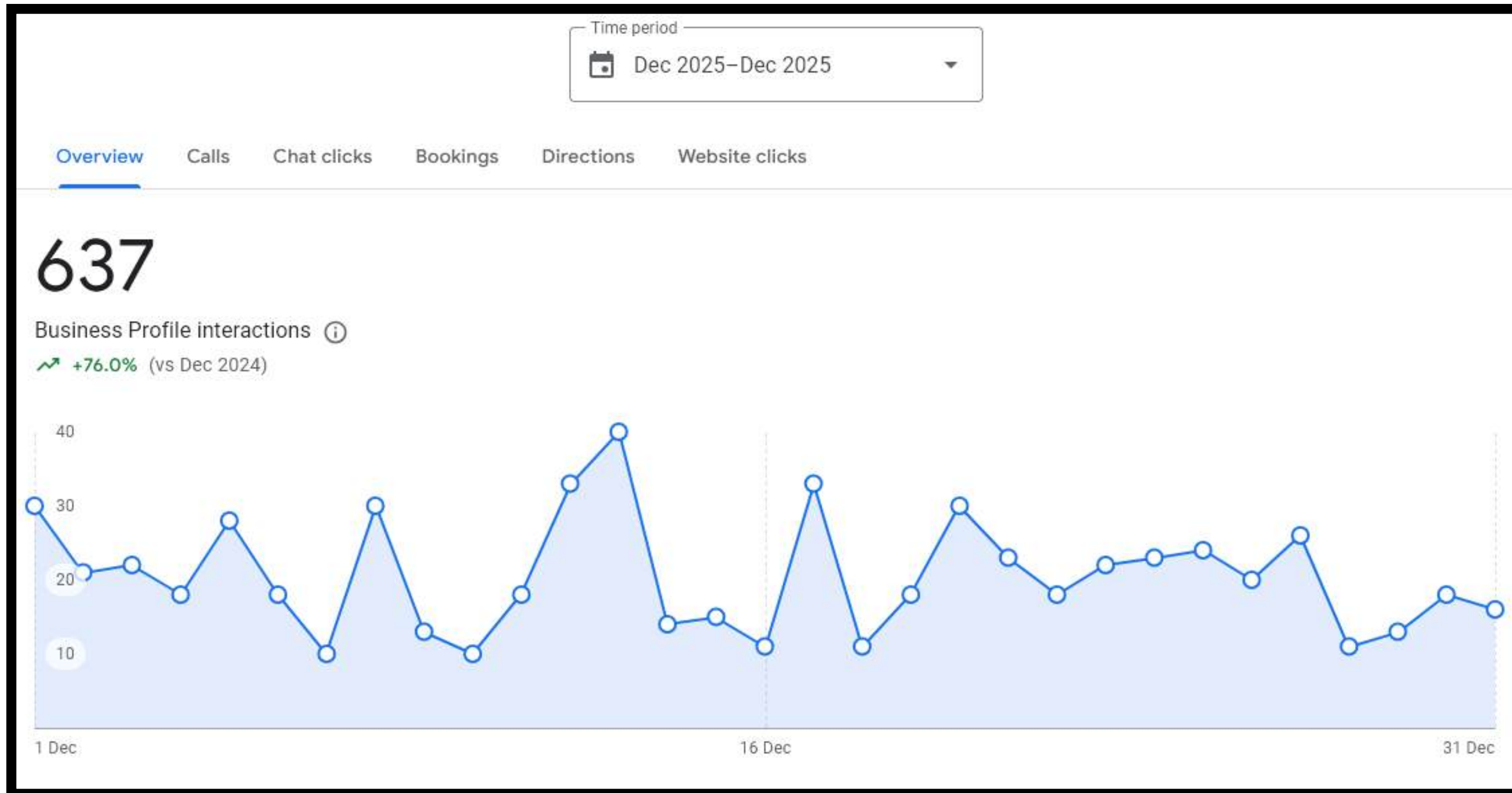
Website Clicks (Aug-Dec 2025)



The Business Profile generated 317 website clicks, reflecting a 71.4% increase, showing improved patient interest and stronger intent to explore treatment details and appointment information.



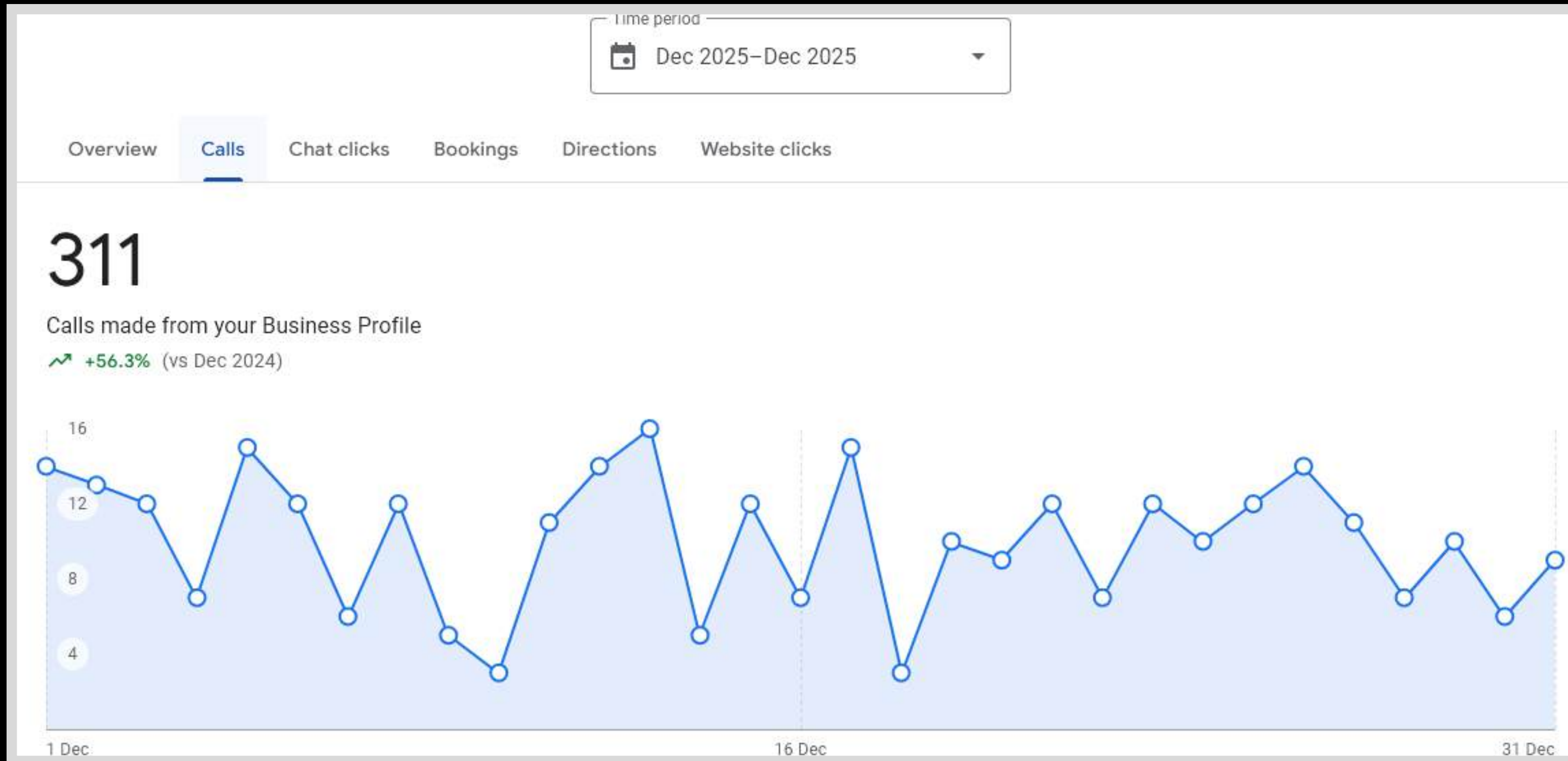
December Overview



In December 2025, the Business Profile recorded 637 interactions, showing a 76% year-over-year increase, reflecting consistently high patient engagement driven by strong local visibility and search presence.



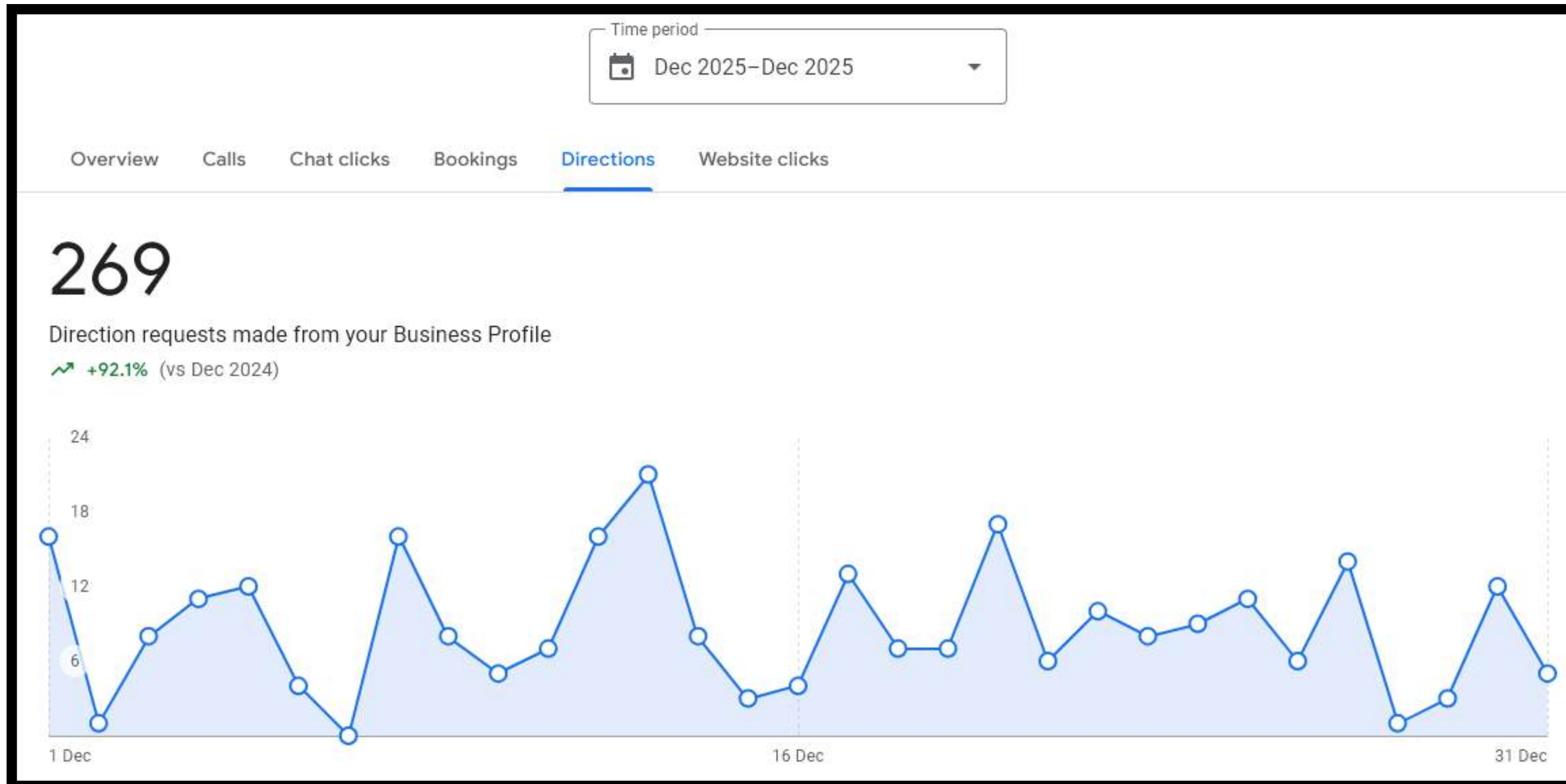
December Calls



In December 2025, the Business Profile generated 311 calls, reflecting a 56.3% year-over-year increase, indicating strong growth in direct patient inquiries from Google search and Maps.

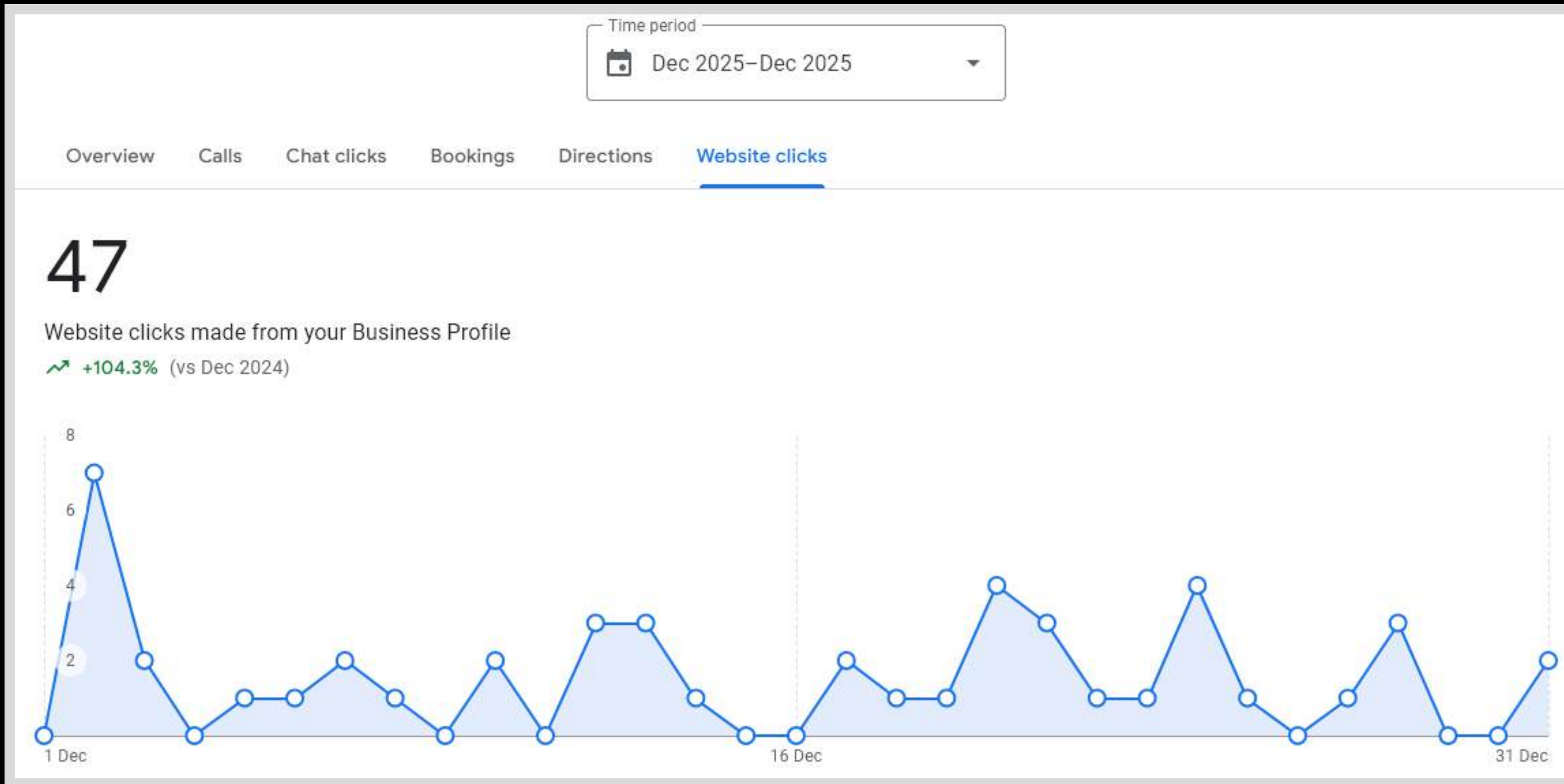


December Directions



In December 2025, the Business Profile recorded 269 direction requests, showing a 92.1% year-over-year increase, indicating a strong rise in high-intent patients actively navigating to the clinic.

December Website Clicks



In December 2025, the Business Profile generated 47 website clicks, showing a 104.3% year-over-year increase, indicating growing patient intent to explore services and appointment information online.

Thank You!

