

NOBLE MEDICARE SPECIALIST POLYCLINIC

Digital Marketing Case Study

Digital Growth of Dr. Gaurav Seth | Best Rheumatologist in Delhi

A comprehensive case study demonstrating how strategic local SEO transformed digital visibility and patient acquisition for Dr. Gaurav Seth, a leading rheumatologist specializing in arthritis and autoimmune diseases.

RAISEQUE
WE RAISE YOUR BUSINESS TO THE TOP



Prepared by: **Raiseque**



www.raiseque.com

Dr. Gaurav Seth

Specializations & Experties

Dr. Gaurav Seth is a highly experienced rheumatologist known for evidence-based treatment and long-term disease management. His focus encompasses comprehensive care for complex autoimmune and joint disorders.

Specializations

- Rheumatoid Arthritis
- Lupus (SLE)
- Osteoarthritis
- Ankylosing Spondylitis
- Other Autoimmune & Joint Disorders



Digital Limitations Before Our Engagement

Poor Search Visibility

Poor Search Visibility, Inconsistent ranking on Google Maps, with low visibility for high-intent searches like "Best Rheumatologist in Delhi."

Limited Digital Inquiries

Minimal patient inquiries from Google Search despite strong clinical reputation.

Competitive Pressure

Competitive Pressure Strong competition from aggressively marketed clinics, overshadowing organic presence

Under-Optimized Profile

Google Business Profile not leveraging available features and optimization opportunities

Referral Dependency

Referral Dependency Heavy reliance on offline referrals without sustainable digital patient acquisition systems

Despite strong patient outcomes and referrals, the practice faced several critical digital limitations that restricted predictable and scalable patient acquisition.

Strategic Goals for Digital Transformation



Top 3-5 Rankings

Rank Dr. Gaurav Seth in Top 3–5 Google Maps results for key rheumatology searches.



Increase Engagement

Drive measurable growth in calls, directions & appointment inquiries from digital channels.



Build Authority

Establish expertise for rheumatology & autoimmune keywords across search platforms.



Sustainable Growth

Create a sustainable organic patient acquisition system, reducing referral dependency.



Our Comprehensive Strategy

We implemented a Local SEO + Medical Authority Strategy tailored specifically for rheumatology practices. This multi-faceted approach combined technical optimization, content strategy, and local authority building to create sustainable visibility and patient acquisition.



Profile Optimization

Complete Google Business Profile enhancement.

Keyword Strategy

Keyword Strategy High-intent condition-based targeting

Website SEO

On-page optimization and content

Local Authority

Citations and geo-targeted signals

90-Day Execution Timeline



Month 1: Foundation

- Comprehensive SEO & Google Business audit
- Keyword research & competitor analysis
- Google Business Profile optimization

Month 2: Implementation

- Website on-page SEO execution
- Content publishing & local signals
- Review growth & engagement strategy

Month 3: Results

- Google Maps ranking improvements
- Growth in calls & direction requests
- Stabilized local visibility for core keywords

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.

Website On-Page SEO Excellence



Service Page optimization

SEO-optimized pages for each condition with comprehensive treatment information.

Doctor Profile Enhancement

E-E-A-T focused optimization showcasing expertise and credentials.

Educational Content

Trust-building medical content addressing patient questions and concerns.

Technical SEO

FAQ schema, internal linking, and AI-assisted optimization for faster indexing.

Google Business Profile Optimization

Complete Profile Setup

Comprehensive optimization of services, categories, and attributes for maximum visibility

Keyword-Rich Description

Patient-focused business description strategically incorporating target keywords

Weekly Content Posts

Regular Google Posts covering arthritis, lupus awareness, and patient FAQs

Review Management

Structured response framework for trust building and patient engagement

Treatment Mapping

Strategic keyword mapping for each treatment inside Google Business Profile

GMB Recorded

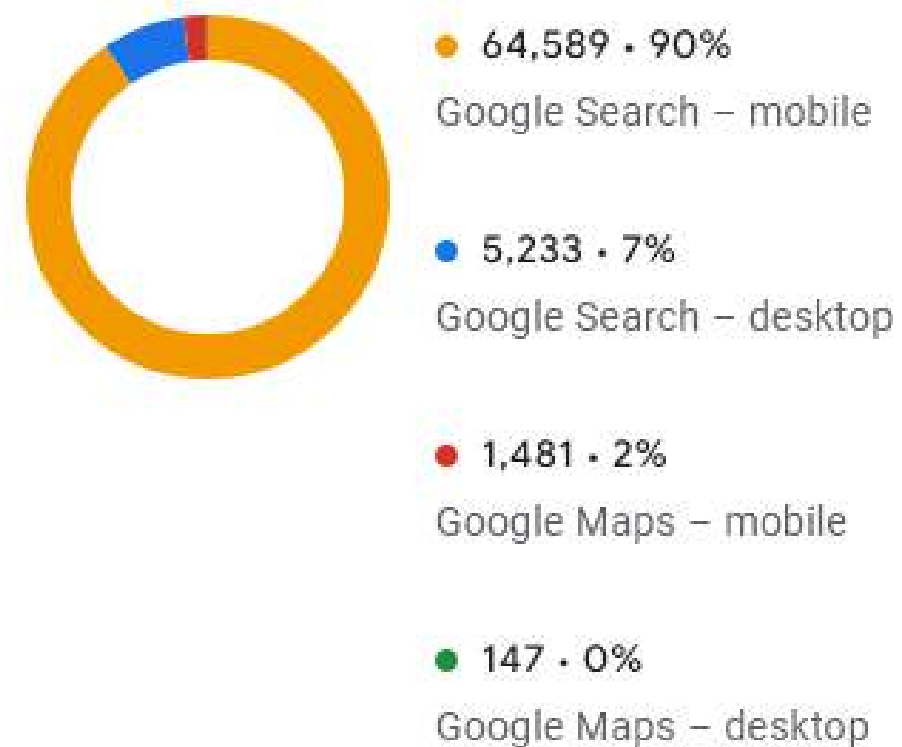
71,450

👁 People viewed your Business Profile

📈 +110.5% (vs Aug 2024–Dec 2024)

Platform and device breakdown

Platform and devices that people used to find your profile



44,681

🔍 Searches showed your Business Profile in the search results

📈 +131.7% (vs Aug 2024–Dec 2024)

Searches breakdown

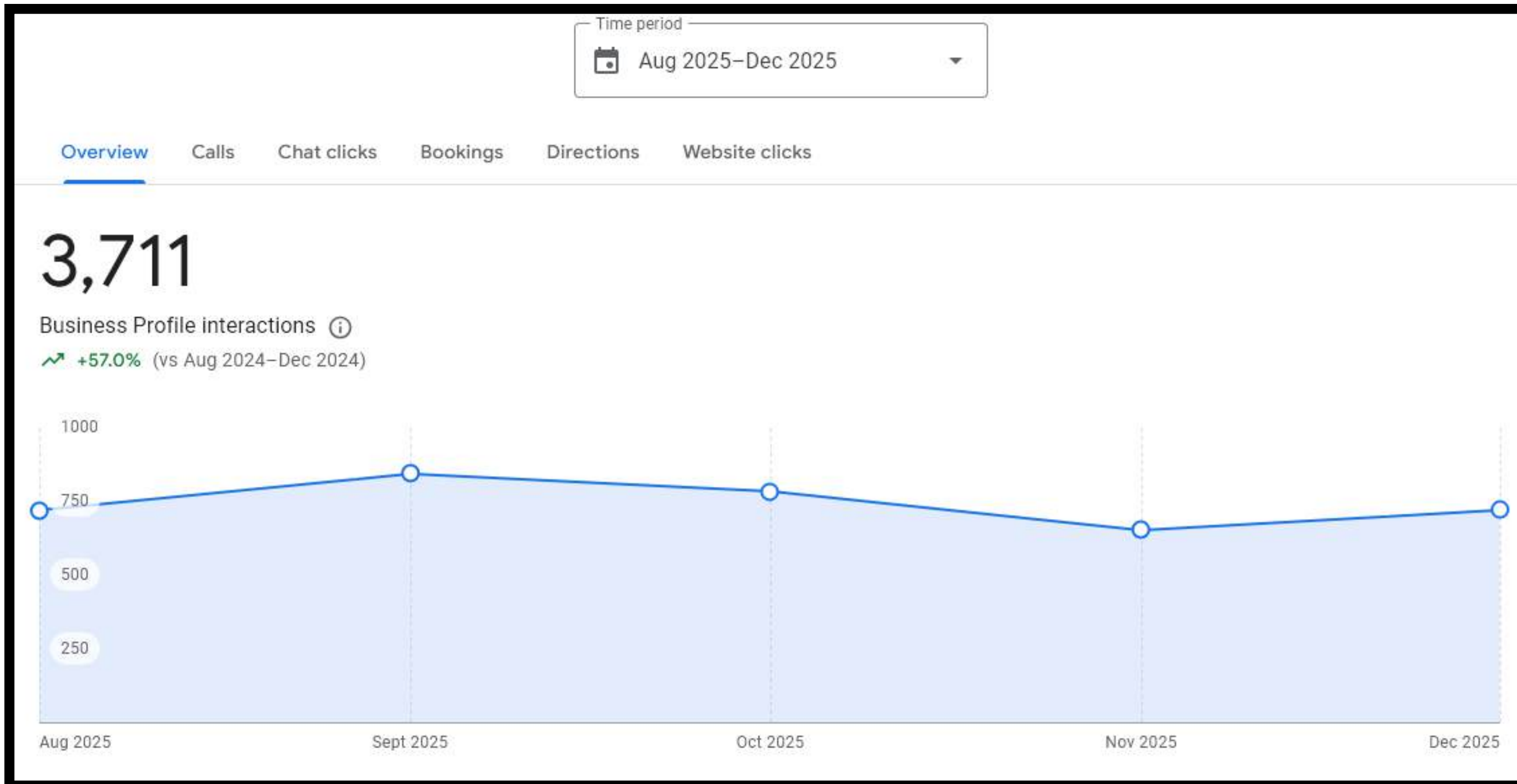
Search terms that showed your Business Profile in the search results

1. rheumatologist	9,125
2. rheumatologist delhi	3,916
3. rheumatoid arthritis	3,911
4. rheumatology	3,637
5. best rheumatologist in delhi	3,514

The Google Business Profile achieved 71,450 views (+110.5%) and appeared in search results 44,681 times (+131.7%), driven mainly by mobile Google searches (90%). High-intent keywords such as “rheumatologist,” “rheumatologist Delhi,” and “best rheumatologist in Delhi” significantly boosted local visibility and patient discovery.

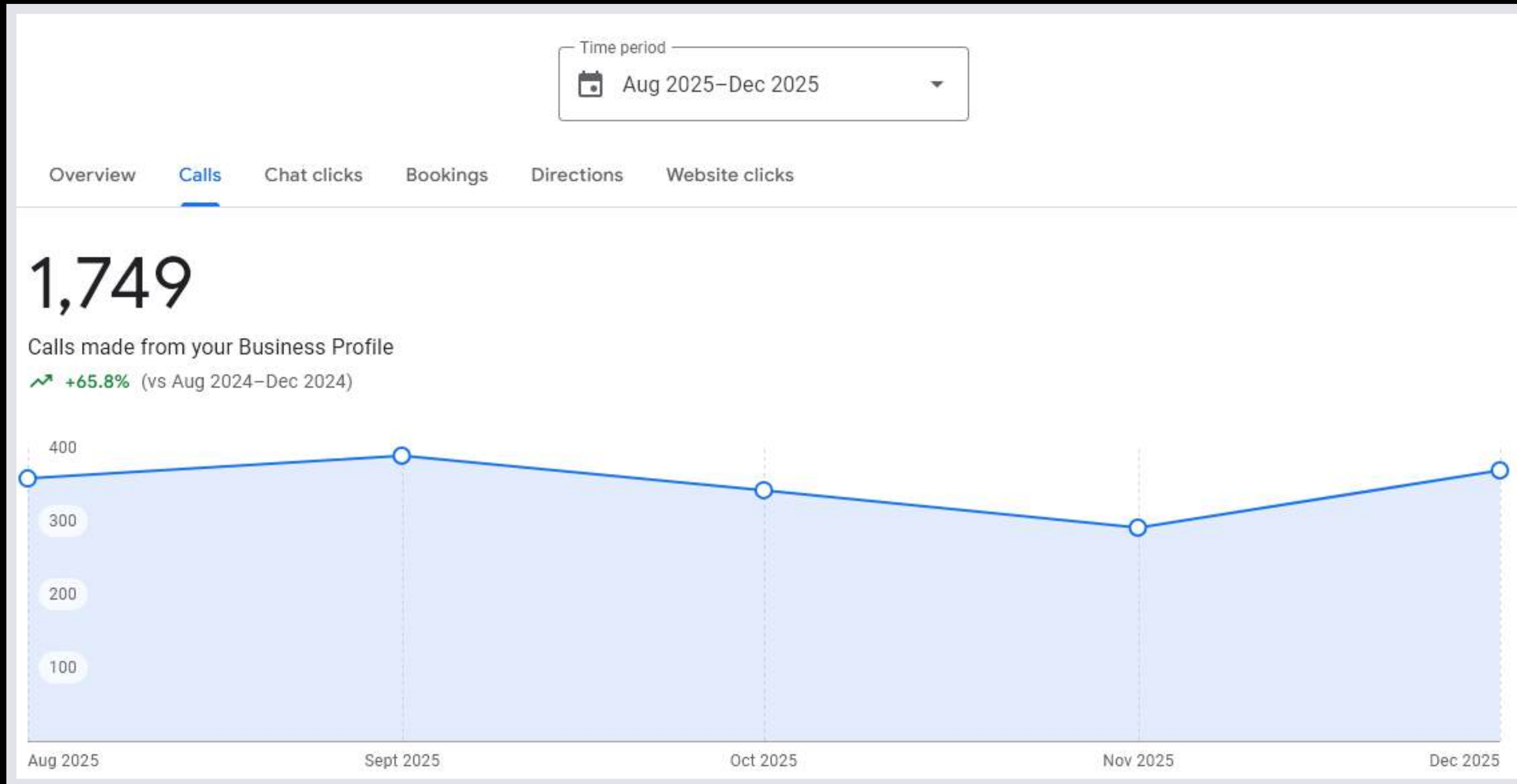


Overview (Aug-Dec 2025)



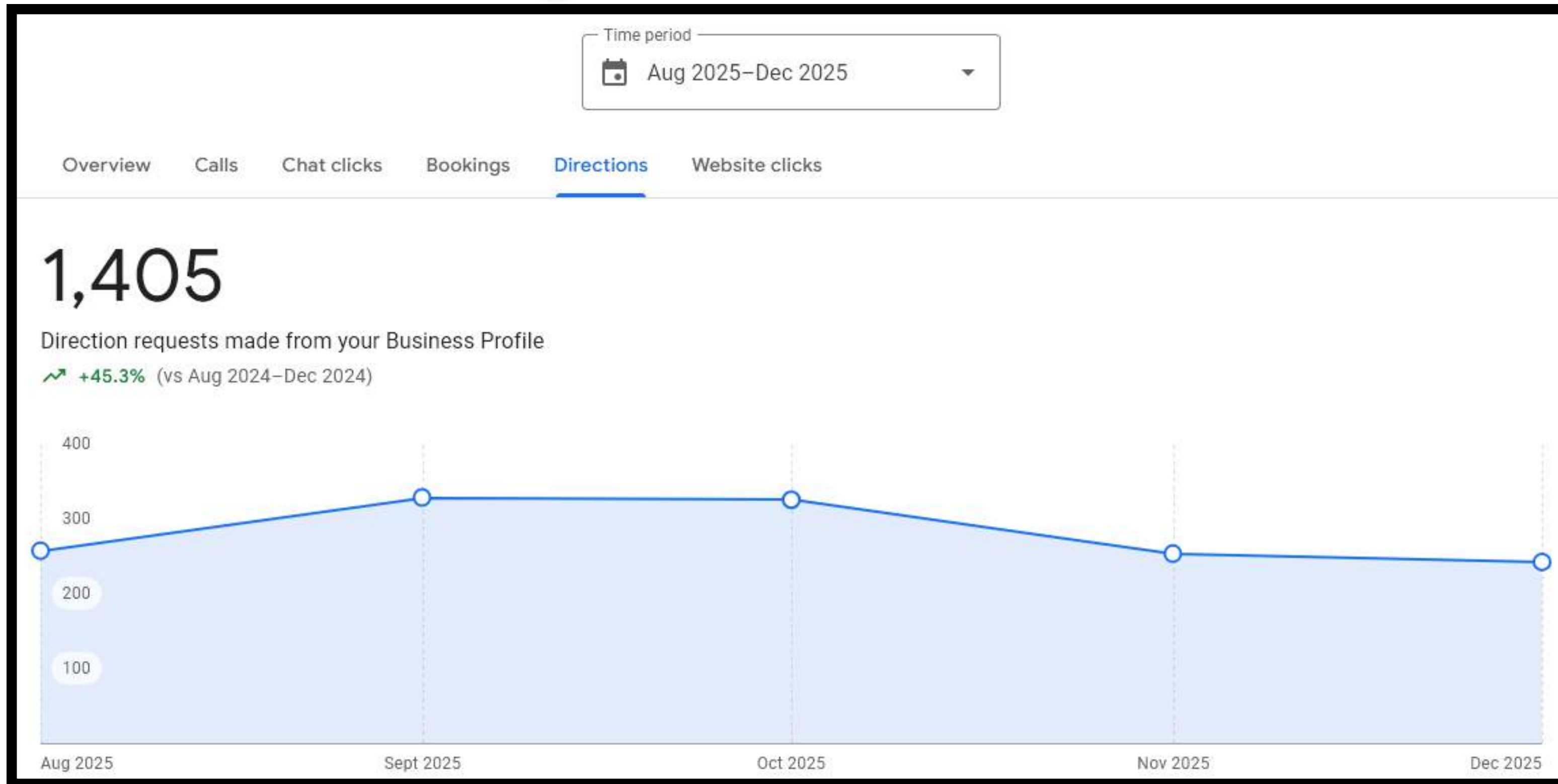
The Business Profile recorded 3,711 total interactions (+57%) between Aug–Dec 2025, showing consistent patient engagement through calls, directions, bookings, and website clicks. The steady month-on-month activity highlights strong local visibility and growing patient intent driven by optimized Google Business Profile performance.

Calls (Aug-Dec 2025)



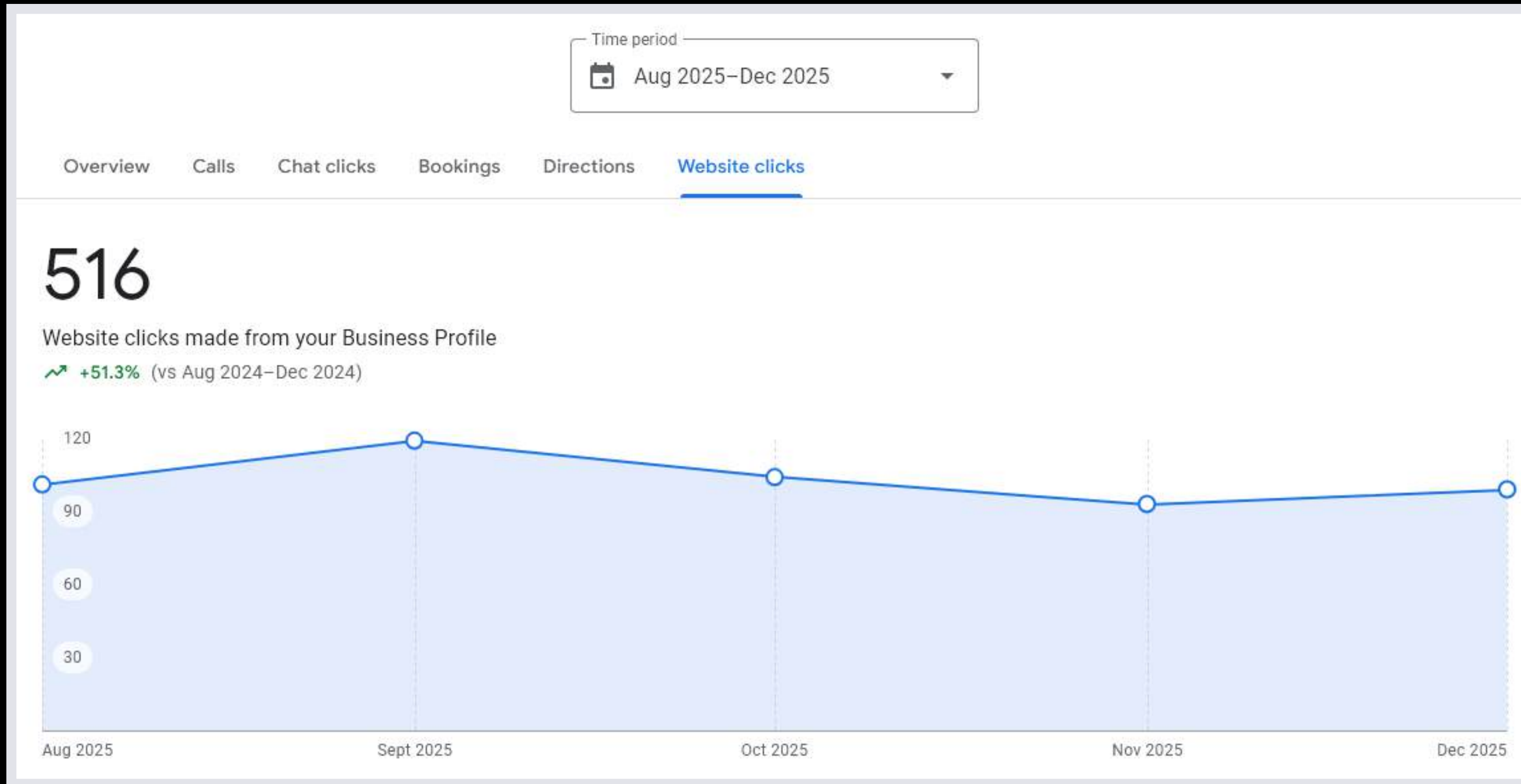
The Google Business Profile generated 1,749 direct calls (+65.8%) from Aug-Dec 2025, reflecting a strong increase in high-intent patient inquiries. This growth indicates improved local rankings and effective profile optimization that encouraged patients to contact the clinic directly.

Directions (Aug-Dec 2025)



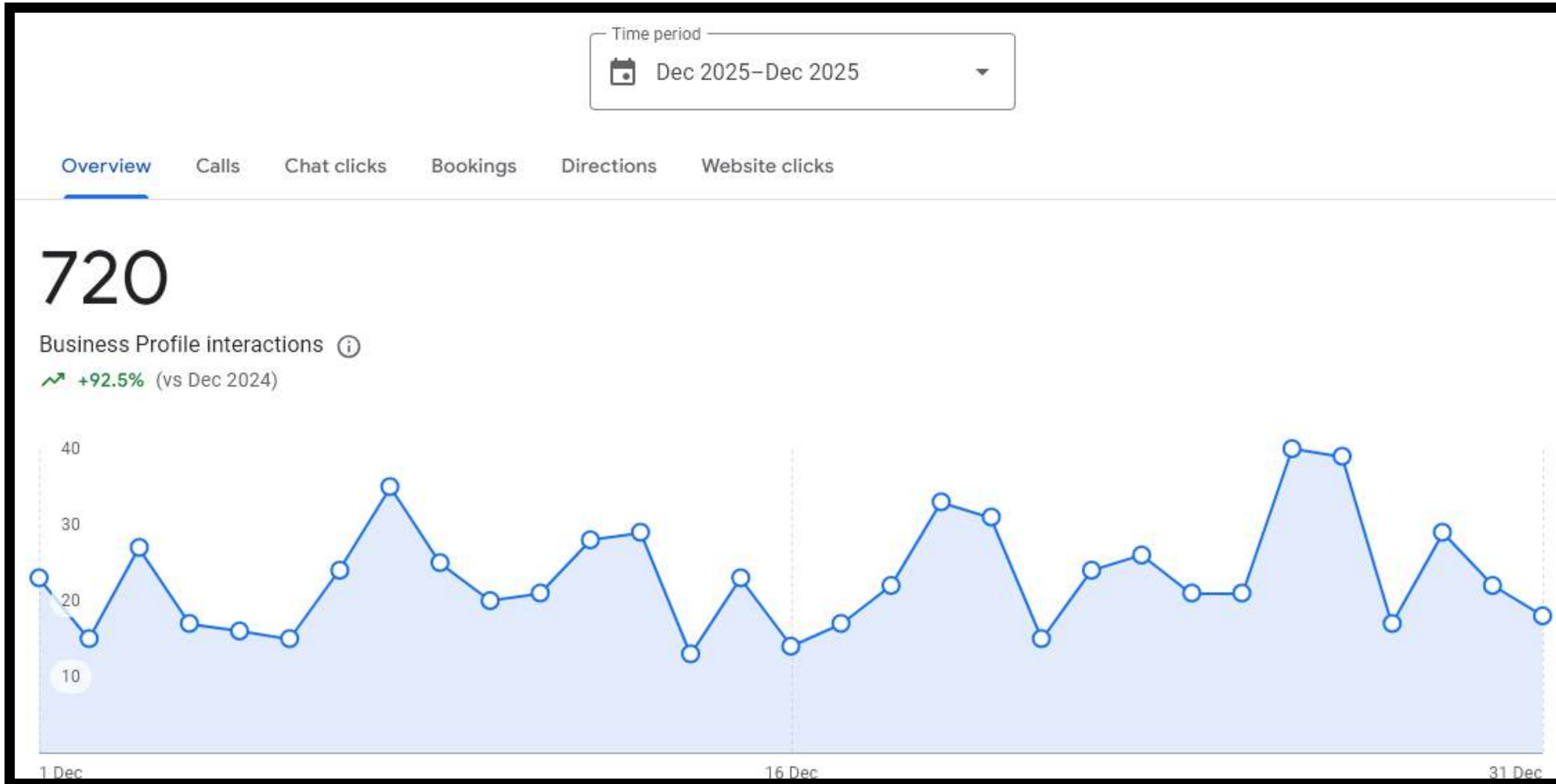
The Business Profile generated 1,405 direction requests (+45.3%) from Aug-Dec 2025, indicating strong intent from nearby patients to visit the clinic. This consistent growth reflects improved local map visibility and accurate location optimization on Google Maps.

Website Clicks (Aug-Dec 2025)



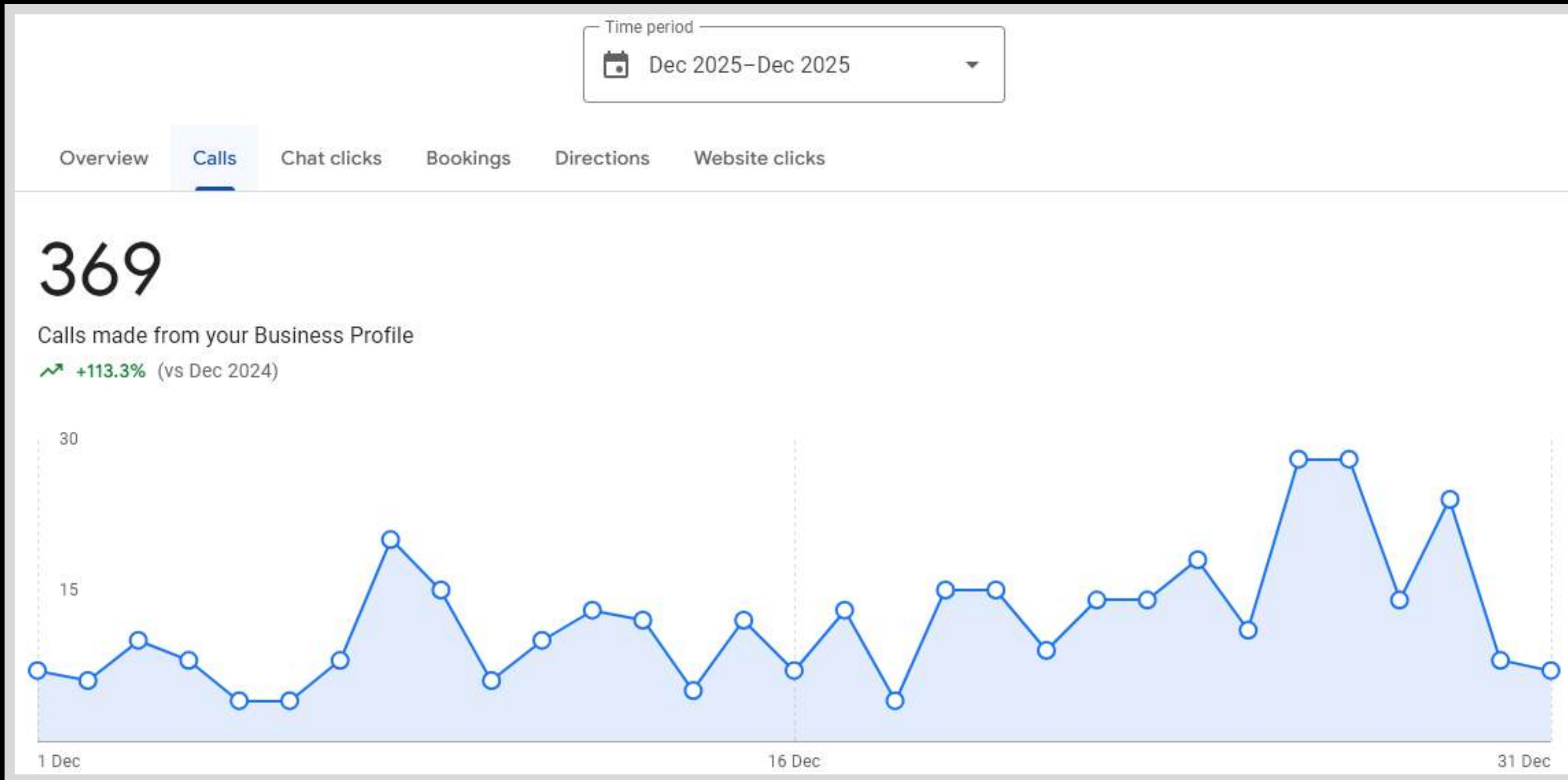
The Business Profile generated 516 website clicks (+51.3%) from Aug-Dec 2025, showing strong growth in patient interest to explore services online. This reflects improved profile optimization, compelling CTAs, and higher local search visibility driving quality traffic to the website.

December Overview



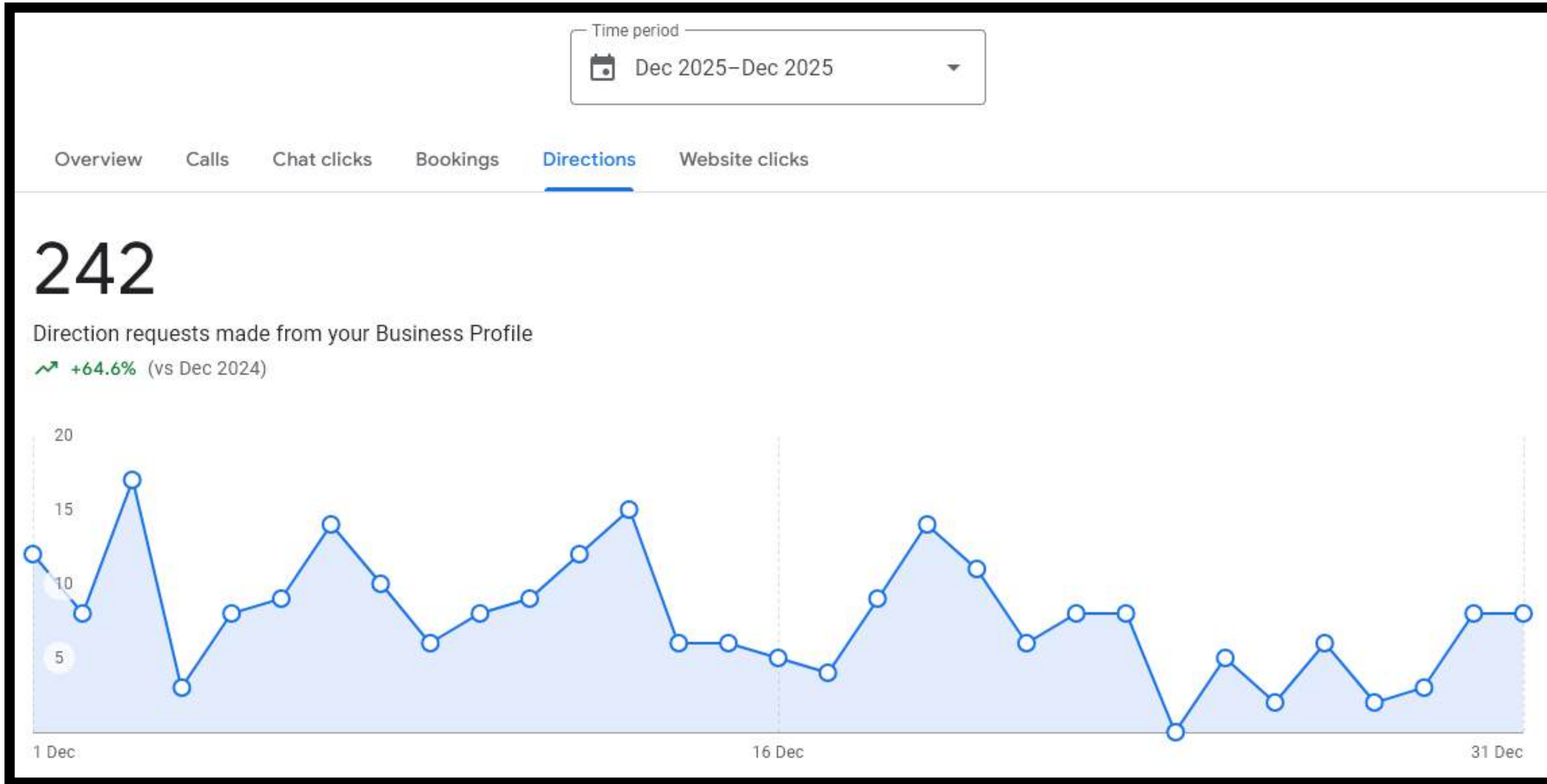
In Dec 2025, the Business Profile recorded 720 interactions, showing a strong +92.5% growth compared to Dec 2024. This indicates significantly higher patient engagement, driven by improved local visibility, optimized profile activity, and increased user trust.

December Calls



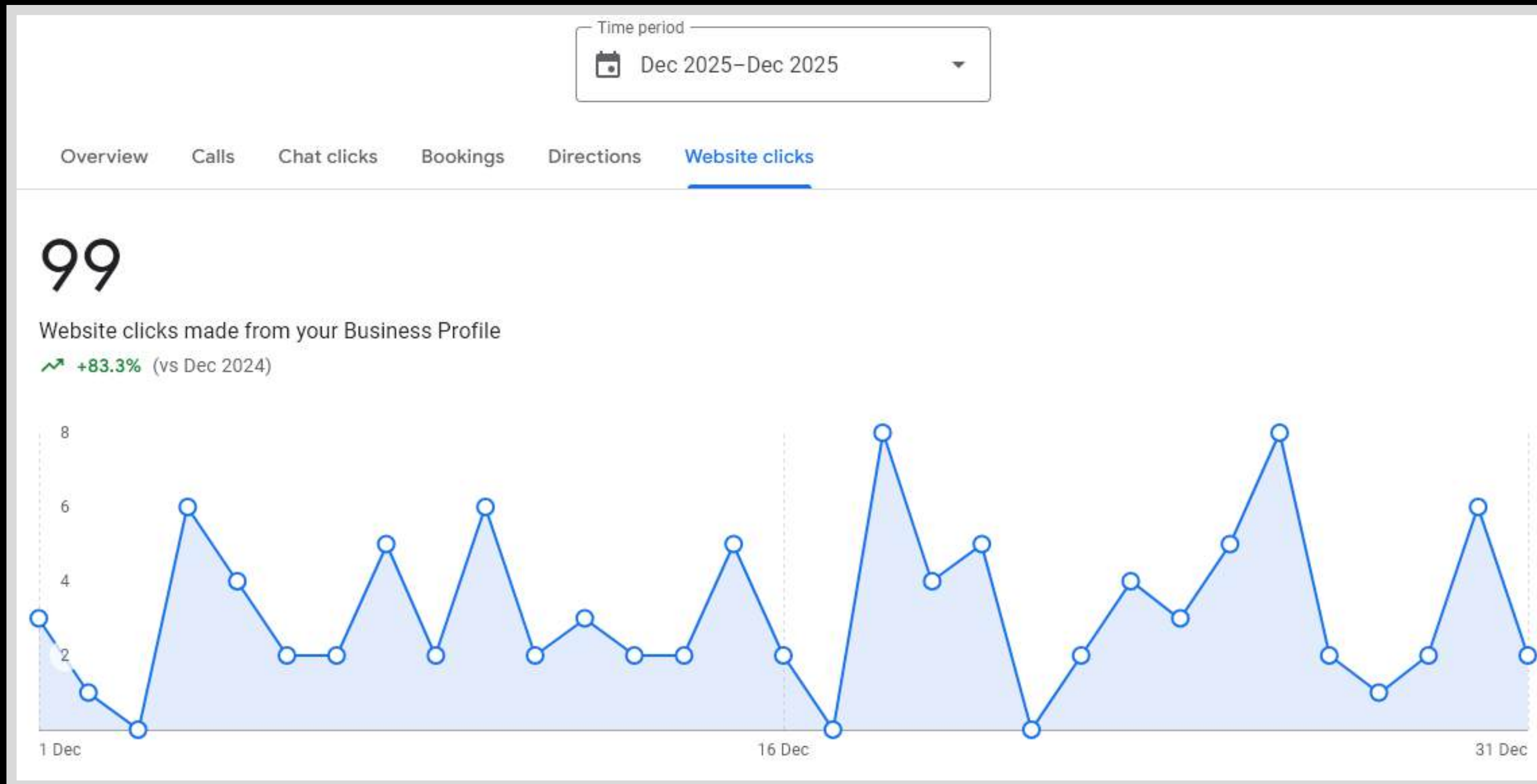
In Dec 2025, the Business Profile generated 369 calls, reflecting a strong +113.3% increase compared to Dec 2024. This sharp rise highlights improved local search visibility and higher patient intent, resulting in more direct inquiries and appointment-related calls.

December Directions



In Dec 2025, the Business Profile received 242 direction requests, showing a +64.6% increase compared to Dec 2024. This growth indicates stronger local visibility and higher intent from patients actively seeking to visit the clinic.

December Website Clicks



In December 2025, Dr. Gaurav Seth's Google Business Profile generated 99 website clicks, showing an 83.3% increase compared to December 2024. This growth indicates improved local visibility and higher patient intent.

Thank You!

