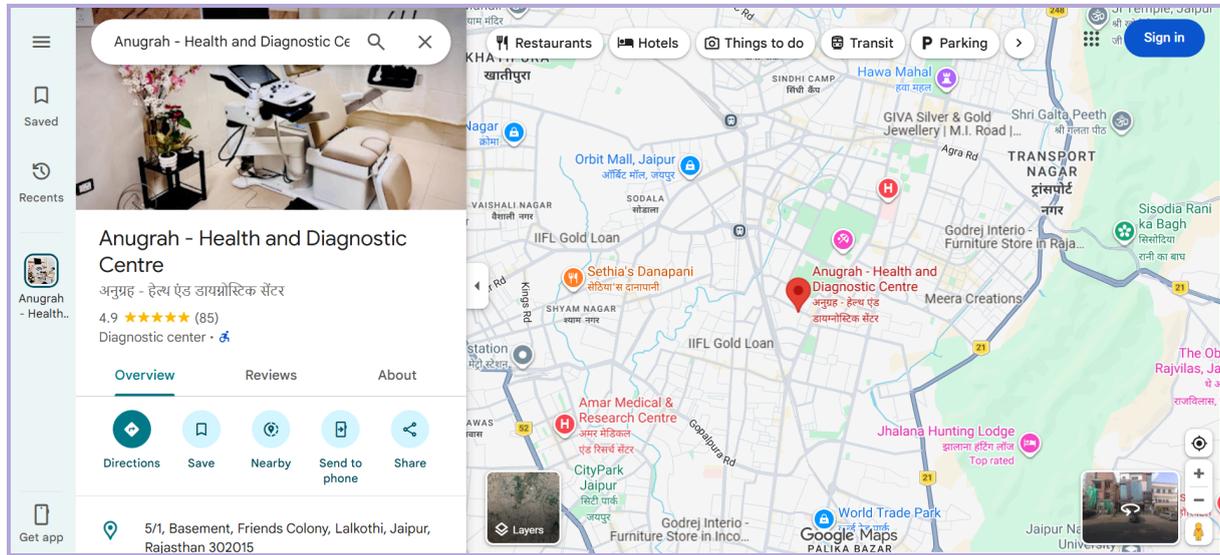


LOCAL SEO & DIGITAL PRESENCE CASE STUDY

Anugrah Health & Diagnostics Centre - Jaipur



Client Overview:

- **Organization Name:** Anugrah Health & Diagnostics Centre
- **Industry:** Healthcare & Diagnostic Services
- **Location:** Jaipur, Rajasthan, India
- **Client Website We Have Designed:** <https://anugrahhealth.com/>
- **Visit to get our:** [Website Design & Development Services](#)

Anugrah Health & Diagnostics Centre is a leading diagnostic centre in Jaipur, committed to providing accurate, reliable, and timely diagnostic services. With advanced facilities and a team of skilled professionals, the centre specializes in **sonography, ultrasound, Fetal Echo, Fetal MRI, USG breast, anomaly scans, color doppler, radiology**, and more. Despite offering high-quality medical services and patient care, the centre needed a stronger digital presence to connect with patients actively searching for diagnostic services online.

The Challenge:

Before focused Local SEO efforts, Anugrah Health & Diagnostics Centre faced challenges in maximizing its online reach and engagement:

- Limited visibility on Google Search and Google Maps for high-intent diagnostic queries
- Underutilized Google Business Profile for driving calls, directions, and website visits

- Missed opportunities from patients searching for specialized diagnostic services in Jaipur
 - Need for better accessibility and convenience for patients looking to contact or locate the centre easily
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Our Solution:

To strengthen Anugrah Health & Diagnostics Centre's local digital presence, we implemented a **Local SEO-driven strategy**, focused primarily on Google Business Profile optimization.

Key actions included:

- Complete **Google Business Profile (GMB) optimization** with accurate and consistent business information
- Service-focused content optimization highlighting specialized diagnostic offerings
- Location-based keyword targeting for Jaipur-specific searches
- Integration of **WhatsApp chat (November 2025)** to improve patient communication and convenience
- Optimization to encourage calls, direction requests, and website visits from high-intent users

This ensured that patients could quickly find, trust, and connect with the diagnostic centre.

Results Achieved (November 2024 - December 2025):

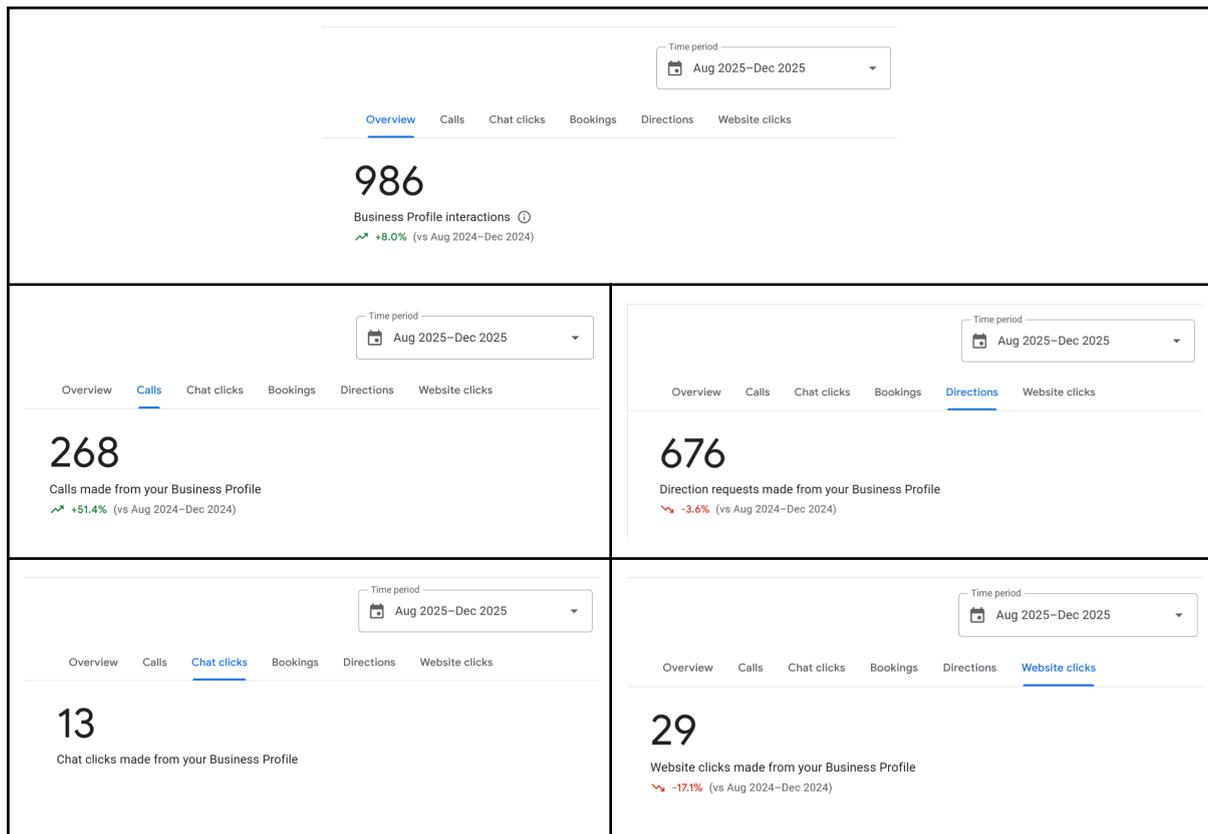
The impact of Local SEO and GMB optimization was strong and measurable.

Between **November 2024 and December 2025**, Anugrah Health & Diagnostics Centre's Google Business Profile generated **2,455 total business profile interactions**, including:

- **579 direct phone calls**
- **1,763 direction requests**
- **95 website clicks**
- **18 WhatsApp chat clicks** (after integration in November 2025)

These interactions came from users actively searching for diagnostic and radiology services in Jaipur.

Proven Results from August 2025 to December 2025



Business Impact:

With clear, accurate, and accessible information available on Google, patients found it easier to trust and choose Anugrah Health & Diagnostics Centre.

This resulted in:

- Increased patient inquiries and appointment-related calls
- Higher footfall driven by Google Maps direction requests
- Improved patient convenience through WhatsApp chat integration
- Stronger local brand visibility and credibility in Jaipur

The optimized Google Business Profile played a key role in converting online searches into real patient visits.

👉 Visit to get our: [Local SEO Services](#)

Key Takeaway:

This case study highlights how **Local SEO and Google Business Profile optimization are essential for healthcare and diagnostic centres.**

A well-managed GMB profile can significantly increase calls, visits, and patient trust-especially for service-based healthcare providers competing in local markets.



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