

LOCAL SEO & DIGITAL PRESENCE CASE STUDY

Dr. Amilal Bhat - Urologist, Jaipur

Client Overview:

Client Name: Dr. Amilal Bhat

Specialization: Urology

Location: Jaipur, Rajasthan, India

Dr. Amilal Bhat is a well-known and respected urologist based in Jaipur, Rajasthan. Despite having a strong reputation and extensive clinical experience, he had no digital presence, which resulted in missed opportunities to connect with patients who actively research medical conditions and doctors online before booking appointments.



The Challenge:

In the absence of a website or Google presence, Dr. Amilal Bhat was losing potential patients who relied on online search, Google Maps, and reviews to shortlist doctors for consultation, appointment booking, or medical guidance.

The lack of accurate and accessible information online reduced visibility among high-intent patients searching for urology-related treatments in Jaipur.

Our Solution

In **March 2025**, we design & develop a professional portfolio website for Dr. Amilal Bhat: [👉 https://dramilalbhat.com/](https://dramilalbhat.com/)

Visit to get Our: [Website Design & Development Services](#)

Alongside the website, we also created and optimized his **Google My Business (GMB) profile**, ensuring that potential patients could easily discover accurate information, clinic location, services offered, and contact details.

Both the website and GMB profile were populated with **precise, trustworthy, and patient-focused information**, making it easier for users to confidently choose Dr. Amilal Bhat for treatment.

Portfolio Website

Dr. Ami Lal Bhat

MS, M.Ch (Urology), FICG, FICS Sr. Pediatric Urologist | Andrologist | Hypospadiologist
 Chairman, Bhat's Hypospadias and Reconstructive Urology Hospital & Research Center, Jaipur



We Are Here For You



Emergency Care That Matters

In moments of crisis, every second counts. If you or someone you know is experiencing a medical emergency, don't wait—reach out immediately. Visit the nearest hospital or dial emergency services for urgent medical attention.

Meet Dr. Ami Lal Bhat

Dr. Ami Lal Bhat is the Chairman of Bhat's Hypospadias and Reconstructive Urology Hospital & Research Center, Jaipur. He is a world-acclaimed expert in pediatric urology and hypospadias surgeries. His work has been acknowledged not just in India, but across USA, UK, Canada, and Europe through invited lectures and workshops.



Open Hours:

Monday	9:00 AM to 9:00 PM
Tuesday	9:00 AM to 9:00 PM
Wednesday	9:00 AM to 9:00 PM
Thursday	9:00 AM to 9:00 PM
Friday	9:00 AM to 9:00 PM
Saturday	9:00 AM to 9:00 PM

Professional Highlights



Former Principal & Controller
 Jaipur National University Institute for Medical Sciences



Ex. Principal
 Dr. SN Medical College, Jodhpur



Ex. Additional Principal
 S.P. Medical College, Bikaner



Ex. PG Committee Member
 Medical Council of India



Former Member
 Academic & Research Council, RUSIG Jaipur



Past President
 Urological Society of India (North Zone)



Honors & Awards

- Kataria Memorial Oration Award
- Merudhara Creation Award
- Dr. M.P. Singh Surgery Gratian
- Veer Durgadas Rathore Samman – 2018
- Merudher Health Achiever in Urology – 2018
- Outstanding Urology Award – 2017, Jodhpur

Expertise & Services

- Hypospadias Surgery
- Pediatric Urology Care
- Reconstructive Urology
- Andrology (Male Fertility & Sexual Health)
- Endourology & Stone Treatments
- Male Intertity & Erectile Dysfunction Management



Find the Right Medication for You

Getting the right diagnosis changes everything—especially when you've been searching for answers. We're here to help you find clarity, comfort, and the right treatment.

Each case is unique, and so is our approach. From identifying your condition to prescribing suitable medication, we ensure you're on the path to better health—with expert care at every step.



Expertise Areas of Dr. Amilal Bhat: Services

<p>Pediatric Urology Dr. Bhat is internationally recognized for his expertise in pediatric urology. With a strong focus on congenital conditions and delicate pediatric surgeries, his approach combines surgical precision with child-sensitive care.</p>	<p>Urological Surgery A highly skilled surgeon, Dr. Amilal Bhat has performed numerous complex urological procedures with exceptional outcomes. His surgical techniques are refined, and his attention to detail ensures safe and effective results.</p>	<p>Kidney Stones Treatment With his deep understanding of kidney stone disease, Dr. Bhat offers comprehensive care—from prevention and diagnosis to minimally invasive surgical treatment.</p>
<p>Prostate Disorders Specializing in the management of benign and malignant prostate conditions, Dr. Bhat provides advanced diagnostic services and individualized treatment plans for better long-term outcomes.</p>	<p>Reconstructive Urology Dr. Bhat is known for his excellence in urological reconstructive surgeries, restoring normal function and quality of life for patients suffering from complex urological conditions.</p>	<p>Urinary Tract Infections (UTIs) For recurrent or severe UTIs, Dr. Bhat offers accurate diagnosis and targeted treatments, helping patients manage and recover quickly from infection-related discomforts.</p>

Patient Testimonials

<p>★★★★★ Dr. Bhat's expertise gave us hope when others couldn't. Grateful for his compassionate care!</p> <p>Kunal Yadav</p>	<p>★★★★★ One of the most knowledgeable and trusted pediatric urologists in the country.</p> <p>Abhijeet Kumar</p>	<p>★★★★★ Highly recommended for hypospadias surgery. Exceptional results.</p> <p>Sonal Rajput</p>
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Quick Links

Dr. Ami Lal Bhat
 Professional Highlights
 Testimonials
 Gallery

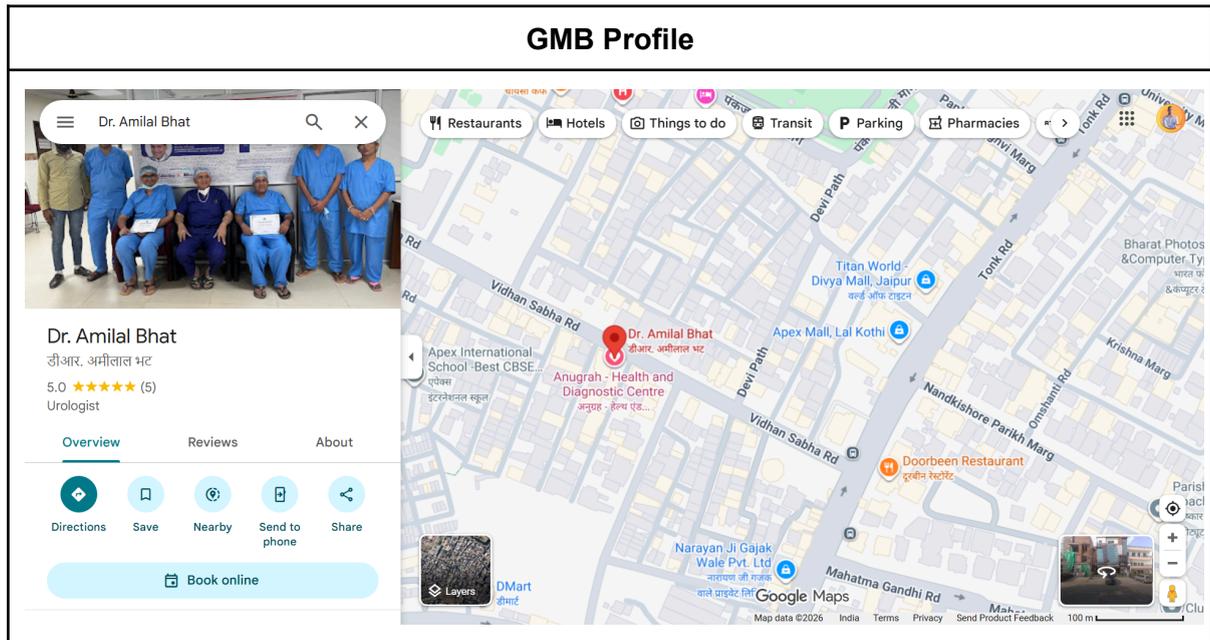
Contact Info

Friends Colony, Lakshmi, Jaipur, Rajasthan 302015
 9267823470

Make an Appointment

Getting an accurate diagnosis can be one of the most impactful experiences that you can have.

9267823470

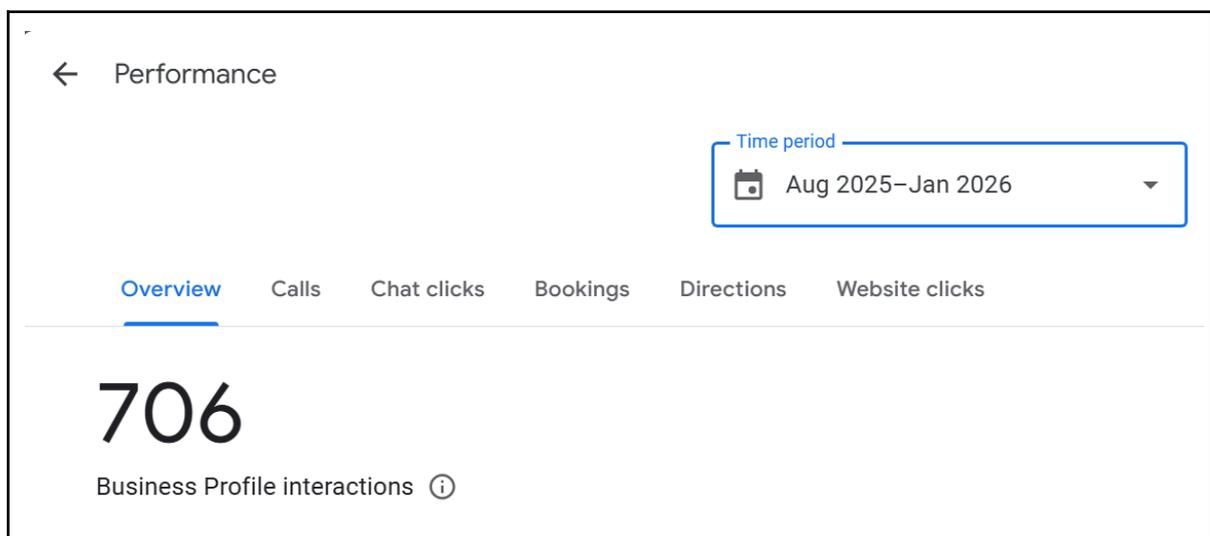


Results Achieved (March 2025 – December 2025)

The impact of building a strong digital presence was significant and measurable. Between **March 2025 and December 2025**, Dr. Amilal Bhat's Google Business Profile generated **897 total interactions**, including:

- 177 direct phone calls
- 677 location direction requests
- 43 website clicks

These interactions came from users actively searching for urology-related treatments and doctors in Jaipur.



← Performance

Time period

Aug 2025–Jan 2026

Overview

Calls

Chat clicks

Bookings

Directions

Website clicks

154

Calls made from your Business Profile

← Performance

Time period

Aug 2025–Jan 2026

Overview

Calls

Chat clicks

Bookings

Directions

Website clicks

521

Direction requests made from your Business Profile

← Performance

Time period

Aug 2025–Jan 2026

Overview

Calls

Chat clicks

Bookings

Directions

Website clicks

31

Website clicks made from your Business Profile

Business Impact

Because both the website and Google Business Profile displayed **accurate, clear, and up-to-date information**, the majority of users who interacted with the profile chose Dr. Amilal Bhat for consultation and treatment.

This led to increased patient inquiries, higher clinic footfall, and stronger local brand trust-demonstrating how an optimized online presence can directly influence patient decision-making in the healthcare sector.

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

Key Takeaway

This case study highlights the importance of **Local SEO and digital presence for healthcare professionals**. A well-structured website combined with an optimized Google Business Profile can transform online searches into real patient visits- especially for service-based professionals in competitive local markets.



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