

Driving Online Traffic & Offline Store Visits for SRL Diagnostics using SEO

SRL is the largest Diagnostics Company in India having an impressive 'Reach', providing superior quality diagnostics services to its customers through a very efficient network of labs and collection points. The vision to create SRL diagnostics was driven by the philosophy to provide high quality accurate tests/ outcomes at affordable prices to the masses. <https://www.srlworld.com/>

The Objective

- Increase Organic Traffic, Home collect Leads and Online Sales
- Driving Labs Visits, New Users and Home Collection Request Calls.
- Improve Keywords Ranking in Top 5 Positions on Google SERPs
- Use Digital media to measure the impact of Google SEO Campaigns on Online & Offline Store visits.

The Challenges

- The Primary challenge was to optimize the new Dynamic Location pages. Due to this, rankings of most keywords dropped which affected the Organic Sessions & Revenue.
- The first month was a challenge as the number of users & sales were dropped but after that we started seeing good numbers in our account.
- Another challenge was drive new audience via Blogging who are looking for informative and effective solutions to their health-related problems.
- Another challenge was to track the Store Visits, New Users and Home Collection Calls from Labs due to the eligibility policies but after that we started seeing good numbers in our account.

Strategy

- Our SEO campaign brief was driving more New Users, Increase Homecollect Leads & Sales Online along with Offline Labs.
- The idea was to capture the audience who is searching for generic terms like 'blood test at home', 'thyroid test at home' to drive more Traffic, Home collect Leads and Sales.
- We were already doing the website blogging but we want to drive target audience searching for behavioural terms like 'how to increase platelet count', 'esr normal range' to increase the Traffic, Leads and Revenue.
- Another idea was to capture the audience who is searching for terms like 'srl near me', 'srl diagnostics near me' to track Local Labs visits and Home Collection Request Calls.

Execution

- We did keyword research, made strategy for Pathology Tests, Health Packages and Health Blogs, updated the Correct Lab details with Contact details
- We executed our strategy using On-page, Off-page Activities & Blogging to uplift the Traffic and Sales both Online and Offline.
- Content and On-page Strategies that we used for Tests, Packages and Health-related Blogs were "Blood Test At Home", "Thyroid Test At Home", "Full Body Check up At Home".
- We set-up our campaigns to track the Lab Visits, Home collection Request through SRL Diagnostics' verified Labs in Google Listings.

Results

We saw a good improvement in Organic Traffic with SEO Campaign.

- 31.21% Increase in Organic New Visitors from Oct'19 to Feb'20
- 15.72% Increase in Organic Sessions from Oct'19 to Feb'20
- Keywords Ranking improved in Apr'20. As 30 Keywords are in top 10 Position as Compared to that of 15 Keywords in Oct'19.
- Most of the Website Blogs are in Google Search Featured Snippets