



DR KARISHMA
AESTHETICS

DISCOVER THE NEW YOU

DIGITAL MARKETING FOR A PLASTIC SURGEON





ABOUT

Dr. Karishma Kagodu is a Recognized & Leading name in Plastic & Reconstructive Surgery in India. Dr. Karishma Kagodu, MBBS, MS, MCH, is a globally famed plastic cosmetic surgeon who is one of the most sought after aesthetic surgery practitioners in Bangalore. Her skill & passion for cosmetic & aesthetic surgery draw patients from all over the world.



THE CHALLENGES

- As there are many limitations for Plastic surgeons to advertise or promote their services on Google / social media due to the various digital advertising policies, 'Dr. Karishma Aesthetics' Faced a challenge to run ads & reach more audience.
- Plastic surgery in India is a competitive market. To remain competitive and upbeat, to consistently generate organic digital leads Kaesthetics by Dr Karishma Kagodu in Bengaluru needed to perform a thorough audit and optimization of its website and Google My Business listing. With a lot of high-value content designed to drive leads for high-value plastic surgery services, Dr Karishma Kagodu needed a digital agency capable of aligning all site content with SEO best practices to maximize traffic and conversions.



THE SOLUTION

On-page and technical SEO updates

After completing a thorough, deep-dive SEO audit of all site content and digital channels, the we made the following changes:

1. Identifies and manually removed the non performing URLs
2. Cleaned up XML sitemap
3. Built and internal content linking schemes
4. Performed mobile optimisation and worked on the speed
5. Improved page load time and speed
6. Wrote custom page titles for all core landing pages
7. Wrote custom meta descriptions for all the relevant pages



Location Pages and Google My Business Optimization

Because so much of its business comes from the local market, Kaesthetics by Dr Karishma Kagodu needed a local search strategy. The Cardinal team put together a comprehensive local search strategy, one built on optimized location pages with unique content, local publications and websites to reach out to for backlinks, and optimizations for the surgery center's Google My Business listing.



Outcome

Our first step was to assess their current campaign performance and conduct extensive research on Kaesthetics by Dr Karishma Kagodu digital competitors. With this information, we then established performance baselines for our campaigns. We used enhanced bids to improve efforts across campaigns and gain better algorithmic insight into which audiences would work best.

Campaign-level consolidations helped to improve algorithmic performance significantly without sacrificing relevancy. For PPC, grouping by themes and intent has been pushed to the ad group level to allow the algorithm to find the most cost-effective conversion while still targeting ads based on location. There was a 55% increase in conversions. More recently, the surgeries seen an increase of 50% through local search, as well as a 200% increase in organic referral visits—both month over month.

Locally, Kaesthetics by Dr Karishma Kagodu is now tapping into the local cosmetology and plastic surgery, in some cases displacing competitors on search engine results pages (SERPs). Close to 95.7k backlinks have been created till date. Kaesthetics by Dr Karishma Kagodu is ranking on the first page for all the major keywords.

DOMAIN OVERVIEW

