

MARKETRAISE INDIA PVT. LTD.

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# DIGITAL MARKETING IVF CLINIC CASE STUDY





Key takeaways:

# WHAT WE ACHIEVED

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- Top 10 Rankings for Almost 15+ Competitive Keywords
- Helping Them for Last 6+ Months
- Traffic Increased From 200 To 4.2k

# Website Overview

Backlinks: indoreinfertilityclinic.com

DOMAIN AUTHORITY ⓘ

14

BACKLINKS ⓘ

20

REFERRING DOMAINS ⓘ

15

ORGANIC MONTHLY  
TRAFFIC ⓘ

206

## Worked before MarketRaise

Backlinks: indoreinfertilityclinic.com

DOMAIN AUTHORITY ⓘ

54

GREAT

BACKLINKS ⓘ

820

NoFollow: 182

REFERRING DOMAINS ⓘ

305

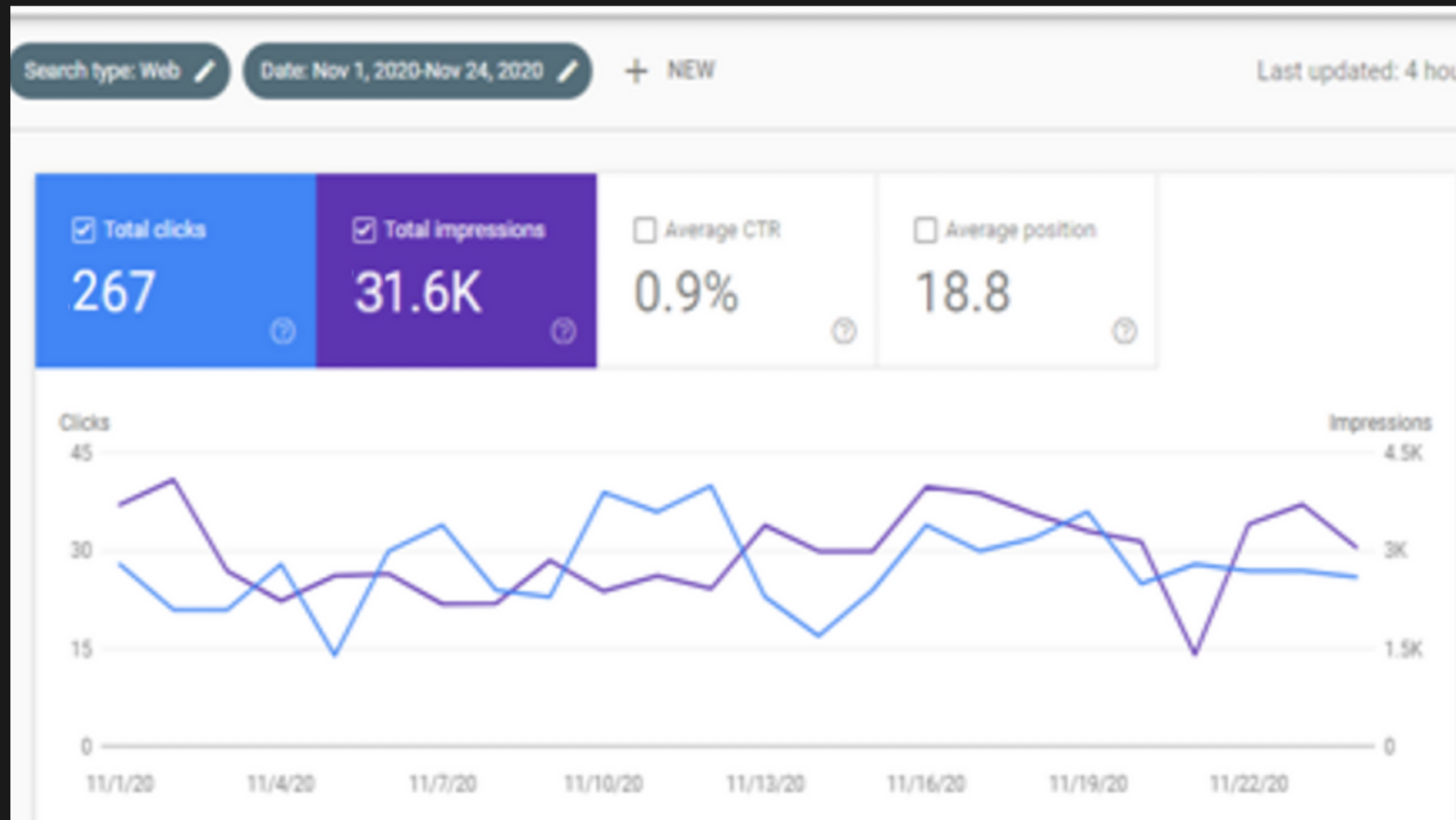
ORGANIC MONTHLY  
TRAFFIC ⓘ

2306

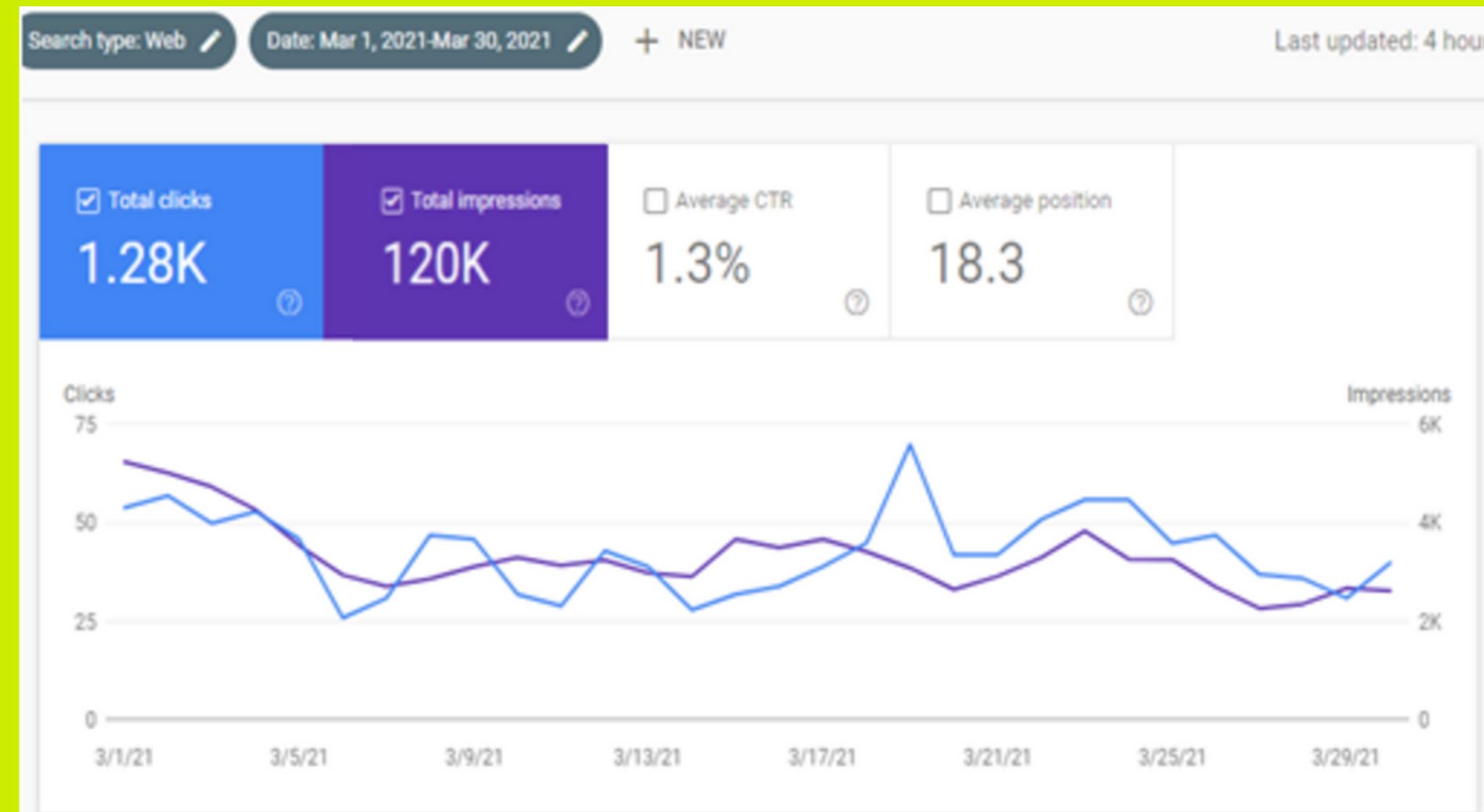
## Worked with MarketRaise



# Website Stats



**Worked before MarketRaise**



**Worked with MarketRaise**

# Website Traffic

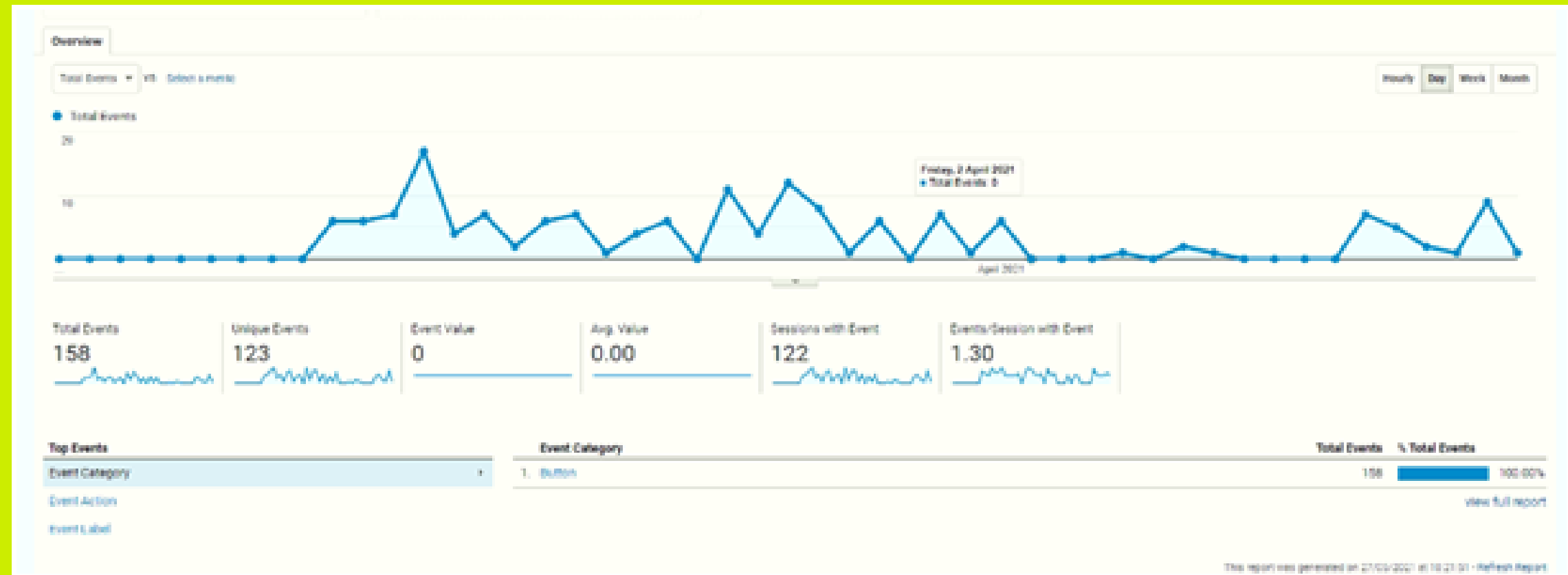
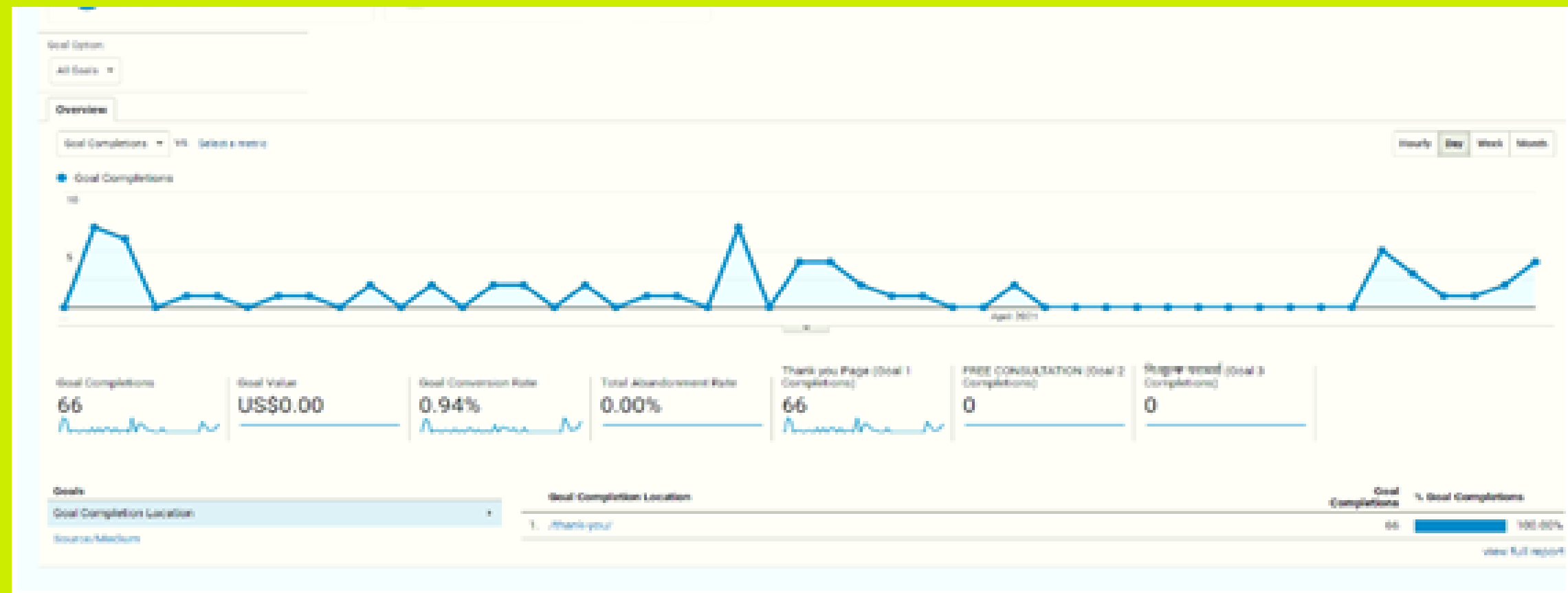
Worked before  
MarketRaise

		Acquisition			Behavior			Conversions		
Default Channel Grouping		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		1,221 % of Total: 100.00% (1,221)	1,180 % of Total: 100.00% (1,180)	1,441 % of Total: 100.00% (1,441)	81.89% Avg for View: 81.89% (0.00%)	1.45 Avg for View: 1.45 (0.00%)	00:01:05 Avg for View: 00:01:05 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. Organic Search	1,027 (83.91%)	1,002 (84.92%)	1,194 (82.86%)	83.00%	1.42	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. Direct	152 (12.42%)	139 (11.78%)	191 (13.23%)	75.92%	1.55	00:01:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. Social	31 (2.53%)	29 (2.44%)	39 (2.71%)	82.05%	1.67	00:01:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. Referral	12 (0.98%)	10 (0.85%)	15 (1.04%)	73.33%	1.87	00:03:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	5. Display	1 (0.08%)	0 (0.00%)	1 (0.07%)	0.00%	2.00	00:13:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	6. Paid Search	1 (0.08%)	0 (0.00%)	1 (0.07%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Worked with  
MarketRaise

		Acquisition			Behavior			Conversions		
Default Channel Grouping		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Thank you Page (Goal 1 Conversion Rate)	Thank you Page (Goal 1 Completions)	Thank you Page (Goal 1 Value)
		4,270 % of Total: 100.00% (4,270)	4,151 % of Total: 100.07% (4,148)	5,195 % of Total: 100.00% (5,195)	21.64% Avg for View: 21.64% (0.00%)	2.74 Avg for View: 2.74 (0.00%)	00:01:26 Avg for View: 00:01:25 (0.00%)	0.92% Avg for View: 0.92% (0.00%)	48 % of Total: 100.00% (48)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. Organic Search	2,211 (51.23%)	2,126 (51.22%)	2,678 (51.55%)	28.68%	2.85	00:01:46	0.49%	13 (27.08%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. Display	691 (16.01%)	691 (16.65%)	734 (14.13%)	8.58%	2.28	00:00:12	1.36%	10 (20.83%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. Paid Search	596 (13.81%)	580 (13.97%)	701 (13.49%)	12.84%	2.62	00:00:40	3.28%	23 (47.92%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. Direct	442 (10.24%)	400 (9.64%)	583 (11.22%)	21.10%	2.70	00:01:48	0.34%	2 (4.17%)	\$0.00 (0.00%)
<input type="checkbox"/>	5. Social	347 (8.04%)	335 (8.07%)	364 (7.01%)	16.48%	2.12	00:00:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	6. Referral	29 (0.67%)	19 (0.46%)	135 (2.60%)	14.81%	5.60	00:06:25	0.00%	0 (0.00%)	\$0.00 (0.00%)

# Increased Lead Count Working with MarketRaise



# Organic Keyword Ranking working with MarketRaise

Targeted Keyword	Before	After
Surrogacy Cost In Indore	6	2
IVF Center In Indore	14	5
Best IVF Center In Indore	13	4
Best IVF Doctor In Indore	14	4
IVF Center Indore	9	3
Infertility Specialist In Indore	10	3
Best Infertility Hospital In Indore	12	5
Fertility Center In Indore	11	6
Best Fertility Hospital In Indore	14	7
Test Tube Baby Cost In Indore	27	12
Indore IVF Centre	8	3
Fertility Clinic Near Me	7	2
IVF Center Near Me	9	5
IVF Cost In Indore	17	9
Best IVF Center In Indore	13	4
Best Surrogacy Centre In Indore	9	4

Organic Ranking  
that we achieved  
in Indore Location

Google ivf center indore

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About 10,60,000 results (0.65 seconds)

COVID-19 safety info

<https://www.indiraivf.com> > best-ivf-center-indore

**Best IVF Center in INDORE | IVF and Infertility Treatment Cost ...**

Indira IVF Indore provides a reasonably priced IVF treatment and Test Tube Baby treatment to achieving pregnancy. Call +917665009014 to schedule a meeting ...

<https://www.mohakivf.com>

**IVF Centre in Indore, Best infertility hospital, IVF specialists ...**

Mohak IVF Center, one of the Best Infertility Hospitals in Indore, India provides you International Standard Infertility Treatment along with assisted reproductive technologies like IUI, IVF, ICSI, etc at affordable IVF treatment cost / Test tube Baby Treatment along with the satisfaction of being consulted by the most ...

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<https://www.indoreinfertilityclinic.com>

**Best IVF ICSI Center with Best Success Rate| Low Cost IVF**

Best IVF / ICSI Center Indore - Indore Infertility Clinic offers Comprehensive Male and Female Infertility Treatment at low cost and Best Success Rate.

You've visited this page many times. Last visit: 20/4/21

<https://www.motherhoodindia.com> > Indore

**Best Fertility Center in Indore | Best IVF Specialist in Indore ...**

Services available at Motherhood Fertility Hospitals and IVF Centre in Indore: Fertility health check. Investigations: ovarian blood tests and scans, hormonal studies, follicular monitoring and tubal patency. Diagnostic surgical procedures. Ovulation stimulation. Egg donation. Embryo freezing and thawing.

<https://www.novaivffertility.com> > ivf-indore

**Best Fertility Clinic and IVF Center in Indore | Infertility ...**

Looking for IVF Center in Indore? Nova IVF Fertility Clinic is India's leading chain of fertility hospitals in Indore and has the vision to be the best-in-class in the ...

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<https://www.novaivffertility.com> > ivf-indore > fertility-...

**Best Fertility Clinic and IVF Center in Agra Bombay Rd, Indore ...**

Looking for IVF Center in Agra Bombay Rd, Indore? Nova IVF Fertility Clinic is one of the leading fertility hospitals in Agra Bombay Rd, Indore and has the vision ...

<https://www.vinsfertility.com> > IVF Centres

**Top 4 Best IVF Centres in Indore With High Success Rates ...**

Indore Fertility Center, Indore (Best IVF Centre in Indore) - MP Fertility Center, Indore (Best IVF Centre in Indore) - Disha Fertility and Surgical Center, Indore (Best ...

<http://www.asianinfertility.com>

**BEST IVF Centre In Indore | Dr Shefali Jain || AIIM**

Dr. Shefali Jain ... We established AIIM in 1995 with the dream of helping childless couples around the globe conceive. At AIIM we believe that that each couple's ...

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<https://www.morpheusivf.com> > centers > indore

**IVF / ICSI Cost, Test Tube Baby Center in Indore, Male ...**

Morpheus Sridhar International IVF center - Address. 622, Narendra Tiwari Marg, Bank Colony Road, Near Mastana Dudh Dairy, Indore - 452009 - Contact No.

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Google ivf center in indore

About 12,00,000 results (0.55 seconds)

COVID-19 safety info

Ad · <https://www.novaivffertility.com/best-fertility/book-now>

**Nova IVF Center Indore - Select Your Preferred Location**

Bringing Happiness To Childless Couples.Acclaimed Team Of Doctors And Counsellors. All Our Services Are Cost-Effective & Continuous Guidance From Counsellors.Book Now. Services: **IVF** Treatment, ICSI Treatment, IUI Treatment, Endoscopy, Vittrification.

📍 BLOCK B-1, NRK Business Park, Scheme No. 54, PU-4 Vijaynagar Square,, Near Mangal ...

Ad · <https://www.indoreinfertilityclinic.com/best-ivf/book-now> 096444 44066

**Best IVF ICSI Center in Indore - Book Free Consultation Now**

Best **IVF Centre** with High Success Rates - IUI, **IVF**, ICSI, Surrogacy, TESA, Donor Program. **IVF** Loan with 0% interest Rate, Affordable **IVF** ICSI Packages.

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📍 Plot no -34,35,38,39. Scheme no - 54, Mechanic Nagar, Indore, Madhya Pradesh - Hours a...

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**Indira Fertility & IVF Centre**

Google best ivf center in indore

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Nova **IVF Fertility** Is India's Leading Chain Of **Fertility Centers**.Easy Emi Option Available. All Our Services Are Cost-Effective & Continuous Guidance From Counsellors.Book Now. Services: **IVF** Treatment, ICSI Treatment, IUI Treatment, Endoscopy, Vittrification.

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Google Advertising

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- Share your website and email to ANALYZE and send you the proposal.
- Convert your website to MONEY MAKING website with us.
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- Increase your visibility and BRAND value with us.
- Get 15+ seasoned experts to achieve the desired GOALS.

To know more schedule a call with our expert



**+91 8103628856**

We'd love to talk, all about  
your marketing needs.



# Contact Us

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