

DIGITAL MARKETING FOR DOCTORS & OVERVIEW

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Mastering Basics For Doctors
Digitally



During early 90's General Physician used to refer a critical patient to a specialist doctor. After the treatment of the patient by the specialist; the specialist used to pay a remuneration to the local physician. This was one way of marketing.

There were few Medical Executives hired by Doctors who used to stand outside Clinics, Hospitals or Medicine shops waiting for patients. If the patient is suffering from supposed Back Pain they used to refer an Orthopaedic Specialist, took them to the doctor and used to receive a commission from the doctor on behalf of the patient.

Since 2016 there was a massive change as JIO came into the market, everyone started using a smartphone, internet became cheap and so on. Each and every business started making their presence online, digitally. As digital marketing is cost effective, and day by day the number of users in the digital platform is increasing and so are the businesses.

Then in 2000 with the rise of commercial hospitals Digital Media got into the scene, Doctor started giving advertisements in Newspapers, via leaflets, Magazines and so on.

Everyone started establishing their businesses online, on platforms like **FACEBOOK, GOOGLE, INSTAGRAM, YOUTUBE, LINKEDIN, TWITTER, WEBSITE** etc.

WHO WE ARE?

We are a marketing agency named Digital4 Doc. We have more than 10 years of experience in digital marketing for Doctors & Medical Sectors only. We exclusively work for Doctors, Medical Complexes, Medical Clinics only. Our mission is to provide quality internet marketing solutions dedicated to Medical Professionals. We understand each Doctor's individual digital requirement.



ACCOUNT GROWTH

CONTACT

TWITTER!

MARKETING



GROUPS

Why Us?

- We provide digital marketing solution exclusively for Doctors.
 - We as a Digital Marketing agency delivers digital solutions to our clients by improving the digital existence of their clinics, Hospital or the client himself by doing Social media Marketing, Search Engine Optimization, Google display ads, Google Listing, Website Development.
 - We strive thoroughly to bring brand recognition to our clients and increase their brand value and connect to genuine customers / Patients.
 - We exclusively research for dedicated social media targeted audience marketing & also Google Listing & Google Ads.
 - We provide competitive analysis report of your business before taking up the job, along
- with it, we will provide best in class solution which we will boost your presence in the World of Internet.
 - We are a specialist in in making videos, infographic post & attractive content post in (Bengali+ English + Hindi) for higher reach on social media platforms.
 - After the job we will provide you a report about each and every aspect of your growth on Social Media Platforms and also the information about reach that you will get from Google Ads.



24/7 Available



Locally Based



Cost Effective

Now the doctors might ask,
Why digital marketing is important for
Doctors or Healthcare Professionals?

Let us begin with a study showing
**Digital Marketing Benefits
over Medical Professionals,**

DIGITAL MARKETING PLATFORMS REQUIRED FOR A DOCTOR

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Google My Business



Google Ads



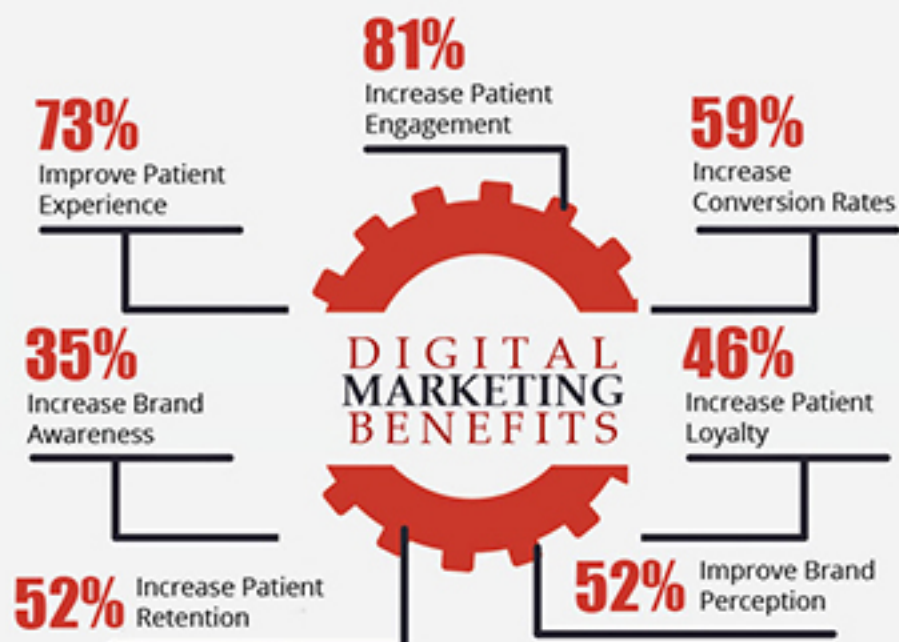
Facebook Ads



DIGITAL MARKETING PLATFORMS REQUIRED FOR A DOCTOR:

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Source: The Realtime Report

As we can see with Digital Marketing, what benefits can a Doctor get.

1) GOOGLE MY BUSINESS / GOOGLE LISTING

In Simple words Google My Business is tool offered by Google which will increase your visibility on Google Search & Google Maps.

>Google My Business makes it easy for patients to find you.

>Google is the most popular of the big three search engines, owning more than 80% of the total search volume worldwide.

>Over time, Google has made many changes to how it displays search results for patients looking for information about health related conditions, injuries, and treatments giving preference to healthcare providers located closest to the searcher's physical location.

Now-a-days potential customers rather patients search almost everything on google. So for a doctor it is very important to have a google listing.

Example: Mr. Ram Kumar Jha is suffering from Joint Pain. He cannot walk properly, so he went on Google and asked "Best Orthopedic Doctor in Kolkata" as he lives in Salt Lake so the search results comes up with all the orthopaedic doctors near Salt Lake

IMPORTANT FACTS ON GMB:

Google My Business is critical for your local SEO.

As we stated earlier, when a patient searches for a medical provider on Google, instead of seeing doctors nationwide, Google uses the patient's location to display local doctors in the top results.



One important feature of local SEO is Google's "3-pack."

>When a user searches for a type of medical practice, Google shows the top three Google My Business profiles near the user in the form of a map indicating clinic or office location and then a list of three providers, with basic information (name, address, phone, website, directions).

>Google determines which businesses show up in the 3-pack based on relevance, distance, and prominence (see more below on how to optimize your profile).

>Your Google My Business listing will also show up in Google maps. If a user types in hand surgeon into Maps, Google populates the search with nearby hand surgeons.

Here are some facts, according to google statistics Doctors in the respective field of Obstetrics & Gynaecology, Infertility, Orthopaedic, Cardiology, Oncology, Otolaryngology competition is much higher in google listing. So it is way too tough to optimize their account.

On the other hand Doctors in the respective field of Ophthalmology, Fetal Medicine, Nephrology, Bariatric Surgeon, Sleep Medicine etc. the competition is very much low. So, it is quite a easy task to rank them, of course with proper keyword analysis.

GOOGLE STATISTICS



With Google My Business come Google Ads, in simple words with Google Ad Words you are going to receive more views on google as it is an inorganic approach, you have to spent an amount for it. In google my business with regular optimization you will receive an organic reach.

FEW KEY POINTS ON GOOGLE Ads:-

A) **Get top on the google** immediately with google adwords.

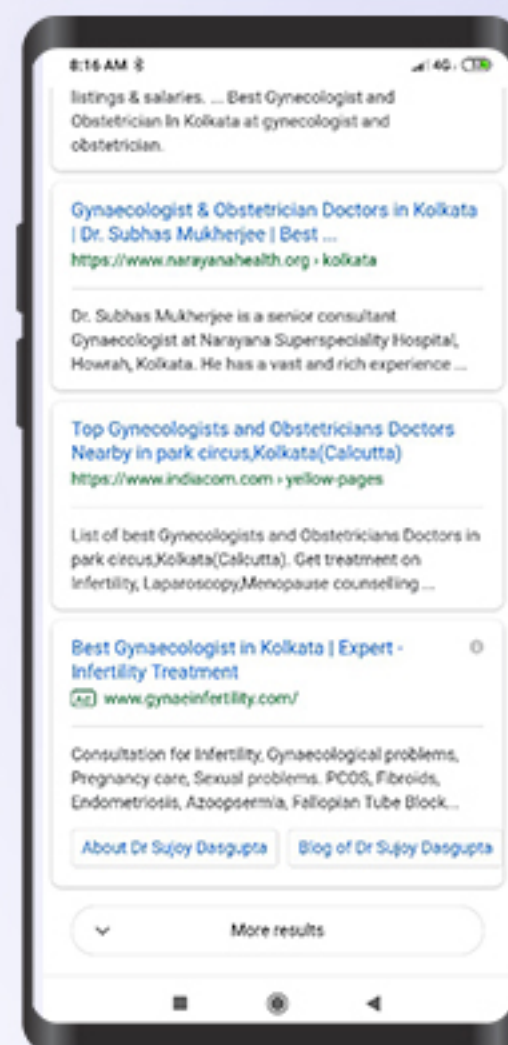
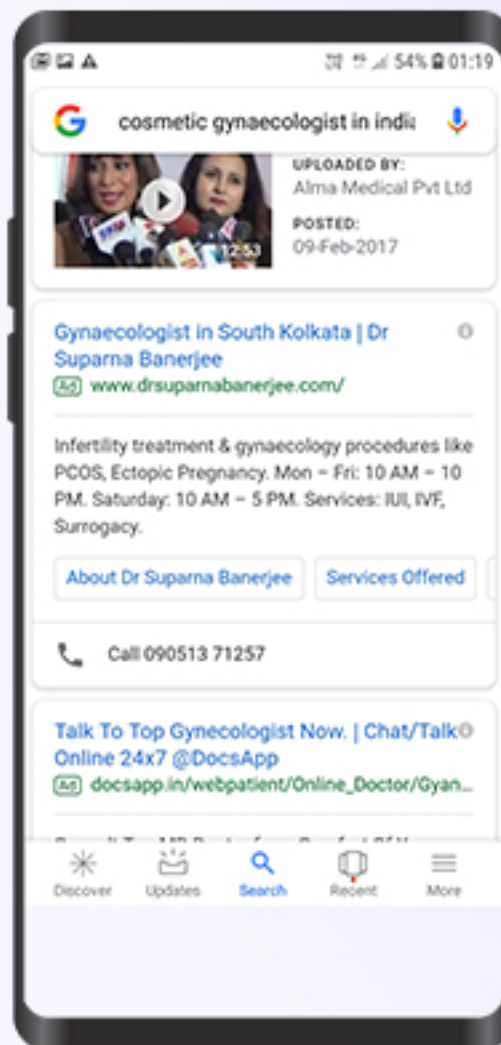
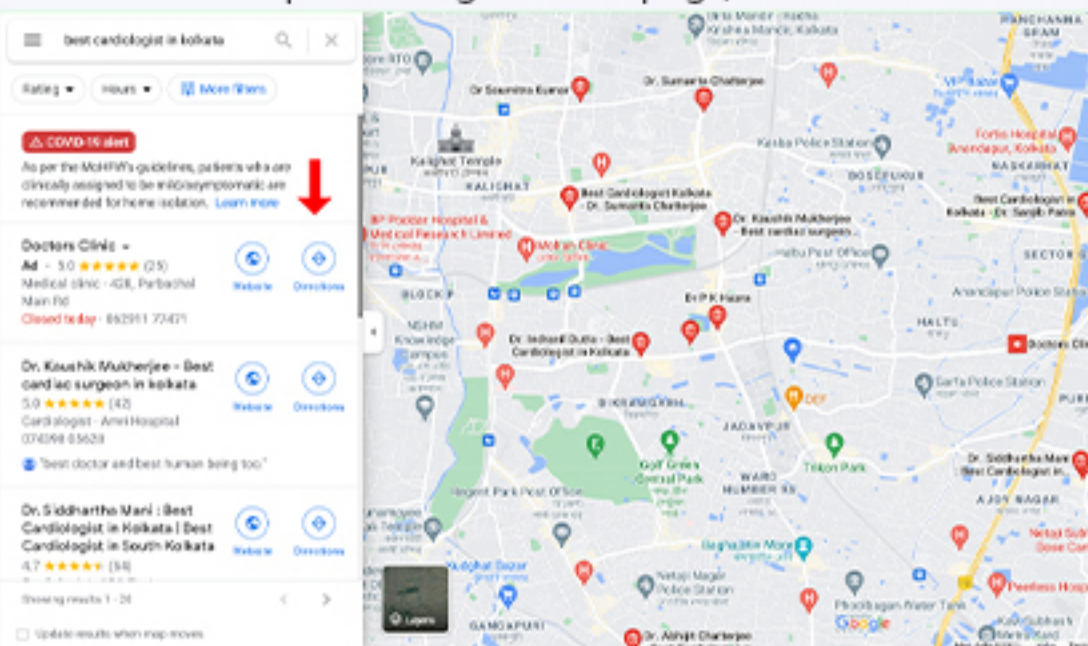
B) **Target the Patients you want** - One of the best features about Google AdWords is its ability to target people within a certain geographic area. After all, if you are an urgent care center in Salt Lake, Kolkata; then you don't want to be paying for ads for people in Budge Budge!

C) **Track Results** - There are many tracking options. Google refers to them as "Conversions". Using code provided by Google, you can track the success of your ads. This includes tracking how many calls you received (and whether these calls were from the ad or from your website). It also includes the ability to track if patients later scheduled an appointment on your website. By tracking results, your practice can calculate how much you are paying for each conversion.

D) **You Only Pay when someone clicks** - Unlike other forms of online advertising (e.g. Facebook), you only pay when someone clicks on your ads. This is known as Pay Per Click (PPC). It means that you are not wasting your advertising budget on ads which are not of interest to people.

E) **The Percentage of Google Ads Clicks Is Increasing** - According to WordStream, the percentage of consumers clicking on Google Ads (instead of the organic search results below) is increasing.

Here are few examples of Google Ads Campaign,



Now let's move onto Facebook,

2) Facebook Marketing

Facebook Plays an important role, it is an incredibly powerful way to develop a direct know, like and trust relationship with patients that it would have been difficult to reach in the past. Now you can bring them into your chamber or your clinic and show them your exact approach to patient care.

Facebook helps in the following arenas:

> Establishing Your Practice Brand in the Community - Allow patients to easily find out the basics of your practice. A Facebook page will help you to connect in a better way with your patients. Slowly & steadily it will develop a bond between you and your patients. By posting regular contents regarding your practicing domain, creative posts & Videos, Blogs. It will also allow you to connect with your patients through Facebook Messenger & Whatsapp Business. You can post regular updates if you want. And thus it will enhance your patient volume for treatment. And thus it will establish your practice brand.

> Drive new patient traffic to your page - With the help of Facebook ads you can drive patient into your page, website. It can be set up to target greater site traffic, more impressions, and even click-through-rate (CTR). Facebook ads are cheapest compared to all other ad platform.

> Improve and Streamline Patient Engagement & Customer Service : Gone are the days waiting on hold or leaving a message. Patients can interact effortlessly and ask questions with a reliable and speedy response.

On your post with the help of CTA (Call to action) button you can easily get connected with you patients. With automated response you can reply to your patients effortlessly.

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FACEBOOK ADVERTISING FOR DOCTORS :-

What is Facebook Advertising for Doctors?

>Facebook advertising for doctors is a way for doctors to increase their online exposure (and new patients) by advertising on Facebook.

>Anyone who has Facebook will be familiar with the “sponsored” posts which appear on your wall. These have been paid for by companies who are ‘targeting’ you. And when we say ‘target’, we mean exactly that. Facebook advertisers can choose their target audience, including age, gender, location, and even pages or activities users have previously ‘liked’.

>In terms of doctors doing the advertising, the same is also possible. You can pretty much select your ‘ideal’ patient, at least in terms of age, gender, and location. This helps to ensure that your advertising budget is not wasted on a target demographic which is unlikely to require your particular type of healthcare services.

Few screenshot of sponsored ad post by a doctor & a hospital,



Here you can see under the video there are two advertisement one of Dr. Moumita Naha & IRIS Hospital. This is one of the example of facebook ad campaign

ADVANTAGES OF FACEBOOK ADVERTISING FOR DOCTORS :-

1. Increase your number of patients : Let's be honest - this is the ultimate goal of any medical advertising: It is to increase your number of patients. Of course, not all Facebook users who see your ads will become patients of yours. In fact, it will be a low percentage. However, even just a few extra patients usually more than covers the cost of a Facebook campaign.

One thing is for sure - if you do not do any marketing or advertising, then less people are likely to hear about you. If less people hear about you, then less people are likely to choose you as their next doctor.

2) Increase your number of Facebook Likes :

Many Facebook ads give users the opportunity to 'like' your page. This means that from then on, whenever you post something new, it is likely to appear on that user's wall. This increases ongoing exposure to your practice. The more people who like your page, the more people are being reminded about your practice every time you post something new. In short, building up your online community helps to keep your practice on patients' radar.

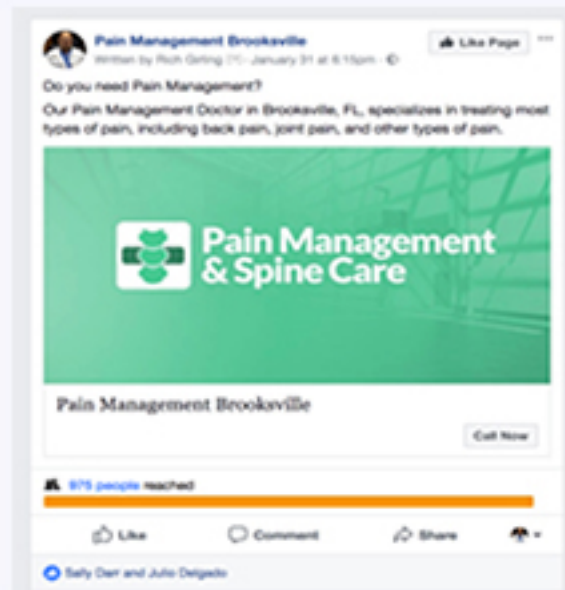
3) Target your ideal patient:

As mentioned previously, Facebook advertising allows your ads to be very targeted. You can be very specific for any of the following criteria:

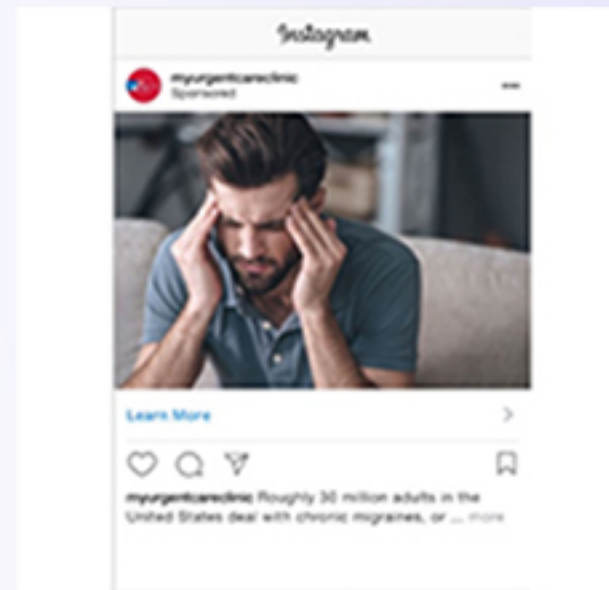
- 1) Age**
- 2) Gender**
- 3) Location**
- 4) Likes / Interests**
- 5) Job title**



By being specific with your ads, you are able to target your 'ideal' patient.



This is how it appears in facebook.



This how it appears in Instagram. We would like to suggest if you are an Plastic & Reconstructive Surgeon, if you are an IVF specialist Instagram is for you we can design the post aesthetically. All the facebook ads will be automatically showed up on your Instagram handle.

3) YouTube Marketing -

> You are a specialist share your knowledge! Inform your patients about your training, degrees, and a unique approach to specialization with their care.

> Many physicians have gained massive practice success by utilizing Youtube to educate patients and physicians on procedures or health techniques.

> We have found video can be a great way for a doctor to get involved in social media and share their expertise without having to sit down and write a 2,000-word blog post.

> Once you get down your voice, style, and templates it should not take that long to pump out 60-90 second videos on interesting topics in your field. Patients will soak this information up and can even be used as a springboard to land speaking opportunities.

It will also help you to upload patient testimonials for better engagements.

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An youtube page of one of our clients.



4) Website -

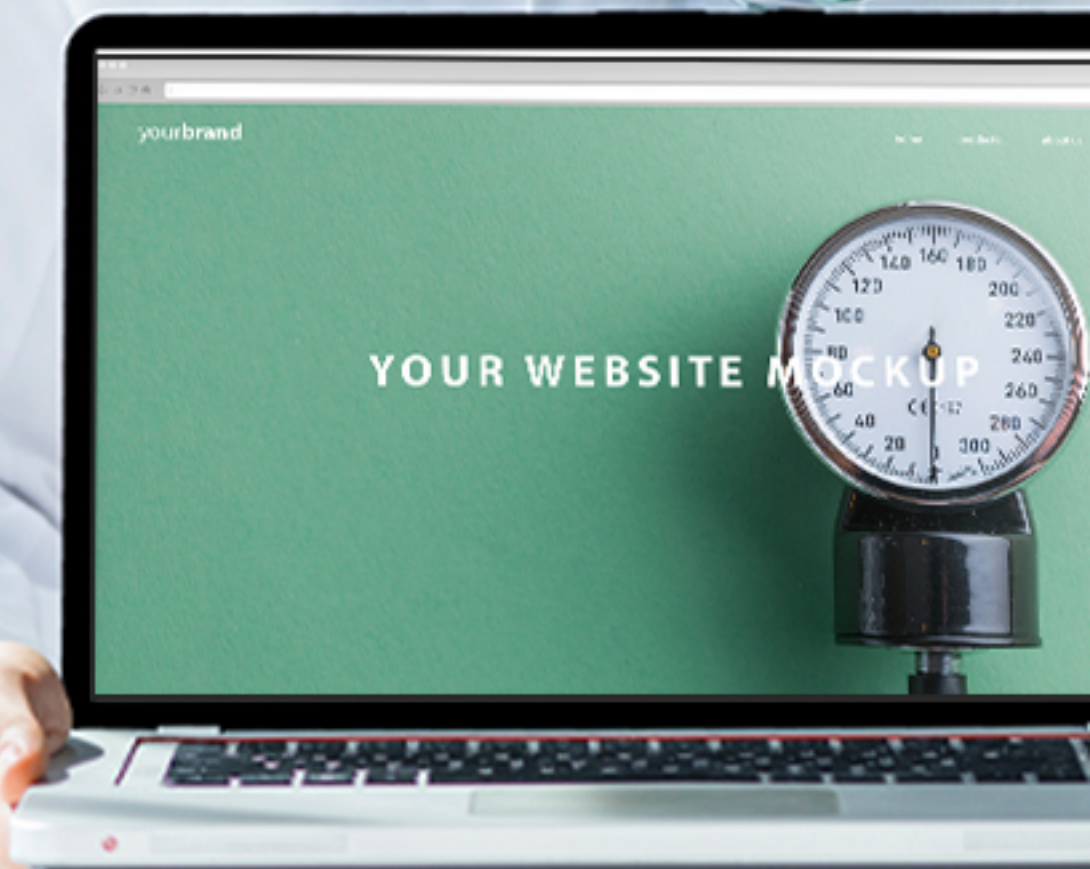
> For doctors, the website provides value-added services for the existing and new patients, by providing details as to the timings of the clinic and how to get to the clinic. It also allows you to answer routine patient's queries by email. Patients are thirsty for information about their illness, and many will use the Net to find information. However, most patients would much rather get information from their own doctor, and if you provide this information on your website, your patients know they can trust it. Your website will also save you a lot of time!

> But according to a study, usually a patient spends 10-25 Seconds in a doctor website compared to any other websites. Instead of making a 3-4 page website ; it would be better to have a 1 page website with relevant details such as -

- 1) Contact Details
- 2) Address
- 3) Services
- 4) Patient Testimonials
- 5) Blogs.

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**So, all of these are not an
easy task to do by a
Medical Professional
or a Doctor **alone.****



That's where we come into the picture.

So what we will do?

Google My Business:

- > Account creation on Google my business from new or existing Gmail account.
- > Competitive keyword analysis.
- > Competitor Research.
- > Optimization of Google my business account with relevant details that you will provide.
- > Ranking of your business name in Google Local Searches with competitive keywords related to your business and services.
- > We will ensure that your listing comes top during voice search (Google Assistant)
- > Optimize business categories.
- > Optimize GMB service areas.
- > Optimize business hours.
- > Reply to customer messages
- > Replying to customer reviews for better engagement
- > Tracking the customer engagement with your business and updating any new details related to your business.
- > Implement tracking for website + appointment URL.
- > Add your business services.
- > Add Photos (Interior, Exterior, Team & At work)
- > Keyword Oriented creative post for better customer engagement.

- > Optimize your business descriptions using relevant keywords.
- > Optimize your GMB Website Page.
- > Review Optimization. (We will provide 5 reviews after account creation).
- > Troubleshooting (Account deletion, Fake profile deletion) Claiming Ownership of an existing profile on google.
- > On every month end we will keep you updated with profile insights in PDF / Excel format.



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Google Adwords :

> We will link your GMB account with Google Adwords and we will run Ad campaign (Image Campaign, Video Campaign, Website Campaign)

> Re marketing

> Measure your performance consistently

(Who clicked on your ad

How many leads have been generated.

How much traffic you have got from AdWords to your website.

Which keyword generated the most traffic and leads.

How much does it cost you per lead.)

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Social Media Marketing

Facebook Marketing + Instagram :

- > Logo and Cover Photo Design
- > Facebook Page Creation
- > FB cover design for your page
- > Managing your page which includes -

- 1) Phone number, Mail ID, Website, Bio, Username update.
- 2) Connect your facebook page with whatsapp business.
- 3) Join related Groups, Create Groups
- 4) Post Sharing in Related Groups
- 5) Setting up automated response in Messenger
 - > Static Content Post (Including Topical & Static Post)
 - > Video Content Post
 - > Researched description & Tags
 - > Ads design creation
 - > Content Strategy Creation
 - > Use of researched trending tags

- > Campaign & Influencer Marketing
- > Monthly Analytic Report
- > Lead Generation
- > Follower Engagement
- > Sharing article / Blog
- > Facebook Ads campaign (Lead Ads, Video Ads, Engagement Ads on Wall Post, Remarketing, Interest Targeting, Demographic Targeting, behavioral targeting, Website Conversion Campaigns)

For Instagram :

- > Instagram Image Sharing
- > Targeted Instagram Followers Increase
- > Comments and Likes Management



Youtube Marketing :

- > Youtube Channel Creation
- > Background / Wall Design
- > Managing your Youtube Profile
- > Full HD Video Content Creation
- > Attractive Thumbnail Design
- > Intro Graphics for Branding
- > Animated Lower Third
- > Using Trending Tags
- > Monthly Analytical Report
- > Lead Generation
- > Follower Engagement
- > Cross Platform Promotion (Facebook) with researched tags and Description
- > Group Sharing
- > Sharing your article or blogs



Website :

We will prepare your website on Wordpress. We will arrange your domain and web hosting service, which costs money but the domain name will be of your name as in the near future if you want to discontinue the service with us, we will make sure that you have the full access to your website.

- > Domain Registration
- > Web Hosting Setup
- > SSL Certificate Activation
- > Google Analytics Installation
- > Google Search Console Activation (To measure the performance of the website)
- > Creation of website with relevant template.
- > SEO friendly Website
- > Installation of plugins.
- > SEO Optimization
- > Adding Backlinks for better optimization.
- > Adding Researched keywords for better ranking

As it will be a one pager site.

We will keep few important things only :

- * About Us : (About the clinic / About the doctor)
- * Why Us : (Why You / Clinic? & Specialities) + Along with Doctor details (if necessary)
- * Services : that Doctor/ Clinic provides.
- * Patient Testimonial
- * Blogs Section.
- * Contact Information -Google Maps / Phone Number.
- * Social Media links



Is it enough just to be present in

Social Media Platforms?

Or,

having a

website & google listing?

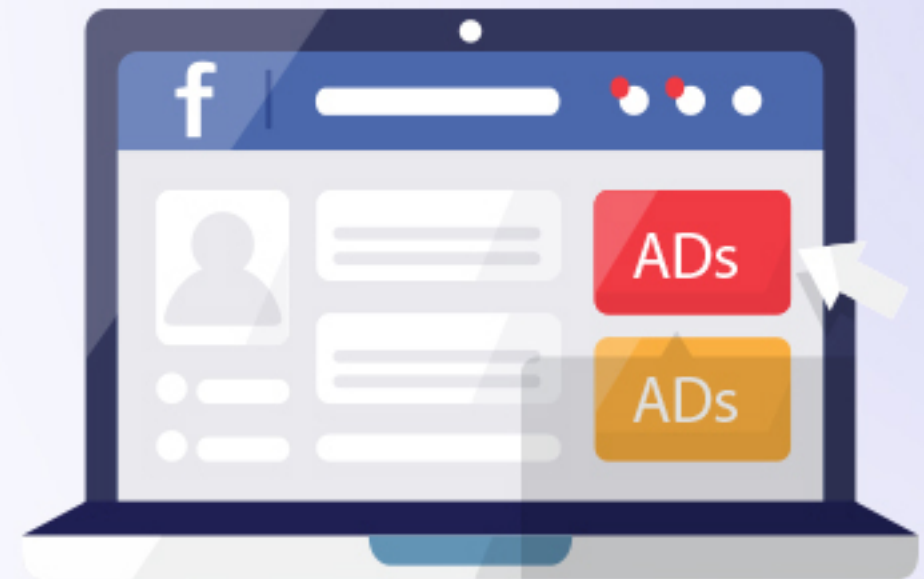
The Answer is big

NO

Paid Promotion is required

Facebook Ads :

- > Increase the engagement of your page.
- > Running relevant campaign
- > Boosting relevant posts
(It will increase the like & Share of the post)
- > Traffic Campaigns
(Drive traffic to website landing page/ Home Page)
- > Video Ads
- > Lead Generation (campaign objective is set up to collect an email address directly on Facebook)
- > Engagement set up (Post engagement , Page Likes , Event Responses) These campaigns engage your audience, ideally getting them to take some sort of action.
- > Messenger Campaign.
- > Remarketing
- > Demographic Targeting



Google Adwords :

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- > Setting up the ideal ad campaign for you.
- > Competitive Analysis & Selecting competitive Keywords
- > Setting up the budget information
- > Selecting Campaign Type
 - Search Ads (Text Ads on Search Result)
 - Display Ads (Image ads on website)
 - Video Ads (Video Ads on Youtube)

For Doctor & Medical Professionals the above three campaigns are most effective.

- > Target Demographics
- > Idea about the budget will be given.
- > Ads Headlines & Footer area keyword addition.
- > Setting up the ad group.
- > We will link your GMB account with Google Adwords and we will run Ad campaign
- > Measure your performance consistently

(*Who clicked on your ad

*How many leads have been generated.

How much traffic you have got from AdWords to your website.

Which keyword generated the most traffic and leads. How much does it cost you per lead.)



[Please Note : Promotion Budget will be separate & will depend on client's budget. We will provide the cost of Keyword that we will use on the campaign along with High & Low Bid of each and every keyword.]

**So, What we need from you to
start the digital journey?**

For Google My Business :

1. Please provide precise, accurate address and/or service area to describe your business location. P.O. boxes or mailboxes located at remote locations are not acceptable. Only one business location will be accepted. You can provide us with service areas (Only 18 service areas can be updated on Google Listing not more than that). [One genuine business address and 18+ Service Areas]
2. Provide a phone number that connects to your individual business location as directly as possible, or provide one website that represents your individual business location (if you have one).
3. Please provide the timing of the same location as given in Business Address. We can update other timings of different locations through creative posts.
4. Please provide pictures of your business (At work, Interior, Exterior and Team) & Videos relevant to your business. And also Logo (Profile Picture) & Cover Photo.
5. Please provide us the services that you provide.

[From the above mentioned information we will start setting up your profiles]

If you have an existing GMB listing ; there are two ways to give us the access:-

1. Provide us with the Mail ID & Password.
2. You can visit GMB dashboard and from the users section you can add us as your GMB listing Manager / Owner.

2. For Facebook :

> If you have an existing page , and if you want that page to be maintained by us just make us the ADMIN from the page roles section of your page. Once we got the access we will start the job.

Requirements :

1. Profile Picture.
2. Location
3. Timings
4. Details of your services.
5. Service Areas.
6. Information or Bio Data for descriptions

3. For Youtube :

> We Just need your GMB ID & Password for the creation of your youtube Channel.

> Contents for the youtube videos will be discussed.

4. For Website :

- * Articles which are going to be updated on the website as blogs.
- * Services that you provide.
- * Your CV where we can find in and out information about you.
- * Articles which are going to be updated on the website as blogs.
- * Attachments & Contact Details.

Just having a Facebook Page, Google Listing, Youtube Channel & a Website is not enough.

Maintenance plays a vital role in each and every aspect of Facebook, Youtube, GMB & Website.

So, why maintenance is important?

- > For better customer engagement in Facebook, Youtube, GMB & Website.
- > In case of GMB with regular maintenance will help you to maintain the rank in Google Search & Maps.
- > With regular content updates & video updates in both Facebook & Youtube will help you to reach better audiences rather it will help you to create an patient base.
- > Regular Blog updates on your website will help in SEO along with it will increase website traffic

Google My Business Maintenance :

- > Keyword Related Post which will provide the latest information about your business and it will help your business to rank higher.
- > Reply to customer messages.
- > We will make sure your listing comes up when anyone searches via Google Voice Command.
- > Adding geotagged photos (Interior, Exterior, At Work, team), Video.
- > We will do the troubleshooting part if your business listing faces any kind of problem.
- > Replying to customer reviews for better engagement.
- > Tracking the customer engagement with your business and updating any new details related to your business.
- > We will keep you updated after every month end with Analytics Report (how your profile is working) all the data's collected in PDF/Excel format

Google Ads :

- > Run Successful ad campaigns based on your requirement.

Facebook Maintenance :

- > Content Post for customer engagement.
- > Infographic Video / Testimonial Video post.
- > Running Successful ad campaigns. [Only if the client wants to run ad campaigns]
- > Sharing content post on several Groups for customer engagements.
- > Lead Generation
- > Troubleshooting (If the page or account faces any kind of problem)

Youtube Maintenance :

- > HD Content Creation on Relevant topics of your genre.
- > Cross Platform Sharing (Facebook, Instagram, Facebook groups etc.)
- > Lead generation.
- > Customer engagement

Website Maintenance :

- > Update Blogs on your website.
- > Check & Update all Wordpress files.
- > Check & Delete Spam comments.
- > Test All the Wordpress forms
- > Optimize Wordpress database
- > Run Performance Tests.
- > Fix Errors.
- > Optimize Images on your Wordpress sites.
- > Troubleshoot Maintenance task.

Here Some of the
REPORTS that we
made for our clients

**|| Google My Business
Report for the month
Of July'21
For Dr. Ayan
Mukhopadhyay ||**



GMB Insights Report for the Month of JULY'21

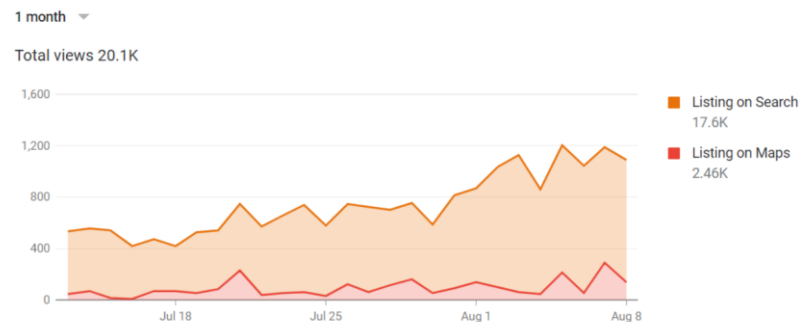
Overall rating	Overall rating of this listing as of the date the report was generated	4.9
Total searches	Number of times customers found this listing by searching on Google Search or Maps	22664
Direct searches	Number of times customers found this listing by searching for the business name or address on Google Search or Maps	1037
Discovery searches	Number of times customers found this listing by searching for the category, product or service on Google Search or Maps	21627
Total views	Number of times this listing has been viewed on Google Search or Maps	23872
Search views	Number of times this listing has been viewed on Google Search	21148
Maps views	Number of times this listing has been viewed on Google Maps	2724
Total actions	Number of times customers have taken action on this listing on Google Search or Maps	163
Website actions	Number of times customers have visited the website from this listing	56
Directions actions	Number of times customers have requested directions from this listing	35
Phone call actions	Number of times customers have called the business from this listing	72

PERFORMANCE

Views	Searches	Activity
20.1K	16.8K	37.4K
Search views		17.6K (+46%)
Maps views		2.46K (+34%)

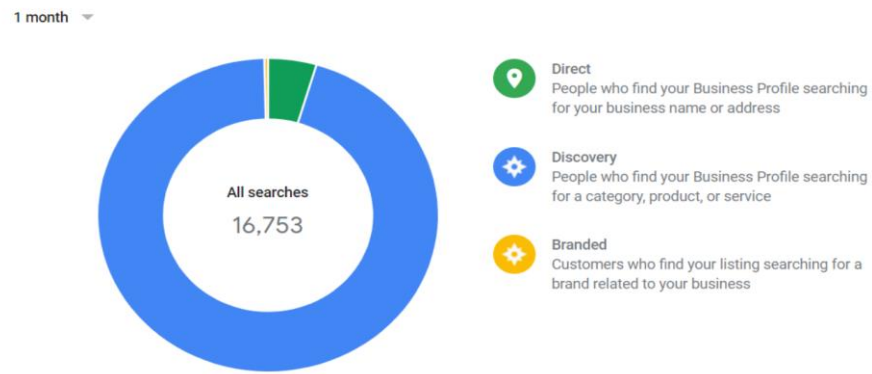
Performance over the past 30 days

Where customers view your business on Google
The Google services that customers use to find your business



Where Customer view your business on Google

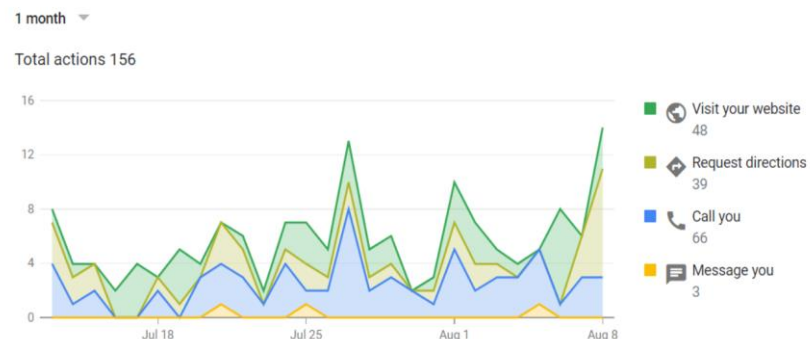
How customers search for your business



How Customers search for your business

Customer actions

The most common actions that customers take on your listing



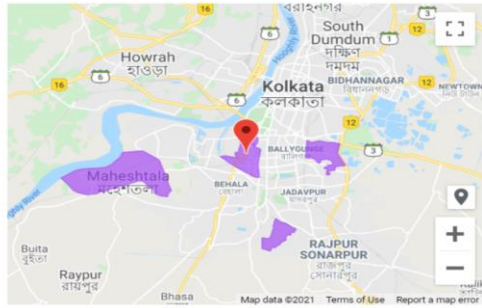
Customer Actions

Directions requests

The areas where customers request directions to your business from

1 month

700027	<10
700039	<10
700070	<10
700140	<10



Areas from where customers request your directions.

Photo views

The number of times your business photos have been viewed, compared to photos from other businesses

Owner photos 1 month

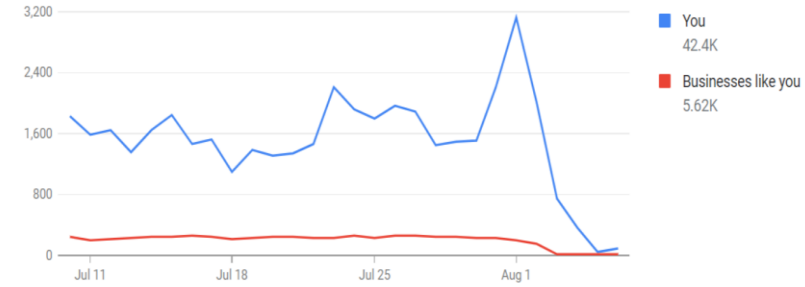


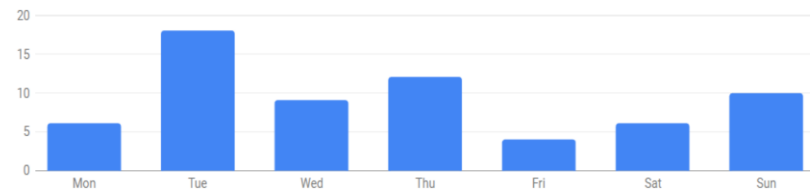
Photo Views

Phone calls

When and how many times customers call your business

Day of week 1 month

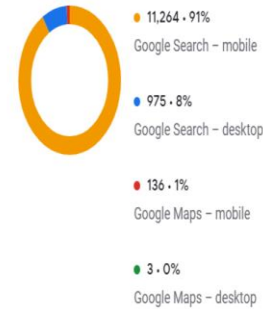
Total calls 65



Phone Calls

Platform and device breakdown

Platform and devices that people used to find your profile



Searches breakdown

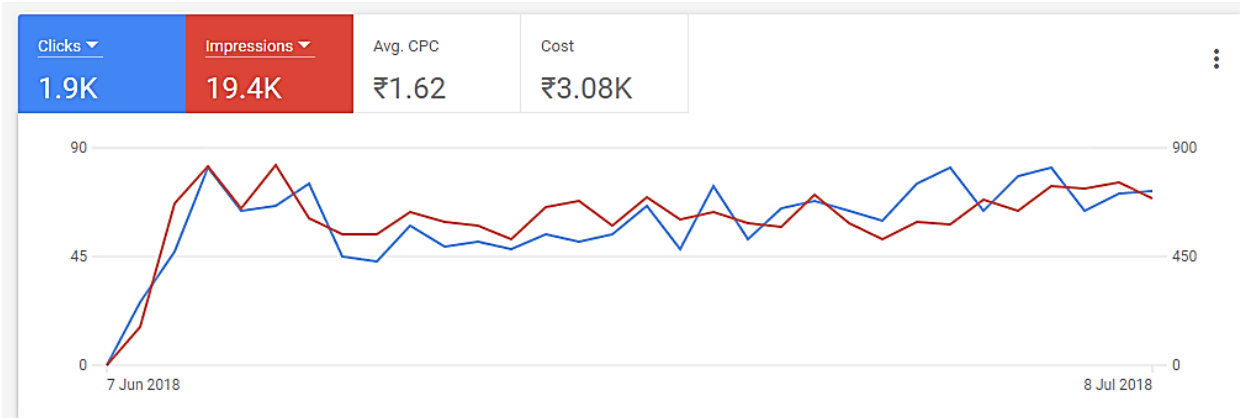
Search terms that returned your profile in the results

1	best gynecologist in kolkata	1,674
2	top 10 gynecologist in kolkata	287
3	best gynaecologist in kolkata	286
4	gynecologist in kolkata	275
5	Best Gynecologist in Kolkata	214

Platform & Device Breakdown || Keywords that triggered your listing

June 7th – July 8th

Overview:



AD 1

Best ENT Specialist in Kolkata
Dr. Samrat Bandyopadhyay
www.drsmaratent.com
 Call for Throat infection, Laryngitis, Sinusitis, Hearing impairment, Vertigo.

AD 2

Dr. Samrat Bandyopadhyay
Consultant ENT Surgeon Kolkata
www.drsmaratent.com
 Solve your Ear, Nose, Throat problems - Ear pain, swelling, Sore throat etc.

AD 3

Best ENT Doctor in Kolkata
Specialist in Cochlear Implant
www.drsmaratent.com
 Prevent Hearing loss in Children & Adults through Cochlear Implant. Call Now.

Ad Appearance Sample in Search Engine

Who is the best ENT doctor in Kolkata? - Quora
<https://www.quora.com/Who-is-the-best-ENT-doctor-in-Kolkata>
 Otolaryngology or ENT (ear, nose and throat) is the branch of medicine and surgery that specializes in the diagnosis and treatment of ear, nose, throat, and head ...

3 Best ENT Doctors in Kolkata - ThreeBestRated
<https://threebestrated.in/ent-doctors-in-kolkata-wb>
 Handpicked Top 3 ENT Doctors in Kolkata, West Bengal. We check reviews, ratings, reputation, history, complaints, satisfaction, trust, cost and their general ...

ENT Hospital Kolkata | Best ENT Specialists
www.medicahospitals.in/our-services/specialties-institute/institute-of-ent/
 ENT Institute with three dedicated Head & Neck Surgery specialists providing round-the-clock complete care for patients with ear, nose and throat problems.

Dr Tushar Kanti Ghosh | One of the Best ent Doc in kol
drtusharkantighosh.business.site/
 Dr Tushar kanti ghosh an eminent ent specialist and best ent Surgeon in Kolkata
 Photo Gallery · Contact Us · About Us

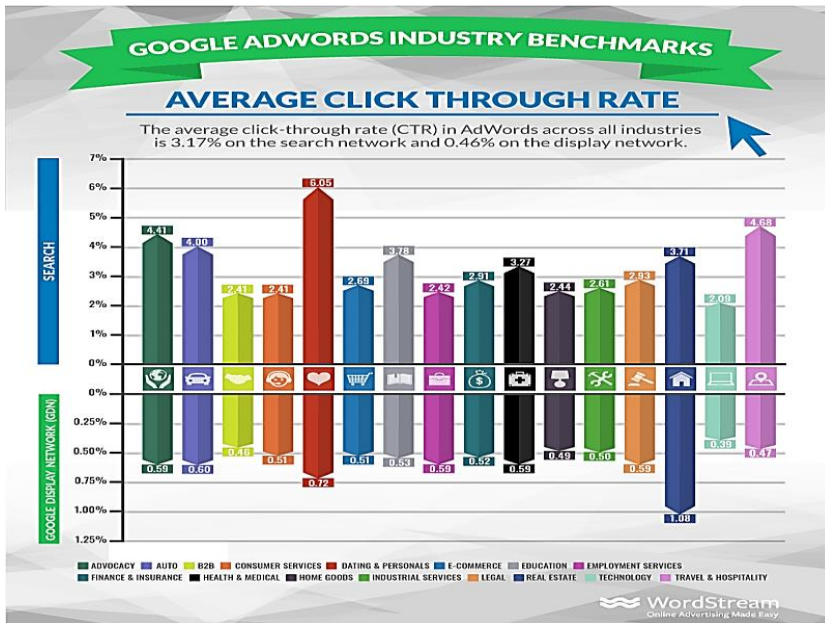
Best ENT Specialist in Kolkata | Dr. Samrat Bandyopadhyay
www.drsmaratent.com/
 Call for Throat infection, Laryngitis, Sinusitis, Hearing impairment, Vertigo. Cochlear Implant. Over 10 years experience.
 About Dr. Bandyopadhyay · Contact Dr. Bandyopadhyay · ENT FAQs · ENT Blog

Insights :

Search keyword report 07 June 2018 - 08 July 2018

Keyword status	Keyword	Ad group	Status	Max. CPC	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost
Enabled	ent doctor	Ad group 1	Campaign ended	auto: 2.02	Approved		371	4,518	8.21%	1.67	618.60
Enabled	best ent specialist in kolkata	Ad group 1	Campaign ended	auto: 2.02	Approved		253	2,376	10.65%	1.53	387.84
Enabled	ear specialist	Ad group 1	Campaign ended	auto: 2.02	Approved		107	1,124	9.52%	1.78	190.95
Enabled	ent specialist in kolkata	Ad group 1	Campaign ended	auto: 2.02	Approved		395	3,571	11.06%	1.59	628.88
Enabled	best ear doctor in kolkata	Ad group 1	Campaign ended	auto: 2.02	Approved		4	64	6.25%	1.41	5.63
Enabled	ear specialist in kolkata	Ad group 1	Campaign ended	auto: 2.02	Approved		8	137	5.84%	1.60	12.78
Enabled	ear doctor near me	Ad group 1	Campaign ended	auto: 2.02	Approved		8	47	17.02%	1.31	10.44
Enabled	best ent doctor in kolkata	Ad group 1	Campaign ended	auto: 2.02	Approved		240	2,281	10.52%	1.61	386.32
Enabled	ent in kolkata	Ad group 1	Campaign ended	auto: 2.02	Approved		10	193	5.18%	1.83	18.33
Enabled	ent doctor near me	Ad group 1	Campaign ended	auto: 2.02	Approved		11	130	8.46%	1.56	17.17
Enabled	Cochlear implant specialist	Ad group 1	Campaign ended	auto: 2.02	Approved		1	26	3.85%	1.85	1.85
Enabled	Dr. Samrat Banerjee	Ad group 1	Campaign ended	auto: 2.02	Approved		10	38	26.32%	1.14	11.44
Enabled	ent surgeon	Ad group 1	Campaign ended	auto: 2.02	Approved		153	1,830	8.36%	1.67	256.18
Enabled	ent specialist near me	Ad group 1	Campaign ended	auto: 2.02	Approved		7	110	6.36%	1.60	11.17
Enabled	ent doctor in kolkata	Ad group 1	Campaign ended	auto: 2.02	Approved		288	2,662	10.82%	1.68	484.93

Keyword status	Keyword	Ad group	Status	Max. CPC	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost
Enabled	ent specialist doctor in kolkata	Ad group 1	Campaign ended	auto: 2.02	Approved		15	208	7.21%	1.88	28.21
Enabled	Dr. Samrat Bandyopadhyay	Ad group 1	Campaign ended	auto: 2.02	Approved		17	53	32.08%	0.74	12.51
Total: All but removed keywords							1,898	19,368	9.80%	1.62	3,083.23
Total: Account							1,898	19,368	9.80%	1.62	3,083.23

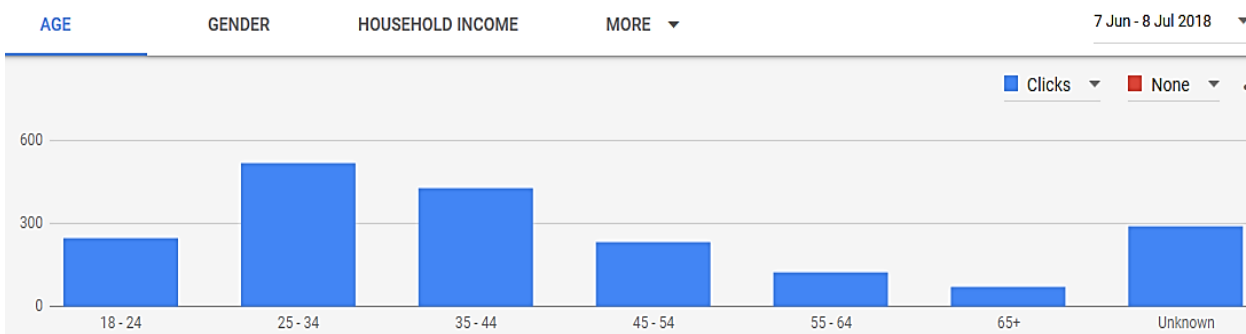


- The Campaign earned an **average CTR of 9.80%** against **Industry Benchmark of 3.27%** recognized by Google. *Click-through rate (CTR)* is the ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement. It is commonly used to measure the success of an online advertising campaign for a particular website.

Ad Performance :

Ad	Ad group	Status	Ad type	Clicks	Impr.	CTR
Best ENT Specialist in Kolkata Dr. Samrat Bandyopadhyay www.drsmaratent.com Call for Throat infection, Laryngitis, Sinusitis, Hearing impairment, Vertigo.	Ad group 1	Campaign ended	Expanded text ad	1,315	12,431	10.58%
Dr. Samrat Bandyopadhyay Consultant ENT Surgeon Kolkata www.drsmaratent.com Solve your Ear, Nose, Throat problems - Ear pain, swelling, Sore throat etc.	Ad group 1	Campaign ended	Expanded text ad	298	3,527	8.45%
Best ENT Doctor in Kolkata Specialist in Cochlear Implant www.drsmaratent.com Prevent Hearing loss in Children & Adults through Cochlear Implant. Call Now.	Ad group 1	Campaign ended	Expanded text ad	285	3,410	8.36%
Total: All but removed ads				1,898	19,368	9.80%

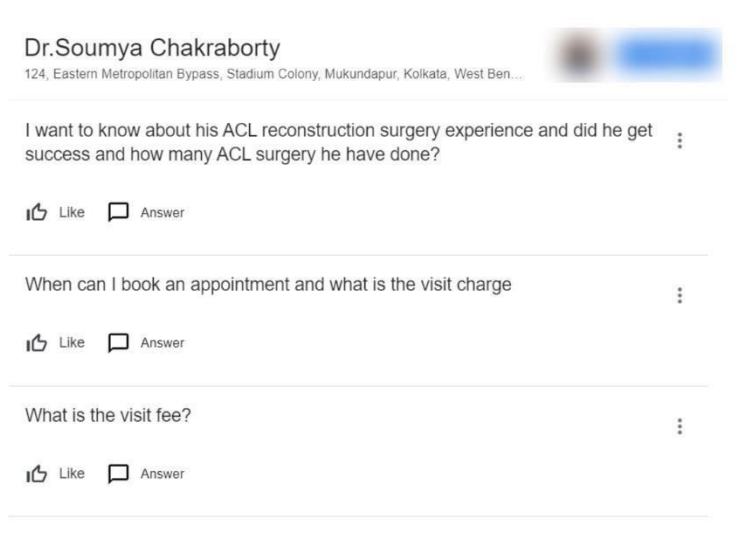
Age Group :



Dr. Soumya Chakraborty Orthopedist.

YOUR GOOGLE MY BUSINESS ACCOUNT ANALYSIS

- > No keyword related post.
- > No recent photos. (Only One Photo) Logo is absent.
- > Bio is not keyword oriented.
- > Services are not updated.
- > Service Areas are updated.
- > Attributes are not updated.
- > No Keyword oriented review.
- > Not replied to QNA



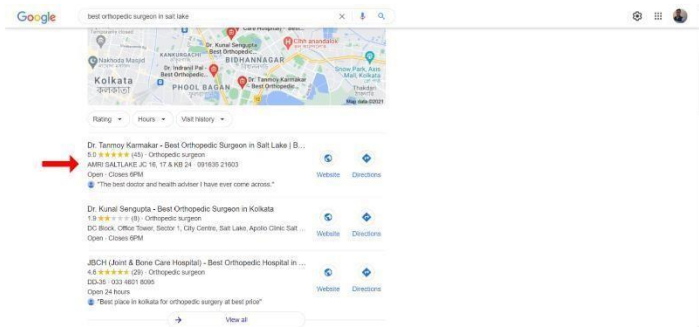
MOST SEARCHED KEYWORD	YOUR RANKING
Best orthopedic doctor in kolkata	No Rank
Best orthopedic surgeon in south kolkata	No Rank
Best orthopedic surgeon in mukundapur	No Rank
Best Joint Replacement Surgeon in Kolkata	No Rank

Keyword Suggestions : -

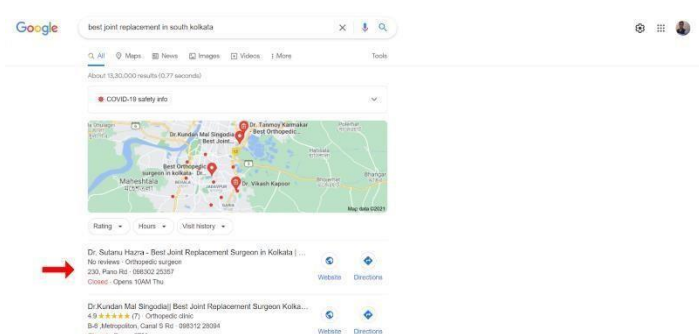
1. Best Orthopedic Doctor/ Surgeon in South Kolkata
2. Top Orthopedic Doctor/Surgeon in Kolkata.
3. Best Orthopedic & Joint Replacement Surgeon in South Kolkata
4. Best Arthroscopic Surgeon in South Kolkata

5. Best Knee Joint Replacement Surgeon in South Kolkata.

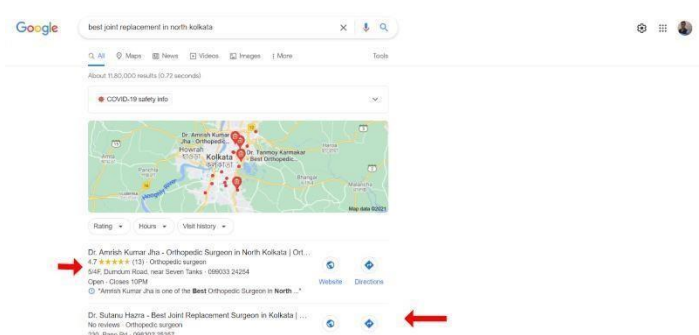
We are managing the GMB of a few Orthopedic Doctors ; here is their ranking.



Dr. Tanmoy Karmakar (Best Orthopedic Surgeon in Salt Lake) – Triggering Keyword.



Dr. Sutanu Hazra (Best Joint Replacement Surgeon in South Kolkata) – Triggering Keyword.



Dr. Amrish Kumar Jha (Best Joint Replacement Surgeon in North Kolkata) – Triggering Keyword.

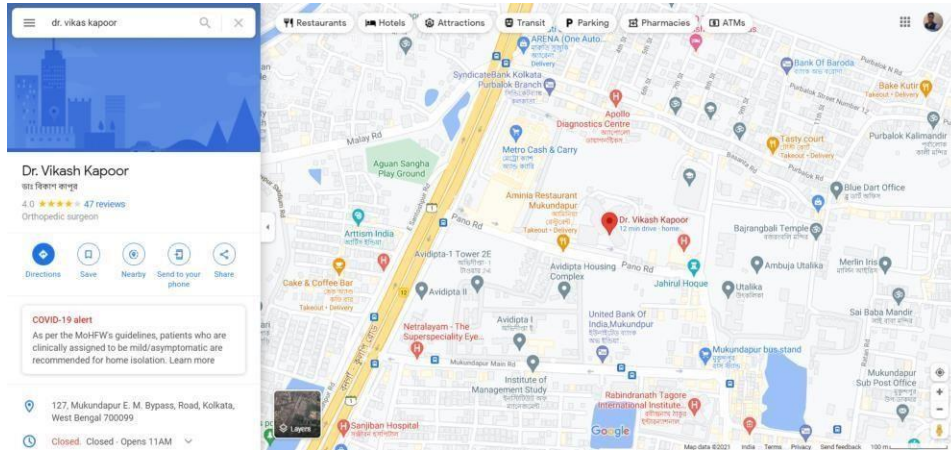
Digital Footprints of Few Orthopaedist in Kolkata – (Near You within 5KM Radius + Overall in Kolkata)

Within 5 KM :

1. Dr. Vikas Kapoor
Hospital Name : Medica Hospital

Facebook Page : <https://www.facebook.com/Dr-Vikash-Kapoor-393561668090246/> Google My Business :

https://www.google.com/search?q=dr.+vikas+kapoor&rlz=1C1CHBF_enIN886IN886&oq=Dr.+Vikas+K&aqs=chrome.0.69i59j69i57j0i512j46i175i199i512l2j0i512j46i175i199i512l3j0i512.5779j0j15&sourceid=chrome&ie=UTF-8



Website : <http://www.drvikashkapoor.in/>

Keywords on which Dr. Kapoor Shows up on google : 1. Orthopaedic Surgeon in Kolkata (Rank is around 5/6)
2. Joint Replacement Surgeon in Kolkata.

Flaws :

- > Bio is not keyword oriented.
- > No Photos, Logos, Cover Photo.
- > No Posts
- > Service Areas, Services that he provides are missing.

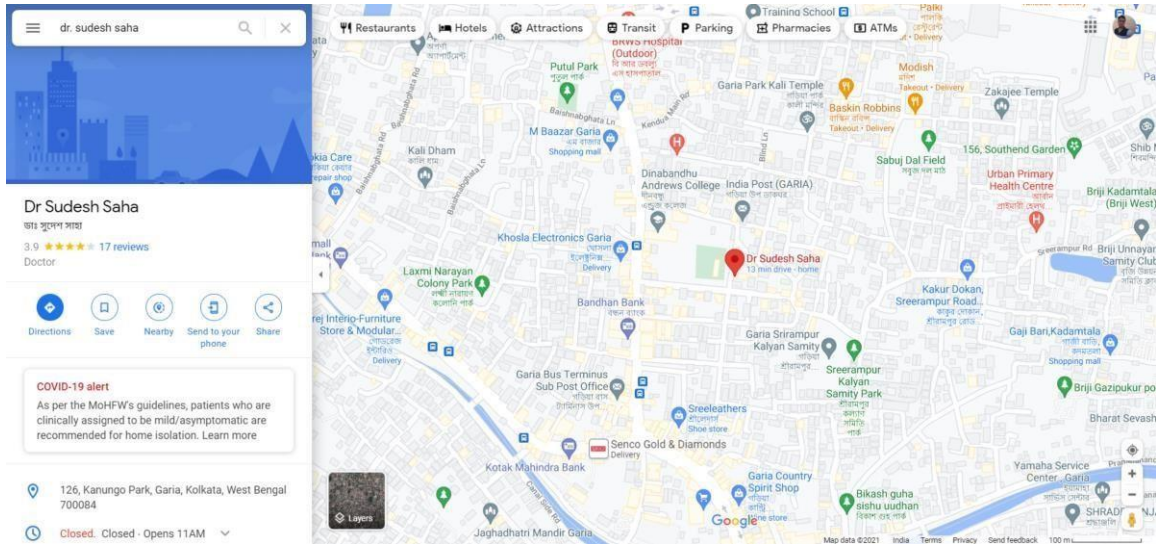
2. Dr. Tirthankar Bhattacharya

Hospital Name : Apex Institute of Medical Sciences

Facebook : No Facebook Page

Google My Business :

https://www.google.com/search?q=dr.+tirthankar+bhattacharya&rlz=1C1CHBF_enIN886IN886&sxsrf=ALeKk01X6D7iFA0ChRRG4--_jKWKTBIjTQ%3A1628478841864&ei=eZ0QYe6cNOKF4t4P59-kuAU&gs_ssp=eJwFwTEOgCAMAMC4mvgCFxZXbQFBBeIK_qFTEGB2QAX_vXdtNx4QY0Di83wqNH6AqAmkhBsU2zpGjhyoZgBaHuLM2oN3acx5FOXNJ9FyUxZaoFAqJ8kc_1A4Zaw&oq=Dr.+tirthankar+&gs_lcp=Cgdnd3Mtd2l6EAEYADIOCC4QgAQQxwEQrweEQkwIyCwguEIAEEMcBEK8BMgsILhCABBDHARCvATILCC4QgAQQxwEQrweEQwEYBQgAEIAEMgUIABCABDIFCAAQgAQyBggAEBYQHjIGCAAQFhAeMgYIABAWEB46BwgjEOoCECc6BAgjECc6CgguEMcBEK8BEEM6BAGAEEM6CwguEMcBEK8BEJECOAILhC



Keywords on which Dr. Saha shows up : No Rank. (in any of the common keywords that people use to search for an Orthopedist.)

Flaws :

- > Bio is not keyword oriented.
- > No Photos, Logos.
- > No Posts
- > Service Areas, Services that he provides are missing.

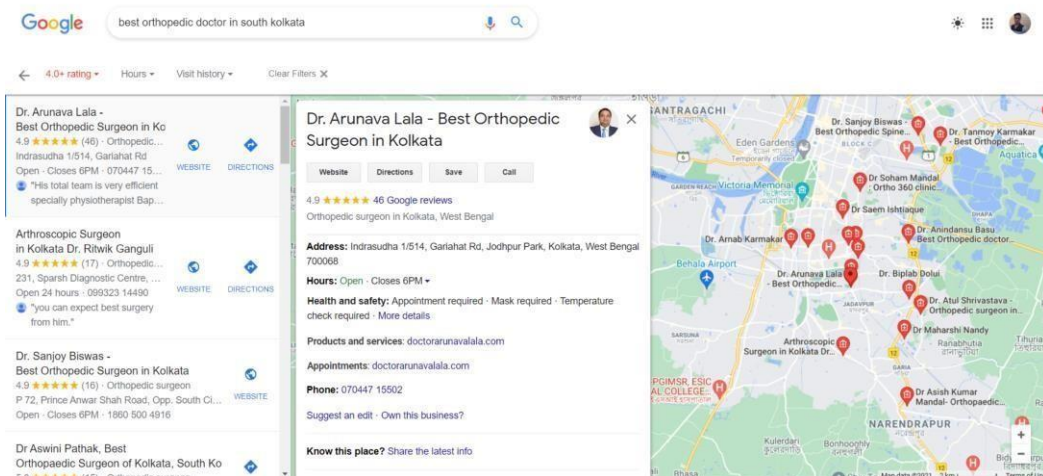
4. Dr. Arunava Lala

Attachments : Several Hospital / Diagnostic Centres

Facebook Page : <https://www.facebook.com/Dr.ArunavaLala> Well Maintained Account.

Google My Business :

https://www.google.com/search?q=dr.+arunava+lala&rlz=1C1CHBF_enIN886IN886&oq=Dr.+Arunava+lala&aqs=chrome.0.0i355i512j46i175i199i512j0i22i30j69i60l2.6003j0j15&sourceid=chrome&ie=UTF-8



Keywords on which Dr. Lala shows up are : 1. Best orthopedic doctor in south kolkata

Flaws :

- > Website Cannot be reached.
- > Services & Service Areas are not optimized.
- > Bio is not keyword oriented.

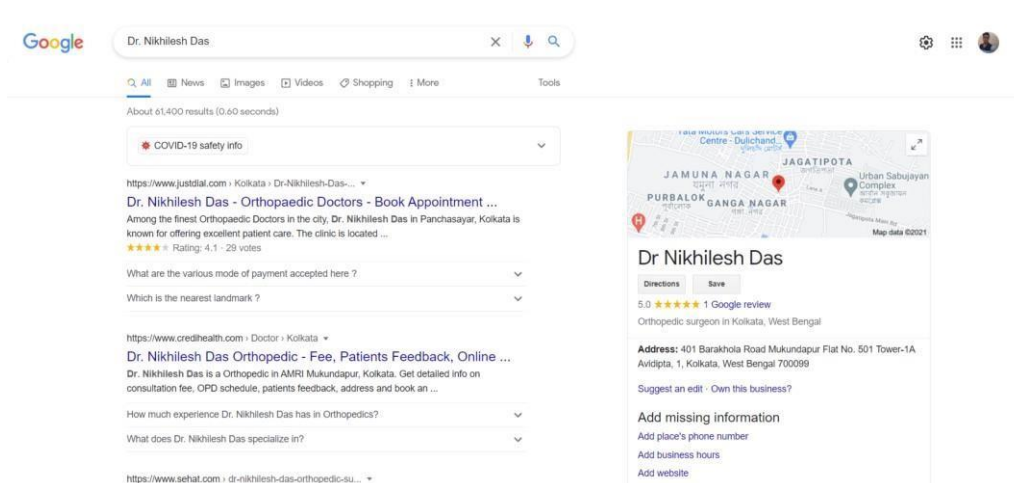
5. Dr. Nikhilesh Das

Hospital Name : Peerless Hospital

Facebook Page : <https://www.facebook.com/Dr-Nikhilesh-Das-312905552177690/>

Google My Business :

https://www.google.com/search?q=nikhilesh+das&rlz=1C1CHBF_enIN886IN886&sxsrf=A_LeKk03uiuAunkJku0l_X7QR9CrmOS5NoQ%3A1628480823525&ei=N6UQYci2HGe4EPs_p-X8Ak&gs_ssp=eJzj4tVP1zc0zMizLE4zqTlxYLRSNagwTjQwMjdONTZMSzEwMrBMsjKoSSEtLMkyNDcxTLIwTjJINvbizcvMzsjMSS3OUEhJLAYAoHOUQg&oq=Nikhile&gs_lcp=Cgdnd3Mtd2l6EAMYADIOCC4QgAQQxwEQrweQkwIyCwguEIAEEMcBEK8BMgoIABCABBCHAhAUMgUIABCABDIKCAAQgAQQhwIQFDIFCAAQgAQyBQguEIAEMgUIABCABDI_LCC4QgAQQxwEQrweyBQgAEIAEOgcIIxDqAhAnOg0ILhDHARCvARDqAhAnOg0ILhDHARCvARANeJMCQgQIIxAnOgUIABCRAjoLCC4QxwEQrweQkQI6CAguELEDEIMBOggIABCxAXCDAToRCC4QgAQQsQMogwEQxwEQ0QM6CwgAEIAEELEDEIMBOgsILhCABBCxAXCDAToICAAQgAQQsQM6EQguEIAEELEDEIMBEMcBEKMCOgQIABBDohAILhCAXCDARDHARCjAhBDoggILhCABBCxAZoOCC4QgAQQsQMogwEQowI6BwguELEDEENKBahBGABQ2ktYI15gx3VoAXAAeACAAdYBiAGLC5IBBTauNi4ymAEAoAEBsAEKwAEB&sclient=gws-wiz



Keywords on which Dr. Das shows up are : No Keywords. (No Rank)

Flaws :

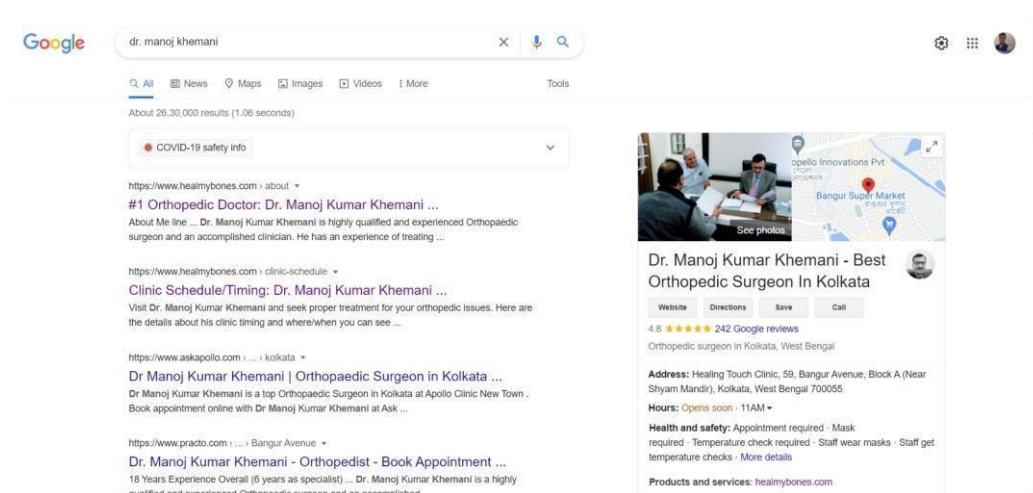
- > No photos, No posts.
- > No Keyword Oriented Bio.
- > No website, no appointment links, phone no. is absent.
- > Services & Service Areas are absent.

Orthopaedist (Overall In Kolkata)

1. Dr. Manoj Khemani

Facebook Page : <https://www.facebook.com/healmybonesdrmanojkhemani> Google My Business :

https://www.google.com/search?gs_ssp=eJzj4tVP1zc0TCo3riguyKkyYLRSNagwTjQwMjdNs0xKNTdNMTIwtjKoMDIyTEu2ME1OMjcyNTc0NvISTCnSU8hNzMvPUsjOSAUyMgE AphVf&q=dr.+manoj+khemani&rlz=1C1CHBF_enIN886IN886&oq=Dr.+Manoj+Khemani&aqs=chrome.1.35i39i355j46i39i175i199j0i22i30i3j69i61j69i60j69i61.5221j0j15&sourceid=chrome&ie=UTF-8



Keywords on which Dr. Khemani shows up are : 1. Best Orthopedic Surgeon in Kolkata – (Ranks 3rd)

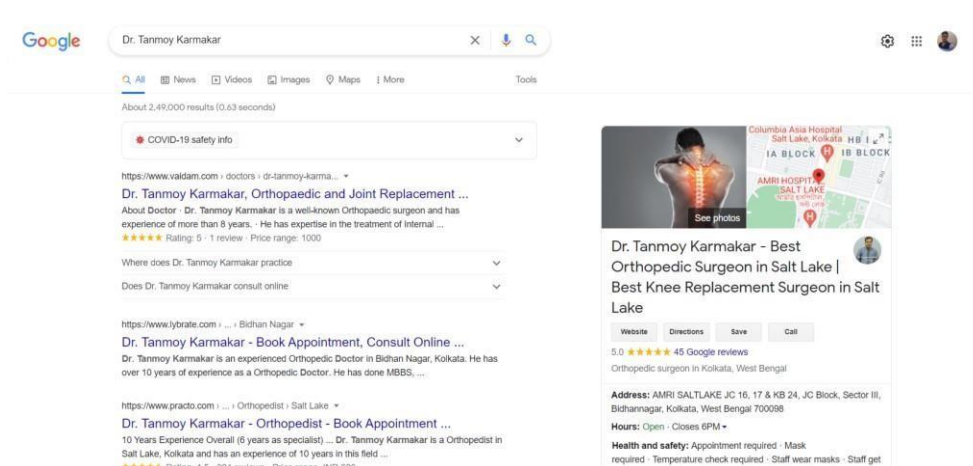
Profiles that we maintain and holds good ranking and followers in Facebook are given below :

1. Dr. Tanmoy Karmakar Attachment: AMRI Salt Lake Facebook Page :

https://www.facebook.com/DrTanmoyKarmakarOrthopaedicJointReplacementSurgeon/?ref=pages_you_manage

Google My Business :

https://www.google.com/search?q=Dr.+Tanmoy+Karmakar&hl=en&sxsrf=ALeKk02ANnOAK3ltn-XQxmTo00v1jh3yQA%3A1628486129903&source=hp&ei=8bkQYdKYNOOWr7wPqMGj8A0&iflsg=AInFCbYAAAAAYRDIAYZN-Nw3o-7264QpZ0EsMIaSw4d0&oq=Dr.+Tanmoy+Karmakar&gs_lcp=Cgdnd3Mtd2l6EAMyBAgjECcyBAgjECcyBAgjECcyBggAEBYQHjICCCY6CwguEMcBEK8BEJECogsIABCABBCxAxCDAToFCC4QgAQ6BQgAEIAEOhEILhCABBCxAxCDARDHARCjAjoICC4QsQMogwE6BAgAEEM6CAgAEIAEELEDOggILhCABBCxAzoFCAAQkQI6EAgUEIAEEIcCEMcBEKMCEBQ6CwguEIAEEMcBEKMCogoIABCABBCHAhAUOgsILhCABBDHARCvARoICAAQgAQOyQM6BQgAEJIDogoILhDHARCvARAnOhAILhCABBCHAhDHARCvARAUUKkKWIFAYPRDaABwAHgBgAGqA4gBrxuSAQowLjE3LjEuMC4xmAEAoAEB&client=gws-wiz&ved=0ahUKEwiS1arKl6PyAhVjy4sBHajgCN4Q4dUDCAc&uact=5

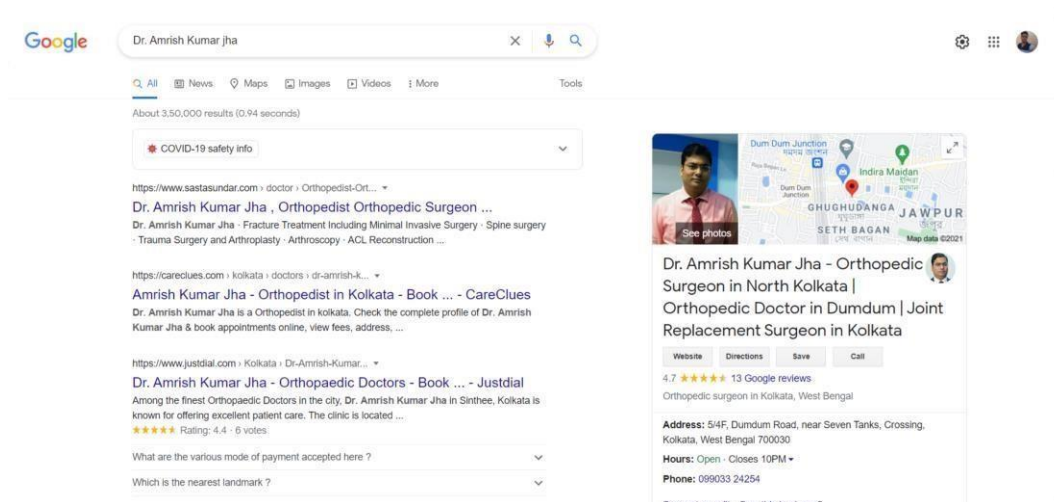


2. Dr. Amrish Kumar Jha

Facebook Page : <https://www.facebook.com/DrAmrishKumarJha>

Google My Business :

https://www.google.com/search?q=Dr.+Amrish+Kumar+jha&rlz=1C1CHBF_enIN886IN886&oq=Dr.+Amrish+Kumar+jha&aqs=chrome..69i57j35i39j69i6113.4470j0j15&sourceid=chrome&ie=UTF-8



What we will do?

1. Google My Business :

- > ***Account creation on Google my business from new or existing Gmail account.***
- > ***Competitive keyword analysis. > Competitor Research.***
- > ***Optimization of Google my business account with relevant details that you will provide.***
- > ***Ranking of your business name in Google Local Searches with competitive keywords related to your business and services.***
- > ***We will ensure that your listing comes top during voice search (Google Assistant) > Optimize business categories.***
- > ***Optimize GMB service areas.***
- > ***Optimize business hours.***
- > ***Reply to customer messages***
- > ***Replying to customer reviews for better engagement***
- > ***Tracking the customer engagement with your business and updating any new details related to your business.***
- > ***Implement tracking for website + appointment URL.***
- > ***Add your business services.***
- > ***Add geotagged Photos (Interior, Exterior, Team & At work)***
- > ***Keyword Oriented creative post for better customer engagement.***
- > ***Optimize your business descriptions using relevant keywords.***
- > ***Optimize your GMB Website Page.***
- > ***Review Optimization. (We will provide 5 reviews after account creation).***
- > ***Troubleshooting (Account deletion, Fake profile deletion) Claiming Ownership of an existing profile on google.***

> On every month end we will keep you updated with profile insights in PDF / Excel format.

2. Google Adwords :

> We will link your GMB account with Google Adwords and we will run Ad campaign (Image Campaign, Video Campaign, Website Campaign)

> Re marketing

> Measure your performance consistently

(Who clicked on your ad

How many leads have been generated.

How much traffic you have got from AdWords to your website.

Which keyword generated the most traffic and leads.

How much does it cost you per lead.)

[Please Note : Promotion Budget will be separate & will depend on client's budget. We will provide the cost of Keyword that we will use on the campaign along with High & Low Bid of each and every keyword.]

3. Facebook :

> Logo and Cover Photo Design

> Facebook Page Creation

> FB cover design for your page

> Managing your page which includes -

1) Phone number, Mail ID, Website, Bio, Username update.

2) Connect your facebook page with whatsapp business.

3) Join related Groups, Create Groups

4) Post Sharing in Related Groups

5) Setting up automated response in Messenger

> Static Content Post (Including Topical & Static Post) (3 Posts Per Week)

> Video Content Post

> Researched description & Tags

> Ads design creation

> Content Strategy Creation

> Use of researched trending tags

> Campaign & Influencer Marketing

> Monthly Analytic Report

> Lead Generation

> Follower Engagement

- > *Sharing article / Blog*
- > *Facebook Ads campaign (Lead Ads, Video Ads, Engagement Ads on Wall Post, Remarketing, Interest Targeting, Demographic Targeting, behavioral targeting, Website Conversion Campaigns)*

4. Youtube :

- > *Youtube Channel Creation*
- > *Background / Wall Design*
- > *Managing your Youtube Profile*
- > *Full HD Video Content Creation (2 Videos Per Month)*
- > *Attractive Thumbnail Design*
- > *Intro Graphics for Branding*
- > *Animated Lower Third*
- > *Using Trending Tags*
- > *Monthly Analytical Report*
- > *Lead Generation*
- > *Follower Engagement*
- > *Cross Platform Promotion (Facebook) with researched tags and Description*
- > *Group Sharing*
- > *Sharing your article or blogs*

5. Website :

We will prepare your website on Wordpress. We will arrange your domain and web hosting service, which costs money but the domain name will be of your name as in the near future if you want to discontinue the service with us, we will make sure that you have the full access to your website.

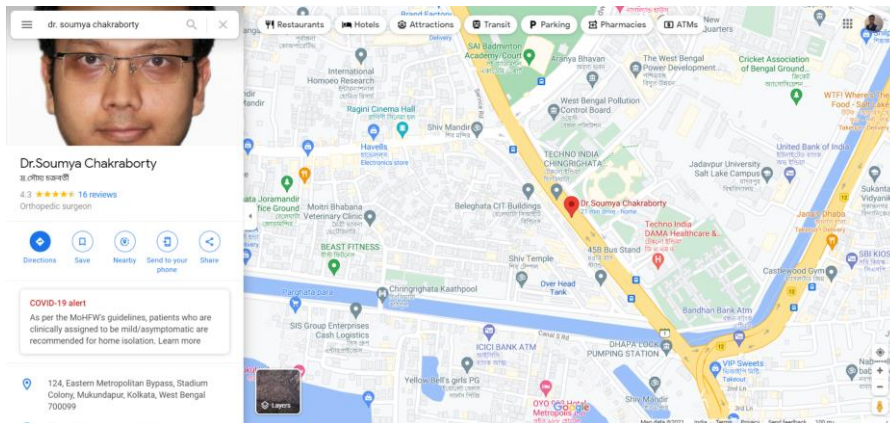
- > *Creation of website with relevant template.*
- > *Preparing an user friendly, SEO friendly Website.*
- > *Adding Backlinks for better optimization.*
- > *SSL Certified Website.*
- > *Adding Researched keywords for better ranking.*

What we need from you?

For Google My Business :

1. **Please provide** precise, accurate address and/or service area to describe your business location. P.O. boxes or mailboxes located at remote locations are not acceptable. Only one business location will be accepted. You can provide us with service areas (Only 18 service areas can be updated on Google Listing not more than that). [**One genuine business address and 18+ Service Areas**]
2. Provide a phone number that connects to your individual business location as directly as possible, **or** provide one website that represents your individual business location (if you have one).
3. Please provide the timing of the same location as given in Business Address. We can update other timings of different locations through creative posts.
4. Please provide pictures of your business (**At work, Interior, Exterior and Team**) & **Videos** relevant to your business. And also Logo (Profile Picture) & Cover Photo.
5. Please provide us the **services that you provide**.

[From the above mentioned information we will start setting up your profiles]



This is your GMB Listing. So we just need the access for optimization of your GMB Account.

<https://goo.gl/maps/jdPryH7uEaNYHijC9> - Your Listing Link.

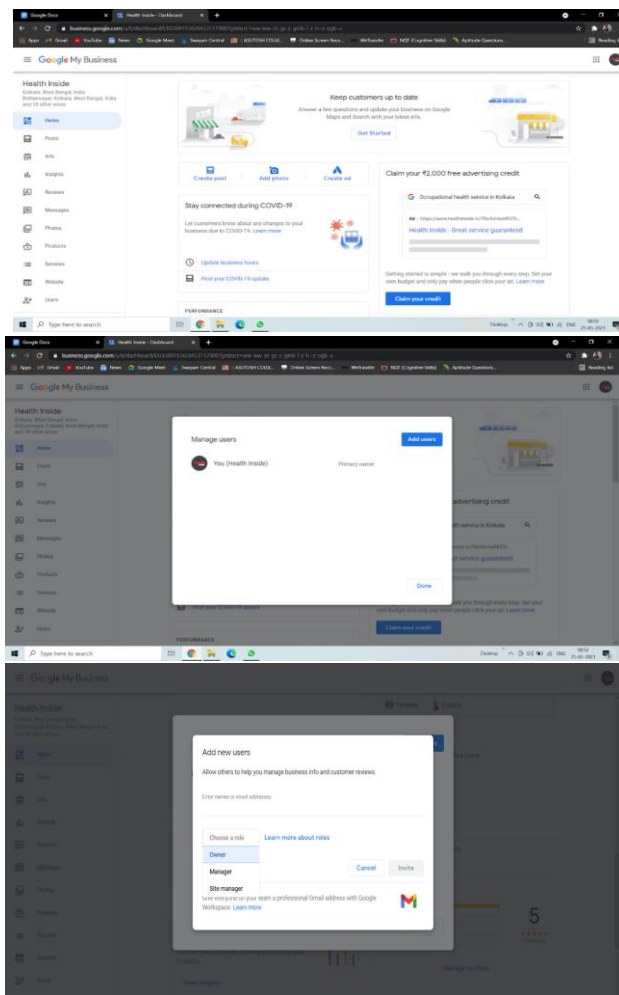
As you have an existing GMB listing ; there are two ways to give us the access:-

1. Provide us with the Mail ID & Password.
2. You can visit GMB dashboard and from the users section you can add us as your GMB listing Manager / Owner.

NOTE: We would like to suggest that add us as a Owner so that we can troubleshoot any GMB related problem without getting you disturbed.

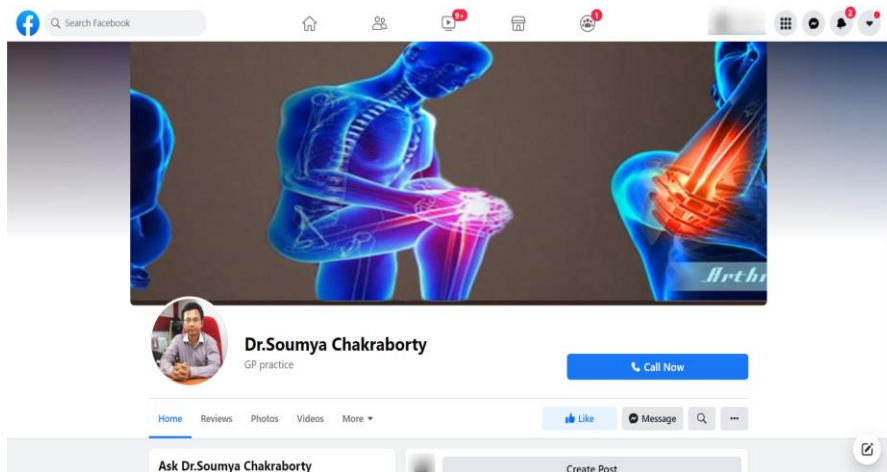
Let's see how can you add user from your GMB dashboard,

- 1. Open your google my business account. The site will look like the picture above.**
- 2. On the left of the GMB Page you will find Users option click on that option.**
- 3. Once you click on that option a small window will pop up it will show your business name (as PRIMARY OWNER).**
- 4. Click on the ADD USERS option at the top right corner.**
- 5. Then the ADD NEW USERS window will pop up ; here enter the name or email address and then click on CHOOSE A ROLE (OWNER/MANAGER OR SITE MANAGER) select any one of them then click on the INVITE option. INVITATION WILL BE RECEIVED.**



2. For Facebook :

During the detailed study we got to know that you have a facebook account :

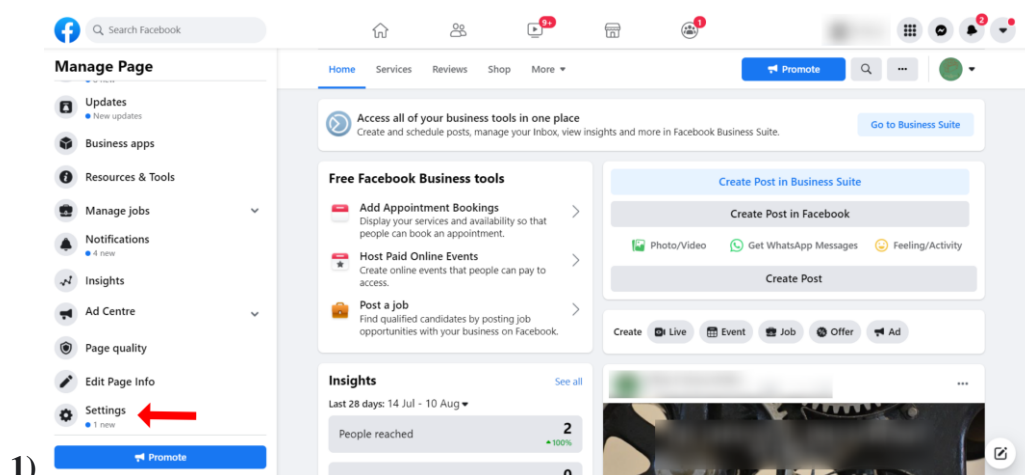


So, we would like to manage this facebook page as it has few followers so it would be a little bit easier to reach the audience via our creative posts / Videos.

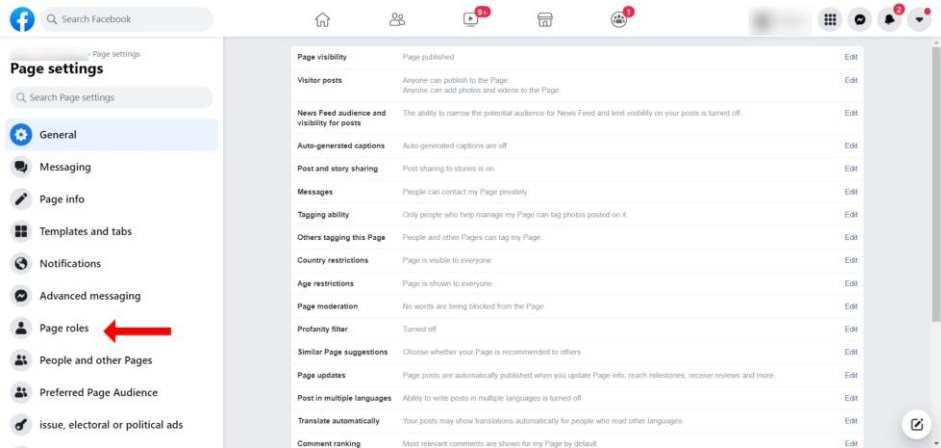
So, Let's see How to add Page Admin on Facebook :

1. Tap in the top right of Facebook.
2. Tap Pages, then select your Page.
3. Tap then tap on the Settings.
4. Tap on the Page Roles.
5. Tap Add Person to Page. You may need to enter your password to continue.
6. Begin typing a name and tap it from the list that appears.
7. Tap to choose a role, then tap Add.

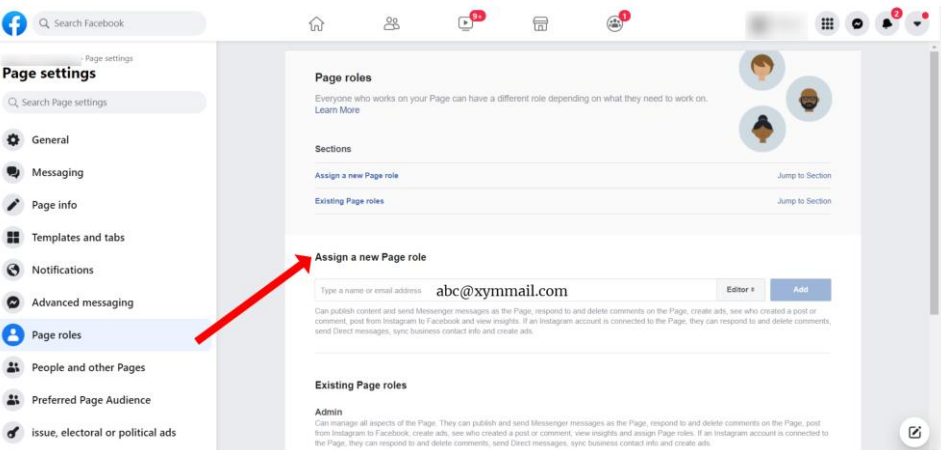
FOLLOW THE STEPS :



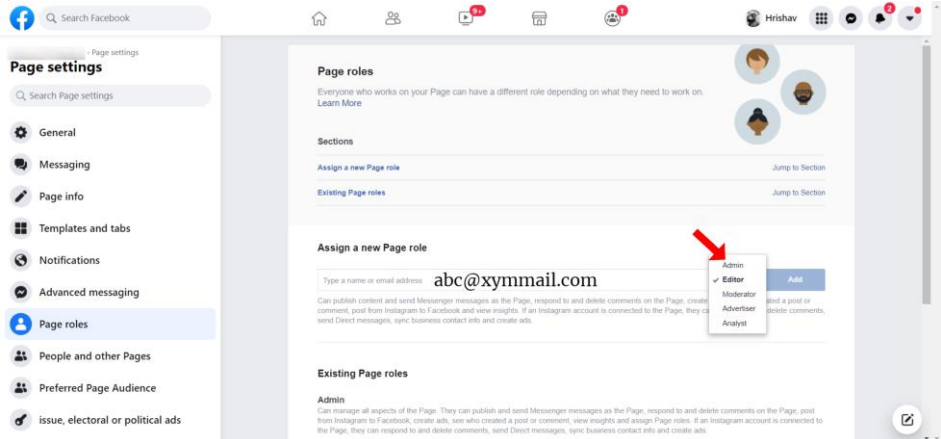
2)



3)



4)



We Also Need,

1. Profile Picture. 2. Address. 3. Phone Number which you want to add. 4. Services.

5. Timings.

3. For Youtube :

- > We Just need your GMB ID & Password for the creation of your youtube Channel.
- > Contents for the youtube videos will be discussed.

4. For Websites :

As it will be a one pager site.

We will keep few important things only :

- * *About Us : (About the doctor and his qualification, Attachments)*
- * *Why Us : (Why you? & Specializations)*
- * *Services : that you provide.*
- * *Patient Testimonial*
- * *Blogs Section.*
- * *Contact Information – Google Maps / Phone Number/ Other Attachments.*

What we will Need?

- * *Services that you provide.*
 - * *Your CV where we can find in and out information about you.*
 - * *Articles which are going to be updated on the website as blogs.*
 - * *Attachments & Contact Details.*
-

Prapti fertility Institute Private Limited.

Address : 129, 1, BB Ganguly Street, Sealdah, Bowbazar, Kolkata, West Bengal 700012

Google My Business Analysis :

Reviews : 6 || Ratings : 5.0

1. Customer Engagement is very poor. Not replied to reviews.
2. Only 5 photos which are also too old.
3. Service areas are not optimized.
4. Services that the clinic provides is not updated.
5. Attributes section is missing.
6. Keyword oriented Bio is absent.
7. Business Name is not keyword based.
8. Business timings are absent.
9. No Creative Posts for customer engagement.
10. No Videos.

Keyword	Ranking
ivf clinic in kolkata	No Ranking
Ivf clinic in north kolkata	No Ranking
Ivf center in kolkata	No Ranking
Best ivf clinic/ Best Ivf center in kolkata	No Ranking

The image shows a Google search for 'prapti fertility'. The search results include a map of the location in Bowbazar, Kolkata, and a Google My Business profile. The profile shows the business name 'Prapti Fertility Institute Private Limited', address '129, 1, BB Ganguly Street, Sealdah, Bowbazar, Kolkata, West Bengal 700012', and phone number '084390 36000'. It also displays 6 Google reviews with a 5.0 rating. The search results on the left include various links to the institute's website, Facebook page, and other related information.

Digital footprints of few IVF Clinics in and around Kolkata. We have divided it into three sectors and what are they doing in Digital World are given below :-

1. Corporate IVF Clinics :

Clinic	FB Account	Youtube Channel	GMB	Website
Nova IVF Kolkata	https://www.facebook.com/novaivffertilityeast No. of Post: 10 Posts, 2 Live Events. Followers : 4,955 (Current)	https://www.youtube.com/user/NovaIVIFertility Subscribers : 8.31K	https://g.page/Nov-a-ivf-Uttam-Kumar-Sarani?share Optimized Account. Reviews : 401. Rating : 4.8	https://www.novaivffertility.com/ivf-kolkata/fertility-clinic-in-uttam-kumar-sarani?utm_source=GMB&utm_medium=Organic SEO Friendly Website. Loads as Best Fertility Clinic.
Indira Kolkata	https://www.facebook.com/Indira-IVF-Kolkata-293421787903491/ No. Post : 2/3 Post every month on Kolkata Indira IVF Page. Followers : 1,040 (Current)	https://www.youtube.com/c/Indiraivf/videos Subscribers: 205 K	https://g.page/indira-ivf-kolkata?share Not well Managed. Reviews : 258 Rating : 4.7	https://www.indiraivf.com/best-ivf-center-kolkata/ SEO Friendly Website. Loads as Best IVF Center in Kolkata.
Apollo Fertility Kolkata	https://www.facebook.com/ApolloFertility/ No. of Posts : Near about 40 Posts. 8-9 Videos, 3-4 Events, 4-5 FB Live. Followers- 40 K	https://www.youtube.com/channel/UC6OUBheXK5Gv5rM5mZrZCsw Subscribers : 1.47k	https://goo.gl/maps/7qXuBpYKVTw3yEvi6 Not well managed. Reviews : 82 Rating : 4.9	https://www.apollofertility.com/ SEO Friendly Website

2. Clinical IVF Center :

Clinic	FB Account	Youtube Channel	GMB	Website
Care IVF (Sarat Bose Road Branch)	https://www.facebook.com/CareIVF No. of Posts : 18-22 Posts + Videos Followers – 11,460	https://www.youtube.com/c/CareIVFKolkata/videos Subscribers : 31.3 K	https://maps.app.goo.gl/QM2zPFLbP3zqWrk7A Well Managed & Optimized. Reviews : 362 Rating : 4.6	https://www.careivfkolkata.com/ Well Managed Website. SEO Friendly.
Sparsha IVF	https://www.facebook.com/sparshaivf No. of Posts : 3-4 Posts Only on special Days Mainly. Followers : 2,985	https://www.youtube.com/channel/UCSvLL_aJkjuAixpctPcJRg/featured No Subscriber count	https://g.page/SparshaIVF?share Well Managed & optimized. Reviews : 125 Rating : 4.6	http://www.sparshainfertility.com/ (Only Contact form) Website is under construction.
Gynae Care Fertility Centre	https://www.facebook.com/GynaecareClinicKolkata No. of Posts : Not so active on facebook ; last post is on MAY. Followers : 1,886	https://www.youtube.com/c/DrAbhishekDaga/videos Subscriber : 475	https://goo.gl/maps/ZFmR7zkRRlr6gLTdA Well Managed & optimized. Reviews : 116 Ratings : 4.4	https://www.gynaecare.co.in/ Well Managed.
IiH	https://www.facebook.com/Dr-Biplab-Deb-IiH-416222632255242/ No. of Posts : Not so active on facebook. Followers : 287	https://www.youtube.com/channel/UCMk1brbdN_HeW9u73rgw5fg Subscribers : 318	https://g.page/iih-kolkata?share Managed well (But Phone number is not visible). Reviews : 211 Ratings : 4.7	http://www.drbiplabi.com/ Well Managed One pager site.
Cradle Fertility Center	https://www.facebook.com/Cradle-Fertility-Center-Kolkata-510999846086222 No. of Post : Not so active on facebook. Followers : 123	https://www.youtube.com/user/paragmcbh Subscribers : 579	https://g.page/cradlefertility?share Managed Well & Optimized. Reviews : 196 Rating : 4.8	http://www.cradlefertility.in/ Well Managed.
IHR	https://www.facebook.com/IHR.KOLKATA No. of Posts : 15-20 Posts, Videos, Website Blog Links. Followers: 3,297	https://www.youtube.com/channel/UCeHOnR_KmgIgpZd-YKoryIQ Subscribers : 477	https://g.page/IHR-KOLKATA?share Well Managed. Reviews : 118 Ratings : 4.2	https://www.ihrindia.com/kolkata/ Slow Response. But well managed.

Genome The Fertility Center (4 Branches)	https://www.facebook.com/LifeatGenome No. post – 20-25 Posts, Videos, Website Blogs Links. Followers: 209,871	https://www.youtube.com/channel/UC0E3NXAzosxc_KOIiVX6bpg Subscribers : 539	https://goo.gl/maps/Uxy3augtG3f4W5r9 Well Managed. Reviews: 82 Rating: 4.0	https://www.lifeatgenome.com/ Well managed website.
AHIIRC	https://www.facebook.com/ahiirc Not so active. Followers : 545	No Channel.	https://goo.gl/maps/mRSj8EjTDL2dtv58 Average. Reviews: 26 Rating : 4.0	http://ahiirc.com/ Well Managed Website.

3. Individual Doctor :

Doctor	FB Account	Youtube Channel	GMB	Website
Dr. Aindri Sanyal	https://www.facebook.com/ivf specialistkolkata Posts : 12-18 Posts, FB Lives, Events and Normal Posts (Not so creative posts) Followers : 75,609	https://www.youtube.com/channel/UCKYot9C9B59okzNGN6579DA Subscribers : 97 Live videos/ Interviews.	https://goo.gl/maps/ZWngyA9JUY6CtAC6 Very Well managed and optimized. Reviews : 31 Ratings : 5.0	https://www.ivfspecialistkolkata.com/ Well Optimized. SEO Friendly helps to rank higher.
Dr. Sujoy Dasgupta	https://www.facebook.com/Gynaefertility Posts: 20-22 Posts, Videos, FB Lives, Interviews. Followers: 8, 892	https://www.youtube.com/c/SujoyDasguptagynaecologist/videos Subscribers : 29.4K Content Video, FB Live Video, Interviews.	https://g.page/Dr-Sujoy-Dasgupta?share Very Well Managed and optimized. Reviews: 106 Ratings : 4.8	http://gynaefertility.com/ Well Optimized & SEO Friendly.
Dr. Indranil Saha	https://www.facebook.com/driindranilsahaivf/ Posts : Not so creative normal posts. Followers : 5,636	https://www.youtube.com/channel/UCNOEHRMn_6dezcTpHa0qUZw Subscribers : 21.7K Content Video.	https://maps.app.goo.gl/AomQ67jtumgZc9Uk9 Very well managed and optimized. Reviews : 228 Ratings : 4.9	https://indranilivf.in/ Well Optimized.

Dr. Shiuli Mukherjee	https://www.facebook.com/mukherjeefertilitycentre No. Of Posts : 12-18 Posts. Includes Creative Plus Normal Posts. Followers: 3110	https://www.youtube.com/channel/UCcUXe-YrRvXb8AZo-1xWwbw Subscribers : 352 Only a few video.	https://g.page/drshiulimukherjee?share Average. Reviews : 17 Ratings : 3.4	https://mukherjeefertilitycentre.com/ Well Managed & Optimized.
Dr. Gautam Khastogir	https://www.facebook.com/DrGautamKhastogir/ No. of Posts : No Creative post. Normal Updates only. Followers : 5,003	https://www.youtube.com/channel/UCT4S0wKYIWolaWMXbNSLuBQ/ Subscribers : 1.6k only 4 videos. Old videos no recent updates.	https://g.page/drkhastogir?share Average. Reviews : 16 Ratings : 4.1	https://www.drgautamkhastogir.com/ Well Managed.

Accounts that we manage:

1. East End Fertility Clinic :

Facebook : <https://www.facebook.com/East-End-Fertility-clinic-804875236516824>

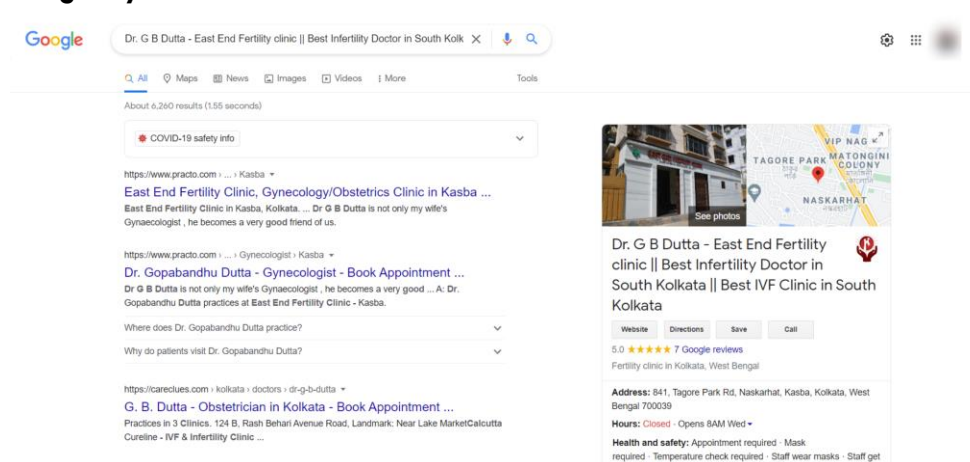
Followers : 1,444

Content Post + Videos : 3-4 Every Week.

Youtube : https://www.youtube.com/channel/UCoYN5dBMImB6AITAYwhn_1Q

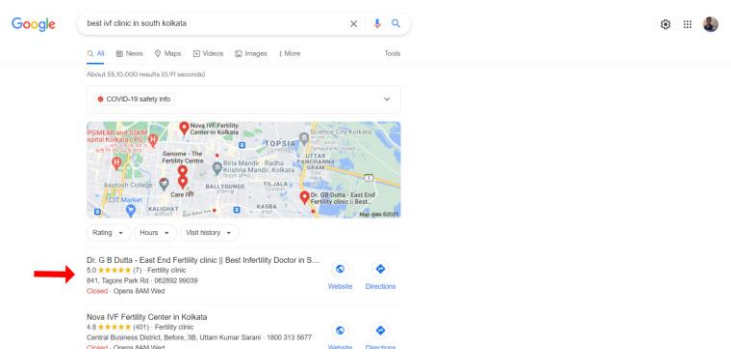
Subscribers : 793+

Google My Business :

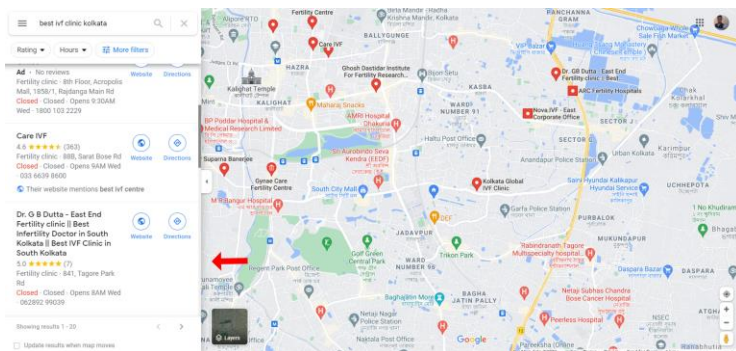


***Keyword Oriented Listing.**

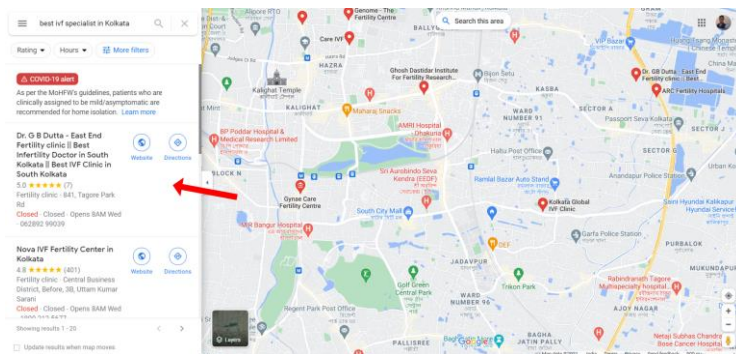
*** Very well optimized.**



› **Best IVF Clinic in South Kolkata (Ranks The TOP)**



› **Best IVF Clinic in Kolkata (Ranks 4th)**



› **Best IVF Specialist in Kolkata. (Ranks 1st)**

Website : <https://eastendfertilityclinic.in/>

*** SEO Friendly Website**

*** Keyword Oriented.**

*** BLOGS.**

2. Ankur Fertility Clinic

Facebook : <https://www.facebook.com/AnkurFertilityClinicKolkata>

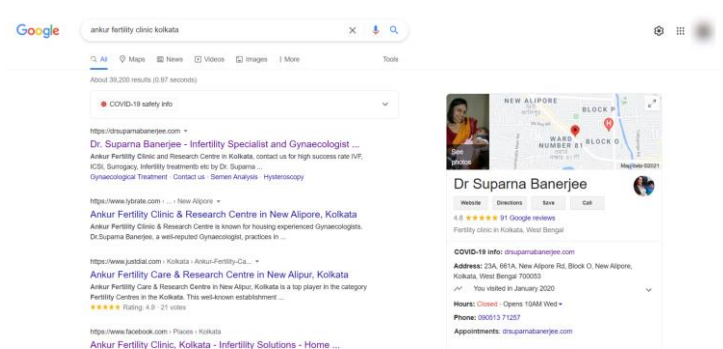
Followers : 6,920

Content Post : 3 – 4 Creative Posts + Videos.

Youtube : <https://www.youtube.com/c/DrSuparnaBanerjeeGynaecologist/videos>

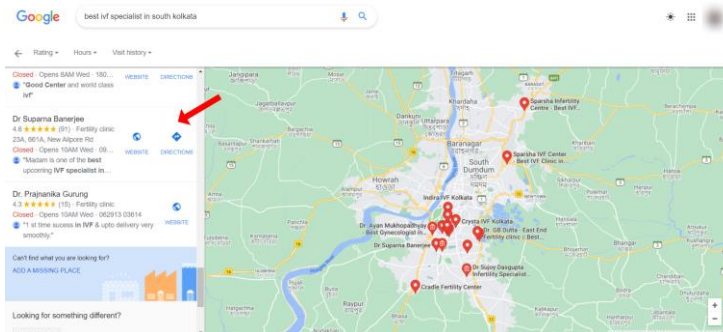
Subscribers : 1.12K

Google My Business :



* Very well optimized.

With 91 Google Reviews & 4.8 Rating.



> Ranks in Best IVF specialist in South Kolkata.

Website : <https://drsurnabanerjee.com/>

* SEO Friendly Website

* Blogs.

Health
inside



For Further Clarifications

P L E A S E R E A C H U S A T



Preetam Kumar Deb
98313 55912



Sujoy Mitra
98312 09796

Health
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Thank You