



NICO DIGITAL'S DYNAMIC SEO STRATEGY FOR A LEADING ACCOUNTING SOFTWARE COMPANY

Key Features



Keyword Ranking



Social Bookmarking



Blog Bookmarking



Offsite content creation



Business Listing



Blog Submissions



Company Overview

Thumbay University Hospital is the largest private academic hospital in the Middle East region, with 350 beds. It is a state-of-the-art family healthcare destination having a dedicated 100-bed long term care and rehabilitation unit. Thumbay University Hospital excels in offering the best healthcare and Telehealth services.

Key Challenges

The client was facing tough competition in terms of digital visibility in the healthcare sector, even though its facilities, staff, and infrastructure were far superior to its competitors. There were several other hospitals that ranked higher for their website on search engines.

Due to a lack of online presence, they were losing out on digital credibility which was affecting their growth. Hence the need of the hour was to conduct an intensive digital audit to understand and analyze the scope of work required and offer a customized solution that could deliver tangible results in 60 days.



The Solution

- Conducted extensive keyword research
- Optimized existing website content
- Worked on targeted keywords with high search volume
- Performed an in-depth troubleshooting audit of the TUH website
- Identified and addressed any technical SEO issues
- Improved the site structure

The Outcome

As a result of the all-encompassing effort around SEO, TUH saw significant gains in just 60 days for their key offerings. Organic page views for services like urology, maternity care, circumcision, and gastroenterology, soared by leaps and bounds.

Results at a Glance

55%
increase
in page views

40%
increase in
blog sessions

60%
increase in
enquiries

KEYWORDS	RANKINGS 1 ST MONTH	RANKINGS LAST MONTH
Antenatal Package	18	1
Circumcision in Sharjah	6	2
Circumcision in Dubai	20	5
Urologist in Ajman	18	5
Plastic Surgery in Ajman	15	5
Gulf Medical University	28	6
Maternity Package	17	9
Psychiatrist in Ajman	19	9
Ophthalmologist Ajman	24	10
Gastroenterologist in Ajman	14	11
Dermatologist Ajman	26	11
Gynecologist in Ajman	28	11
Dermatologist in Ajman	31	11
Eye Specialist in Ajman	41	11
Maternity Package Dubai	12	13
Skin Specialist Ajman	32	

