

# Boosting Online Visibility & Trust Score

Leading Women's Healthcare Provider



*"I've witnessed a significant increase in website traffic and conversions after requesting the SEO service. Their expertise and guidance have been invaluable."*

– **Dr Lateef**, Managing Director  
Medison Specialist Women's Hospital

## CHALLENGE

MSWH, a women's healthcare hospital in Lagos, faced critical digital hurdles:

- ▶ Minimal visibility for vital services like IVF and fallopian tube treatments.
- ▶ Struggled to rank for competitive terms like "best hospitals in Lagos"

## STRATEGY

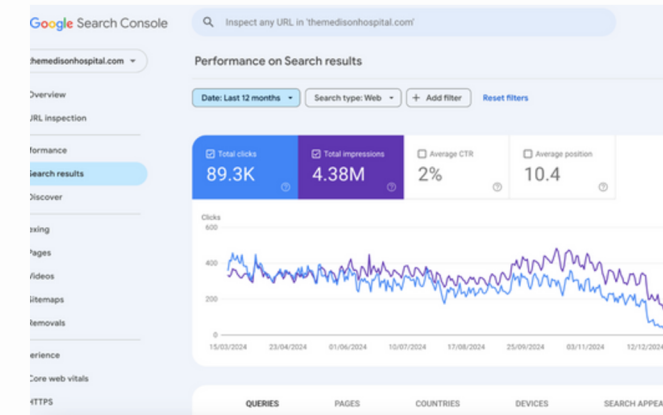
We prioritized patient-centric content and technical precision to rank for high-intent keywords while building credibility in a sensitive niche.

## KEY TACTICS

- ▶ Deep-Dive Keyword Research
- ▶ Competitor Analysis
- ▶ Content Optimization
- ▶ Fixed crawl errors, optimized site speed (2.1s load time), and improved mobile responsiveness.

## GOAL

Establish MSWH as the go-to authority for women's health in Lagos while driving qualified patient inquiries.



## RESULTS

- ▶ **Top Rankings for:**
  - "Best hospitals in Lagos"
  - "IVF clinic near me"
  - "Pills to unblock fallopian tubes"
- ▶ **20% Lower Bounce Rate**
- ▶ **Domain Authority from 2 - 12 DA**
- ▶ **5,000+ monthly visitors**