



# SEO case study

## Vishal Surgical

### • Overview

Vishal Surgical is one of India's established medical device and surgical equipment companies, offering advanced healthcare solutions including endoscopy, or medical devices, surgical instrumentation, infection control systems, and modular healthcare infrastructure across India.

### • Challenges

When we started working on the website, we faced the following challenges:

Only 5 keywords were ranking in the Top 10

Organic visibility was limited

Website-generated leads were very low

The website was receiving less than 5 form submissions per month

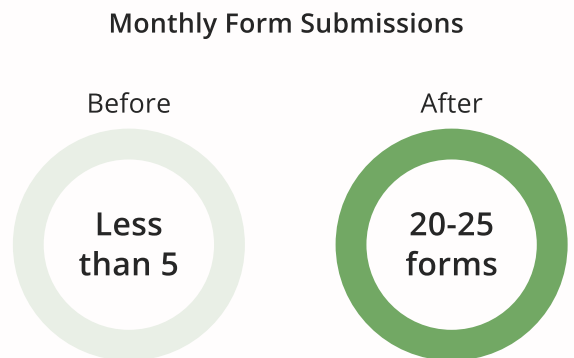
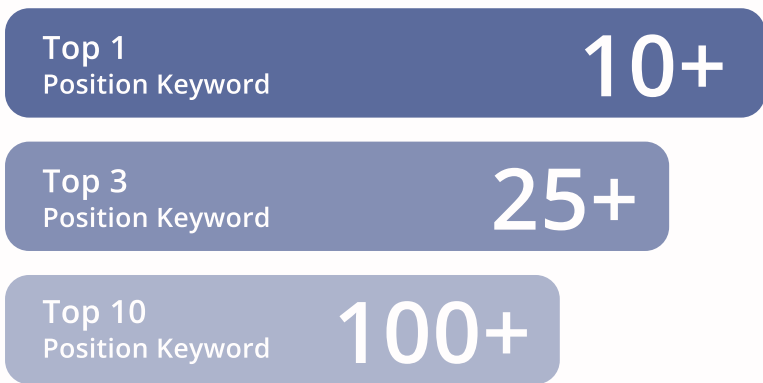
The main objective was to improve search engine visibility, high-intent keyword rankings, organic lead generation, and overall website authority through long-term SEO implementation.

- **SEO Strategy Implemented**

Results were achieved through consistent and continuous SEO execution, including:

- Technical SEO optimization
- On-page SEO improvements
- Keyword targeting & content optimization
- Meta data optimization
- Continuous keyword monitoring & ranking optimization
- Internal linking strategy
- Product/service page optimization
- Website performance improvements
- High-quality backlink building

- **Results After 1 Year of SEO**



- **Outcome**

Through strategic and continuous SEO implementation, Vishal Surgical experienced substantial growth in organic visibility, keyword rankings, and inbound lead generation. The project successfully transformed the website from having minimal organic presence to ranking competitively across multiple high-intent industry keywords, resulting in a significant increase in qualified inquiries and business opportunities