

# Sankar Foundation Eye Hospital: Digital Strategy Overview

The digital health market is expanding rapidly, projected to reach ~\$1.9 trillion by 2030. Patients increasingly expect modern online experiences for their healthcare needs. Our goal is to revitalize Sankar Foundation's digital presence, including the website, SEO, content, and social media. This integrated strategy aims to significantly increase patient inquiries, engagement, and brand awareness.



# Digital Healthcare Trends



## Online Search Dominance

~59% of adults search the Internet for health information, with health queries making up a significant portion of all Google searches. Patients start their care journey online.



## Patient Expectations

Roughly 70% of Americans get health information online, and 80% of U.S. adults performed a healthcare-related search last year. A strong digital presence is crucial.



## Meeting Demand

These trends underscore the urgent need for a robust online presence to meet growing patient demand and provide accessible, relevant information.



# Audit Findings – Website

Our comprehensive audit revealed several critical areas for improvement on the Sankar Foundation Eye Hospital website, impacting its visibility and user experience.

- **Site Health Score:** A low score of ~53/100 indicates significant structural and technical issues requiring immediate attention.
- **SEO Tags:** 158 pages lack crucial meta descriptions, and 147 pages are missing H1 headings, hindering search engine visibility.

- **Technical Issues:** 32 broken internal links and 86 "orphan" pages severely impede user navigation and search engine crawling.
- **Performance:** Mobile PageSpeed is very low (~11/100) due to large DOM sizes and unoptimized images, leading to slow load times and poor user experience.



# Audit Findings – Social Media



**YouTube Subscribers:** Irregular uploads and inconsistent channel branding limit reach and engagement.



**Instagram Engagement:** Duplicate accounts and a disorganized visual theme result in very low post interaction.



**LinkedIn Followers:** Few updates and underutilization for professional networking and outreach opportunities.



**Facebook Updates:** No clear page link and infrequent updates indicate low community engagement and missed opportunities.



# Key Issues Summary



## Website Deficiencies

The current website suffers from outdated SEO, fragmented content, and critical security and speed vulnerabilities, impacting search rankings.



## Social Media Inconsistency

Social channels lack a cohesive strategy, leading to inconsistent branding, duplicate accounts, and minimal audience engagement across platforms.



## Limited Online Visibility

Overall, Sankar Foundation's online footprint shows significant gaps that limit visibility and effective patient outreach in a competitive digital landscape.

# Website Revamp Strategy

## Modern Design

Develop a modern, mobile-friendly website (up to 12 pages) with intuitive navigation and on-brand UI/UX for seamless user experience.

## Strategic Conversion

A well-designed, fast-loading website will effectively drive traffic and conversions, streamlining patient acquisition and engagement.



## Secure Infrastructure

Ensure robust hosting, domain management, and SSL (HTTPS) setup for enhanced security and trust with patient data.

## Advanced Analytics

Integrate Google Analytics 4, GTM, and Pixel tracking for comprehensive insights into user behavior and conversion paths.

## Performance Optimization

Optimize site speed and performance, ensuring fast loading times essential for user retention and search engine rankings.



# UX & Performance Enhancements

Intuitive design and rapid page loading are paramount for enhanced patient engagement on our digital platforms. We will implement key strategies to achieve this:

- **Simplified Page Structure:** Streamlining the website's architecture for effortless navigation and content discovery.
- **Image Optimization:** Employing compression and converting images to WebP format to drastically reduce load times without sacrificing quality.
- **Mobile-First Design:** Prioritizing the mobile experience to ensure optimal functionality and appearance across all smartphone devices.



# SEO & Content Enhancements

"Online search drives three times more hospital website visits than other channels."

- **Siteimprove**

We will rigorously improve on-page SEO by adding unique title tags, meta descriptions, and H1 headers to every page. Outdated placeholder text will be replaced with accurate, patient-focused content that addresses common eye health concerns and relevant treatments. Technically, all HTTP pages will be redirected to secure HTTPS, and broken links will be systematically identified and fixed to ensure seamless navigation. By optimizing both content and crawlability, we ensure Sankar Foundation appears prominently in search results when patients seek eye care, leveraging the power of organic search to drive highly relevant traffic.



# Local SEO & Listings

## Google

Claim and optimize the **Google Business Profile** for accurate information and better visibility in local search results.

## Director

Ensure consistency across **local directory listings** (Name, Address, Phone) for accurate location-based queries.

## Nearby

Capture **nearby patients** by appearing for searches like “eye hospital Visakhapatnam,” driving relevant local traffic.

Local search optimization is critical for attracting patients in our immediate vicinity. By ensuring our information is precise and consistent across platforms, we can effectively target and engage individuals actively seeking our services in the local area.

# Content Marketing Strategy

We will implement a patient-centric content plan, starting with approximately five educational blog articles each month. These articles will address frequently asked questions and common concerns about eye health, mimicking successful strategies like Cleveland Clinic's Health Essentials blog, which provides expert content to answer patient queries. This approach not only improves our SEO by targeting relevant keywords but also establishes Sankar Foundation as a trusted authority in eye care. Additionally, forum posts and news updates will complement the blog, using targeted keywords to reach a broader audience and foster community engagement.







# Sankar Foundation Eye Hospital: Digital Strategy

Empowering Sankar Foundation Eye Hospital with a robust digital strategy to enhance patient engagement, optimize outreach, and drive growth in the digital landscape.

# Overview of Our Digital Strategy

Our comprehensive digital strategy for Sankar Foundation Eye Hospital focuses on leveraging multiple online channels to achieve our goals. We will implement a multi-faceted approach, combining organic and paid social media, performance marketing, and patient communication automation, all supported by a strong foundation of website maintenance and data-driven reporting.



Social Media & Engagement



Performance Marketing



Patient Automation



Website & Reporting



# Engaging Through Organic Social Media

We will foster trust and engagement by maintaining a consistent and visually appealing presence across social media platforms. By consolidating accounts and applying unified branding, we ensure a cohesive message.

- 8-10 static posts and 3-4 animated videos monthly.
- Content will include health tips, patient stories, and hospital updates.
- Leveraging Instagram Stories and Reels for increased visibility and interaction.



# Boosting Reach with Paid Social Media

Targeted social ads are crucial for expanding our reach and connecting with potential patients efficiently. We'll actively engage with our online community, ensuring Sankar's message resonates.



## Targeted Campaigns

Promoting services and special initiatives on Facebook and Instagram to reach those actively seeking eye care.



## Active Engagement

Responding to comments, encouraging positive reviews, and building a vibrant online community.



## Cost-Effectiveness

Paid ads ensure our message reaches the right audience, improving our return on investment.



# Driving Leads with Performance Marketing

Our multi-channel ad campaigns are designed to generate high-quality leads, ensuring we connect with patients at every stage of their journey.

## Platform Diversification

- Google (Search, Display, YouTube)
- Meta (Facebook/Instagram)
- Other relevant ad networks

## Audience Segmentation

- Top-of-Funnel (TOFU) for awareness
- Middle-of-Funnel (MOFU) for consideration
- Bottom-of-Funnel (BOFU) for conversion

## Continuous Optimization

- Weekly A/B testing
- Budget allocation based on KPIs
- Maximized return on ad spend

# Streamlining Communication with WhatsApp Automation

Integrating the official WhatsApp Business API will transform how we interact with patients, making communication instant, efficient, and personalized.



## Instant Replies

Patients receive immediate responses to inquiries, enhancing their experience.



## Automated Reminders

Follow-up messages and appointment reminders linked with Google Sheets for seamless updates.



## Faster Conversions

Meeting modern patient preferences speeds up the conversion of inquiries into confirmed appointments.



# Ensuring Site Health: Website Maintenance

A well-maintained website is the backbone of our digital presence, ensuring security, optimal performance, and up-to-date content.



## Monthly Backups

Protecting all website data to prevent loss and ensure quick recovery.



## Content Edits

Regular updates to ensure information remains current and relevant.



## Malware Protection

Implementing robust security measures to safeguard against cyber threats.

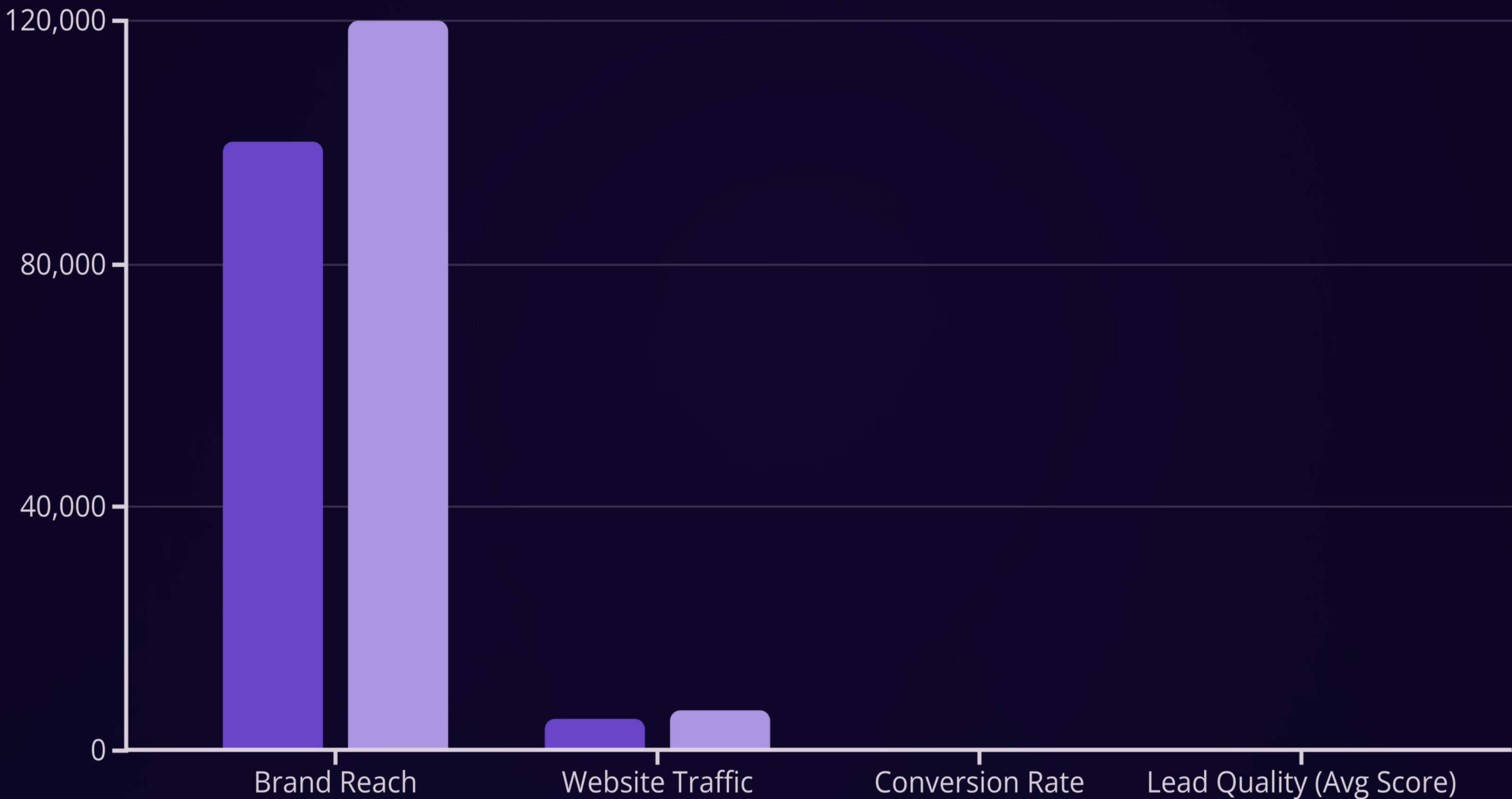


## Urgent Fixes

Quick response to any issues, preventing downtime and maintaining site integrity.

# Measuring Success: Reporting & KPIs

Data-driven insights are at the core of our strategy, allowing us to track performance, make informed adjustments, and demonstrate the return on investment.





# Anticipated Benefits & Patient Acquisition

This comprehensive digital strategy is poised to significantly enhance Sankar Foundation Eye Hospital's online impact, leading to tangible benefits and increased patient acquisitions.

## Enhanced Online Presence

- Improved SEO and site speed for more organic visitors.
- Engaging content and social media to increase patient trust and referrals.

## Targeted Lead Generation

- Qualified leads generated through targeted ad campaigns.
- Organic search drives 3x more hospital website visits than other sources.

## Measurable ROI

- Digital marketing offers greater precision and measurable returns compared to traditional media.
- Efficiently growing our patient base and fostering loyalty.

# Building Trust & Competitive Advantage

A strong and consistent digital presence not only builds Sankar's brand and patient trust but also establishes a significant competitive advantage in the market.



## SEO Dominance

Investing in SEO ensures Sankar ranks on page one, capturing patients who are actively searching for eye care.



## Brand Credibility

Highlighting doctor expertise and accreditations builds trust and differentiates Sankar as a caring authority.



## Market Leadership

A superior web presence and active online engagement will set Sankar Foundation apart from competitors.





# Sankar Foundation Eye Hospital: Digital Strategy Overview

This presentation outlines a comprehensive digital strategy designed to enhance Sankar Foundation Eye Hospital's online presence, expand patient reach, and reinforce our commitment to quality eye care through innovative digital channels.

# Foundation of Trust: Regulatory Compliance & Ethics

All digital activities at Sankar Foundation Eye Hospital will strictly adhere to healthcare regulations such as HIPAA and established ethical guidelines. We are committed to ensuring utmost patient privacy in all communications and maintaining accuracy in all medical content. Our marketing efforts will consistently emphasize patient welfare and provide factual, evidence-based information. Demonstrating our expertise and trustworthiness online is crucial for building and maintaining patient confidence.



## Patient Privacy

Strict adherence to HIPAA and data protection regulations.



## Content Accuracy

Medical information will be factual and evidence-based.



## Patient Welfare

Marketing focused on health benefits and ethical practices.



## Regulatory Compliance

Operating within all healthcare industry legal frameworks.



# Strategic Roadmap: Project Timeline

- 1** — Phase 1 (Month 1-2)  
Address critical fixes (HTTPS, broken links, basic SEO) and finalize site redesign requirements. Prioritize security and foundational SEO to ensure a robust online presence from the outset.
- 2** — Phase 2 (Month 3-4)  
Launch the new, optimized website. Begin consistent content production (blogs, social posts) and initiate targeted ad campaigns to drive early patient engagement.
- 3** — Phase 3 (Month 5-6)  
Ramp up advertising and content efforts. Implement WhatsApp automation for improved patient communication and refine strategies based on initial performance data.

Regular reviews will be conducted at each phase to track progress against defined goals and ensure strategic alignment.

# Empowering Our Vision: Team & Resources

This digital strategy will be executed by a dedicated cross-functional team comprising web developers, UX designers, SEO specialists, content creators, and campaign managers. We will leverage industry-leading tools to maximize our impact.

## Key Team Roles

- Web Developers
- UX Designers
- SEO Specialists
- Content Creators
- Campaign Managers

## Essential Digital Tools

- Google Analytics 4 (GA4)
- Google Business Profile
- Social Media Management Platforms
- Content Management Systems

The attached proposal details budgeted costs, including a 15% discount, covering the site revamp, comprehensive content production, ongoing SEO, and targeted advertising for a 6-month engagement.



# Path to Implementation: Next Steps

To initiate this transformative digital journey, we propose the following clear next steps:



## Approve Proposal & Budget

Formal approval to commence the project.



## Schedule Kickoff Meeting

Initial workshop to confirm goals and gather essential content.



## Implement Analytics & Fixes

Immediately set up GA4 and address urgent security/SEO issues.



## Maintain Communication

Ongoing updates to keep all stakeholders aligned and informed.

# Measuring Success: Key Performance Metrics

Our digital strategy will be driven by clear, measurable targets to demonstrate tangible value and expansion of Sankar Foundation's reach and patient base.

X%

Organic Traffic Growth

Increase in visitors from search engines.

Y

New Patient Inquiries

Monthly new patient leads via digital channels.

Top 3

Search Rankings

Improved positions for key ophthalmic terms.



Social Engagement

Growth in followers and interaction rates.

These targets will ensure accountability and provide a clear framework for evaluating the strategy's impact on our objectives.



# Pioneering Success: Industry Leader Case Studies

Leading hospitals globally have demonstrated the effectiveness of robust digital engagement strategies. We will draw inspiration from their successes to build our own interactive and educational digital channels.



## Mayo Clinic Connect

Mayo Clinic established an online patient community, "Mayo Clinic Connect," fostering peer support and expert interaction for users. This platform significantly boosted patient engagement and information sharing.



## Cleveland Clinic Health Essentials

Cleveland Clinic's "Health Essentials" blog reaches millions of readers monthly, offering patient-friendly articles on a wide range of health topics. This initiative positions them as a trusted source of health information.



# Looking Forward: Future Expansion

Beyond the initial six-month engagement, our digital strategy is designed for continuous growth and adaptation to emerging trends.

## Email Newsletters

Launch targeted email campaigns to patients for health tips, updates, and promotions.

## Virtual Health Webinars

Offer educational webinars on eye health topics, increasing patient engagement and thought leadership.

## Telehealth Integration

Explore and integrate telehealth options for remote consultations and follow-ups.

## Emerging Trends

Monitor AI chatbots and new social platforms to keep Sankar at the forefront of digital innovation.

Regular audits and strategy reviews will ensure ongoing improvement and responsiveness to the evolving digital landscape.



# Strategic Pillars: Key Takeaways



## Modern Website

Revamp and optimize the site for speed, mobile responsiveness, and SEO to significantly boost organic traffic and user experience.



## Consistent Content

Regular blogs, articles, and social media posts (e.g., health tips, patient stories) will build Sankar's authority and foster patient trust.



## Targeted Campaigns

Strategic SEO and advertising efforts will ensure we reach potential patients precisely when they are searching for eye care services, delivering measurable results.



## Data-Driven Approach

Ongoing monitoring, analysis, and optimization of all digital activities will ensure we meet our goals and maximize return on investment.

# Empowering Growth: Benefits Summary

Implementing this comprehensive digital strategy will profoundly increase Sankar Foundation Eye Hospital's visibility and patient volume, aligning directly with our mission to connect more patients with quality eye care.

- **Increased Visibility:** More website traffic and higher search rankings will translate directly into more appointment requests.
- **Enhanced Trust:** Engaging and informative content, coupled with a strong social media presence, will strengthen patient trust and satisfaction.
- **Broader Reach:** Targeted digital campaigns will expand our ability to serve new communities and demographics in need of our specialized eye care services.
- **Sustainable Growth:** A data-driven approach ensures continuous optimization, fostering long-term growth and leadership in the healthcare sector.