

Case Study: Shathayu Ayurveda – SEO & PPC

Who's in the hot seat?

Shathayu Ayurveda – you know, the OGs in Ayurvedic healthcare. (Yeah, that's their website: <https://shathayu.com>)

Game plan: One year to blow up their traffic and rake in quality leads.

The Pain Points

- Nobody was finding them for those juicy, high-intent search terms. Like, crickets.
- Their content game? Flat. No blog, service pages that looked like someone just copy-pasted Wikipedia.
- PPC campaigns were draining cash for leads you wouldn't even want to call back. Ouch.
- Website? Let's just say "conversion-friendly" wasn't in its vocabulary.

What We Actually Did (SEO Edition)

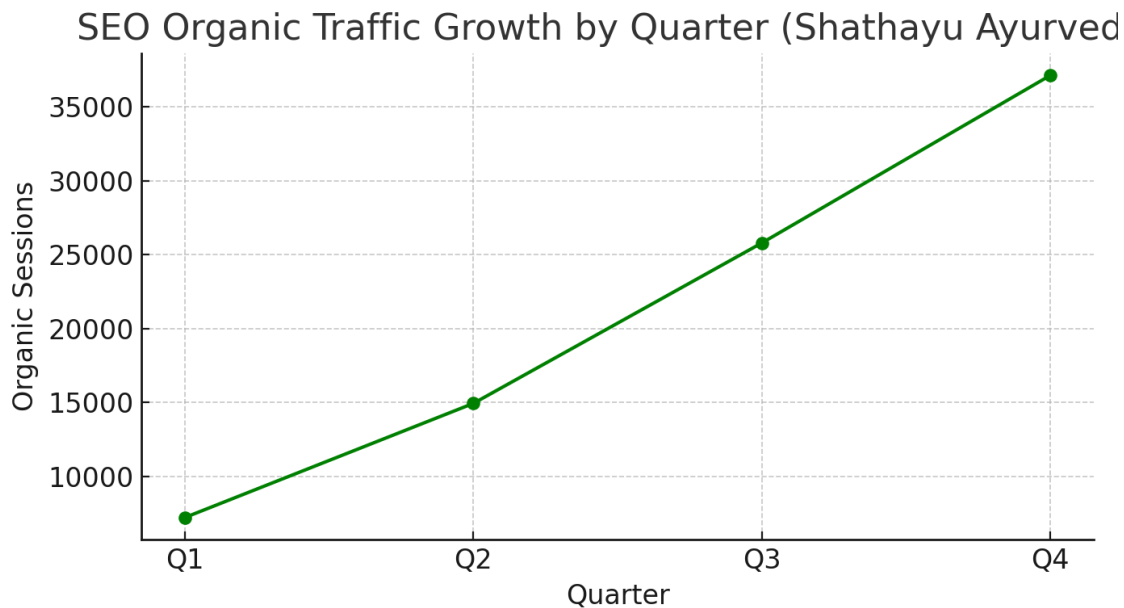
1. Dug into the messy technical bits. Fixed all the stuff Google hates.
2. Built content around keywords people actually search for—no more spinning our wheels.
3. Linked everything up so users (and Google) could actually find stuff.
4. Made 'em look good locally. Because who wants to be the best-kept secret in Ayurveda?

PPC: Not Just Burning Money Anymore

- Google Search & Display Ads—classic, but we actually made them work.
- Meta Lead Ads—yup, Facebook and Insta leads straight to the inbox.
- Landing pages that didn't suck. People actually converted this time.

Case Study

SEO Traffic Growth (20% MoM)



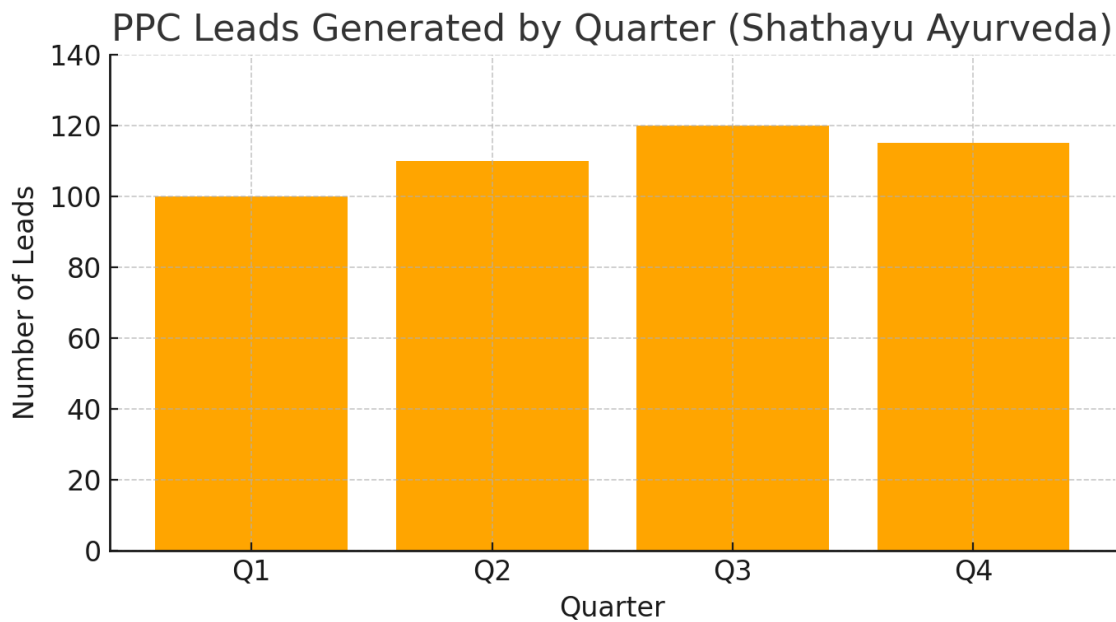
- SEO traffic? From 5k to 37k—yes, that’s a 642% jump. Not a typo.
- Over a thousand PPC leads. The kind you actually want, not just spam.
- 20% of those leads actually booked a consultation. Not just “maybe later” vibes.

What’s Next?

- ✓ Hitting up YouTube—because video is king, right?
- ✓ Making content for Tier 2 cities. Small towns need Ayurveda love too.
- ✓ Chatbots. Because who answers the phone anymore?
- ✓ Teaming up with Ayurveda influencers to crank up the trust factor.

Case Study

PPC Leads Generated Per Month



Why This Strategy Worked

- Data-driven monthly SEO sprints (audit → fix → content → rank)
- Combination of high-trust content and low-friction PPC lead funnels
- Full-funnel approach: awareness → engagement → conversion
- Weekly reporting, CRO insights, and monthly optimization loops

Next Steps for Scale

- Expand to YouTube for awareness and education
- Launch regional language content for Tier 2 cities
- Introduce chatbot for instant lead qualification
- Collaborate with Ayurveda influencers for content and backlinks

Ready to See Similar Results?

Start with a **free SEO & PPC audit** of your healthcare website.

This was a full-on glow-up. And honestly, the numbers pretty much speak for themselves.