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## POST COVID SEO STRATEGY FOR HEALTHCARE STARTUPS

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**Abstract:** The purpose of this study was to examine the Post-Covid Search Engine Optimization (SEO) strategy for healthcare start-ups, and provide empirical and theoretical understanding for the use of SEO as a digital marketing strategy. The main research question in this study is how health start-ups can use Post-Covid as SEO strategy to increase their website's visibility? More and more health start-ups have started to grow after the Covid-19 outbreak. . We have seen many chemical companies making sanitizers as their secondary product and many start-ups working on making sanitizers as their primary product. But, apart from all these, these start-ups need to have an online presence to reach more and more customers and increase their visibility for new and existing customers. One great advice for health start-ups for their content strategy would be to have contents for both pre-covid and post-covid complications to broaden their market. This research paper involves the work on primary data by collecting data through various questionnaires and describes the application of Search Engine Optimization (SEO) techniques and strategies to a newly created website across the entire website lifecycle, from inception, through development, and finally to launch and optimization of the site. The website content will provide solution to all our questionnaires which is about Covid . Several SEO experiments will be defined and evaluated analyzing real traffic through the use of Google Analytics. This research will further analyses search engine strategy and their effectiveness on Google's search ranking algorithm by analyzing the number of users who visit the site. Google search engine platform will be used to get relevant data from our website for analysis. In addition, other online tools such as "Google analytics", "Google trend", and "Moz" will be used for analysis. So, this work will further describe the tweaks of taking the website on top position in Google by implementing various SEO strategy which may result in the improved visibility and profitable deal for a start-up

**Index Terms** - SEO, Search Engine Optimization, SEO Strategy, Post-Covid

### I. INTRODUCTION

**This Research paper explores how Healthcare Start-ups can use Post Covid as a SEO strategy to improve its website visibility in search engine result pages and hence, make their website to rank higher in SERP's such as Google as higher the page rank , higher is the chances of the website to rank higher in SERP's pages.**

One great advice for health start-ups for their content strategy would be to have contents for both pre-covid and post-covid complications to broaden their market as a SEO Strategy. Now a day, the wide and large content of the Internet has made it very difficult to find relevant information on a particular subject and to match searchers Intent as search is the important and main way through which people can discover content online. So search engine is an important part of everyone's life to search information. Coming to what SEO is? Search Engine Optimization (SEO) is the technique or a Strategy through which we can optimize any website according to the need and requirements of search engine and these results to improve its visibility in search engine result pages. Due to increasing searches about Covid, Healthcare Start-ups has a new opportunity to Rank their website higher with the help of post-Covid SEO Strategy. The popularity of the website depends on PageRank-An algorithm Google uses to Rank pages on SERP's. PageRank with score of 10 is basically high authoritative websites while of 0 is very low authoritative website and In order to score a higher rank many website promotion and advertisement techniques are used by website holders. There are many business of Health that are Emerging these days and getting a very good response in very short span of time; in this particular case its very necessary to be on top results of a search engine in order to gain more traffic and hence HealthCare Start-ups can use Post Covid as their SEO Strategy in order to rank higher.

Approximately web pages that are indexed per day in a search engine are trillions in number and there are millions of search per day . Users use search engines for most of their queries and doubts but we only prefer the results available on first page, Now if my website on particular subject is ranking on 4<sup>th</sup> page it has a very less chances of someone to click on as according to the research only 2-3% go to pages after 1<sup>st</sup> page of Search Engine result. . These clues make it very clear that if my website wants to go on top in their sales then they should concentrate in getting their page widely available in the search engines. For example, if I want to use hotel services and I am unknown to the place, normally I will try to search of for hotel services with the name of city and hit the top 10 links and use their services. Hence, we depend on search engines to provide us right information at right time.

To fulfill searchers need search engine must find and filter most relevant information and page matching a user query in search box and display that information to the user that is called as searchers intent.

## LITERATURE REVIEW

Search Engine Optimization (SEO) is a process of ranking our website and different pages of our website on top of SERPs (Search Engine Result Pages) to increase the visibility, reach, trust and customer touch point. With increase in digitalization, more and more people are getting online and search engines are the places where people search about any queries, they get in their day-to-day life. And if your website is ranking high then obviously people will visit your website, and as more and more visitors are landing on your website, it results into more leads and in turn more conversions for your business.

SEO is one of the best ways to get leads and conversions for your business because its an inbound marketing strategy. Your website or webpages will only show up when people search something related to a niche your business is working. Hence, you provide solution to your desired customers and that's why SEO is proved to provide quality leads and conversions. Experienced marketers in India predicted that India will see a boom in Digital Advertising near 2030s. But, due to the pandemic, the boom has been realized in a couple of years. More and more local and global business is getting online by designing their website and have started using paid ads for the growth of their businesses. And businesses who didn't realize this urgency of getting their businesses online had to see the liquidation of their long-term businesses. And if your business is online, then you must be focusing on paid advertising on search engines and various social media platforms, content marketing, video marketing and most probably SEO. You can't completely rely on paid advertising because your customers aren't going to trust your brand in the first interaction. It takes approximately 7 touch points by a customer before they buy something from you online. Hence having omnipresence is a must in this digital world. And, SEO is the best technique among the above form of advertising as it doesn't cost you anything as you only need to pay for your domain and hosting. And in paid ads you need to have a well-defined budget to compete with your competitors and a pre laser targeted audience to target.

The dark side of digital advertising is that your strategies can easily be tracked and copied (legally) by using various digital tools available in the market like Spyfu, Ahrefs, SEMrush, etc. So it is important that your content, audience, niche and strategy is completely unique to decrease your competition online. But, in Search Engine Optimization the scenario is different. Although your keywords and referring domains can be copied and tracked, but by only copying your competitors can't rank higher on SERPs. There are more than 207 factors in SEO and there is no use of copying and tracking the strategies and content of another website if you are new designed website. You need to increase your Domain Authority and Page Authority to rank higher on SERPs, which is a factor which takes months and years depending on what niche you are working. More and more health start-ups have started to grow after the Covid-19 outbreak. We have seen many chemical companies making sanitizers as their secondary product and many start-ups working on making sanitizers as their primary product. But, apart from all these, these start-ups need to have an online presence to reach more and more customers and increase their visibility for new and existing customers. They need to first define their niche and target audience as it will help them to choose the right keywords, they want to target in their content strategy. A keyword is a work or phrases that people type in the search bar of a search engine. And, if you know that what are the keywords your target market and audience are generally using, it will be easy for you to prepare the content for your blogs. There are various free and paid tools available to find the keywords that people are searching in your niche and location like Ahrefs, Keyword Explorer, Keyword Revealed, etc. and are very important to choose the right keyword with less keyword difficulty and high search volume. Keyword difficulty is a metric that tells how difficult it is to rank your website if you are using those keywords in your content. Search volume is a metric that tells the average number of searches for a particular keyword in a month. Apart from these two metrics, an SEO professional should also analyses the keywords that are in trend which one are not. After the pandemic, the trend for keywords like immunity, workout at home, yoga for strong lungs, etc. have increased drastically. So, health start-ups need to plan their content accordingly.

One great advice for health start-ups for their content strategy would be to have contents for both pre-covid and post-covid complications to broaden their market. There are people in both these areas looking for help online. The former on for prevention and the latter one for cure. Hence, it is advised to prepare your content in such a way that you can help both types of customers and at the end of the acquiring customer of all types.

Apart from your content strategy, make sure that your website is technically strong. Technical strength of your website refers to the metrics like loading speed, cumulative layout shift, largest contentfully paint, etc. which we will discuss in detail later.

## RESEARCH METHODOLOGY

In order to accomplish the study based on selected topic, we researched "how Post-Covid SEO Strategy helps in improving website's visibility of Health Care Start-ups in Search Engine Result Pages. The main purpose of this research is to increase the quantity and quality of traffic in website through the technique called SEO. It is beneficial to both the Searcher and Organization as on business end it helps to increase traffic and on searcher's end it connects searchers with content that is most relevant to them which is called as Searchers Intent.

Firstly, For this Research I include my experience with the creation, optimization and development of an actual website as a platform for the trial and testing application for a set of selected SEO techniques. As my Research belongs for Health-Care Start-Ups, I created a Health-Care website which includes the information of Covid19 and the domain name of my website is divyog.in Furthermore, these SEO experiments will be evaluated by data collection and analysis of real data from the experimental website through the actual use of Google analytics. By following a sound keyword strategy of selecting the correct keywords and methodology, and applying selected SEO techniques to the developed website, the effectiveness of SEO on Google search engine rankings will be analyzed. The problem statement of our research was- How SEO plays a major role in improving websites visibility and how Post-Covid SEO Strategy can improve website visibility? There is a need to know, is it possible to improve visibility of a website by applying some SEO techniques and Strategies to make websites search engine friendly for SERP's?

Secondly, In order to fulfill the purpose of Research we have worked on primary data. As the name suggests, it is first-hand information collected by the surveyor. The data so collected by us are authentic and original and collected for a specific purpose of research. The collected data can be published as well. In order to satisfy the objectives of the dissertation, Quantities research was held. The data was collected in Google form with questionnaires and the questionnaires according to the study can measure both qualitative and quantitative data, but is it more appropriate for quantitative data collection.

### HYPOTHESIS

We formulated the following hypotheses to answer the experiment on SEO based on my thesis.

Null Hypotheses:

H01: Websites do not require search engine optimization (SEO) techniques for better visibility.

H02: Implementing SEO techniques do not make any major difference in indexing website in search engine result pages.

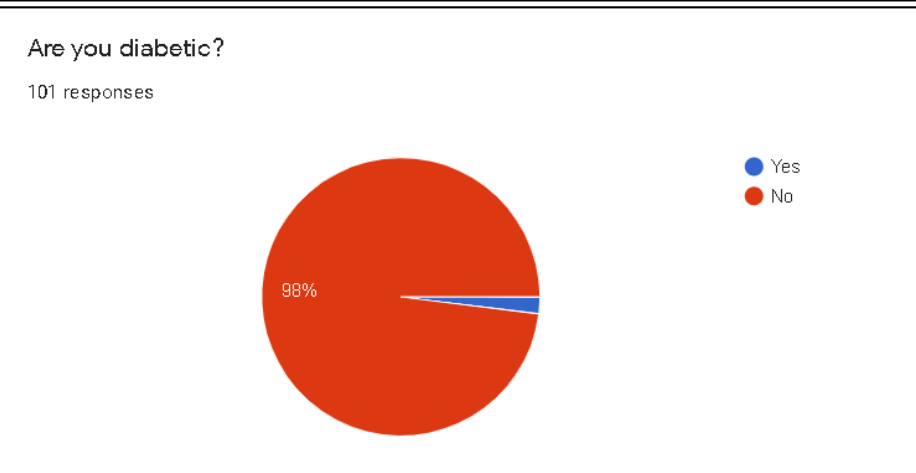
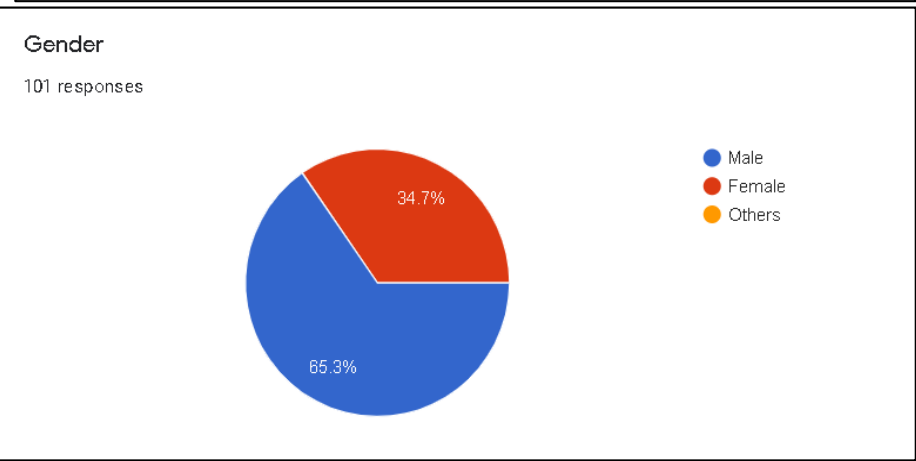
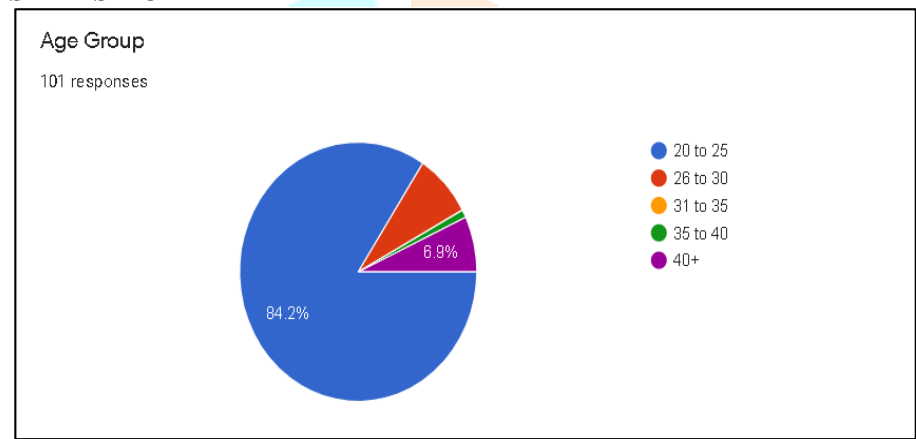
Alternative Hypotheses:

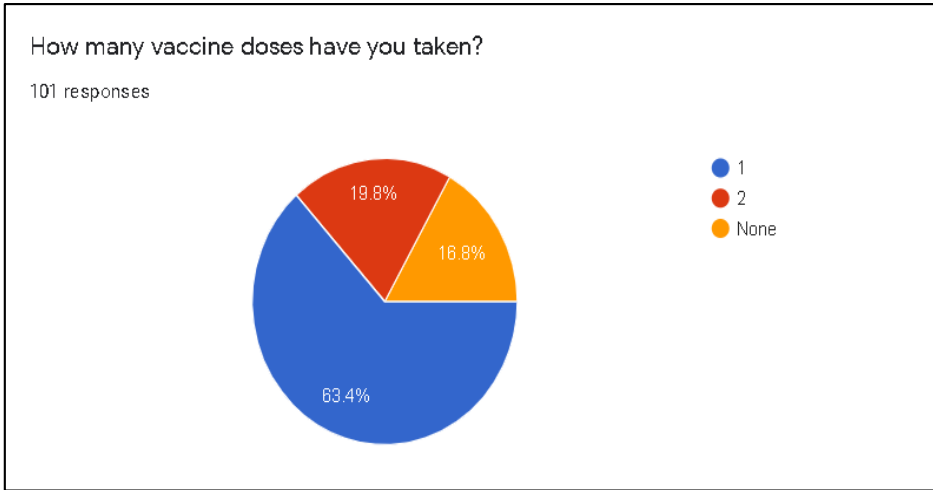
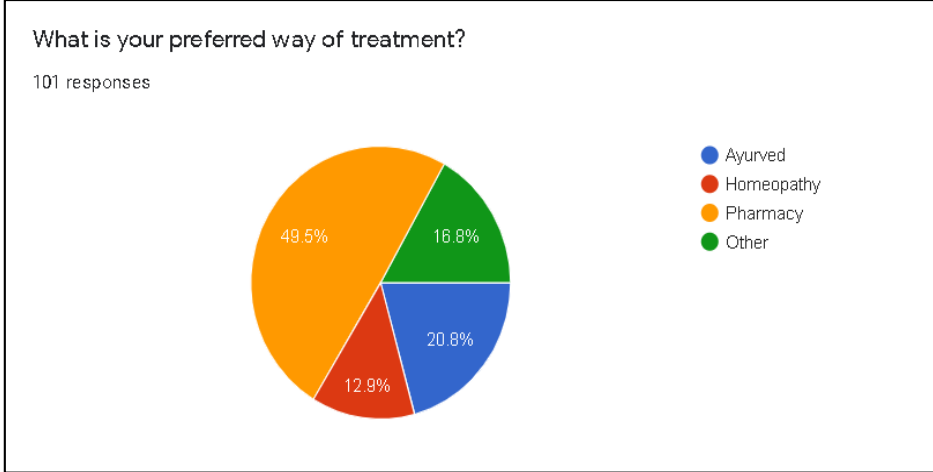
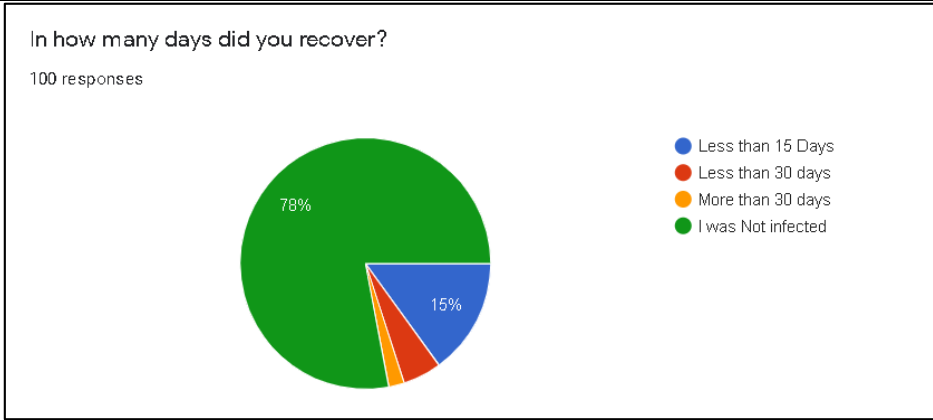
H11: Websites require search engine optimization (SEO) techniques for better visibility.

H12: Implementing SEO techniques will make major difference in indexing websites in search engine result pages.

Given hypotheses will allow me to make some conclusion about indexing my websites by SEO techniques. We applied few SEO techniques in order to study targeted search engines' behaviours to index website.. If we will be able to prove alternative hypothesis (H11) this can be proved that Websites require search engine optimization (SEO) techniques for better visibility in search engine result pages.

### STATISTICAL DATA





**OBJECTIVES**

This section will discuss the objectives of my research and how each of them will in turn lead to achieve the aim of this paper. The purpose of this research is to increase the quantity and quality of inbound traffic to your website through the technique called SEO. It is beneficial to both the consumer and business as on business end it helps to increase traffic and on searcher's end it connects searchers with content that is most relevant to them.

Though each research study has its own specific purpose, some general objectives of my research are as follows -

1. Keyword research – How to identify and select possible keywords for conducting an effective SEO on the website.
2. To implement and use different SEO strategies which helps in increase ranking of the website.
3. To show that health-care startup can use post-Covid complication as a SEO strategy to increase its website visibility in SERP's.

• Questions analyzed – The questions this paper attempts to answer are

1. How important and advantageous is the implementation of SEO for achieving top ranking in the search results page on a newly created website on Google’s search ranking algorithm?
2. What are the most effective and important factors that have the most-est. influence on search ranking results?
3. How fast do SEO Strategies take effect for newly created websites?

• Metrics and Variables analyzed for SEO – This Research paper will focus on the some SEO variables in order to validate effectiveness of the selected SEO Strategies which will be analyzed through Google Analytics; the metrics are’

1. Number of Visits:
2. Page views:
3. Ranking

Hence, the goal of this research be to reach the No. 1 position of the first page in search engine results page (SERP).

Limitations of study -

During our research journey there were 2 major limitations we faced -

1. The main keyword we used that is POST COVID COMPLICATION has high search volume, high competition and high keyword difficulty. Due to the High keyword difficult it wasn't easy to rank for this targeted keyword and it requires significant investment to remain competitive.
2. SEO requires continues efforts and getting results through SEO is a time taking process.
3. As Covid19 is a trending topic now, there may be decrease in visibility of the website in near future.

## EXPECTED OUTCOME

These are the following expected outcomes from the Research

1. There will be more website traffic because organic search is the most often the primary source of website traffic.
2. SEO will build more trust and credibility with effective user experience.
3. Increased engagement means it will have more traffic and more conversions depending upon different business goals.
4. SEO will also help to enhance PPC success.
5. It will allow us to understand user interest and intent and build content that captures that intent.

## FINDINGS

To verify the hypothesis of our research work, a project related to SEO in the form of a website named divyog.in has been created and implemented additionally; aspect of the on-page SEO and off page SEO which has been described in this research work has been properly implemented. After implementation of techniques, the SEO has been constantly checked for the improvements and better results. Conclusively, it is safe to claim that SEO optimization score has reached up to higher after some days of the implementation. The major components checked and verified through Google Web Master Tool that is Google analytics and Google search console. As far as the findings are considered Businesses who implement SEO techniques rank higher in search results, increase web traffic, boost brand awareness, lead generation, and most importantly, earn more revenue. With those kinds of benefits, it's easy to understand and find why SEO is one of the most effective marketing strategies out there.

## CONCLUSION

In conclusion, I will summarize all the steps I went through during this research. I will also address problems which I faced during my research and lesson learned from this research work. In addition to that, I will discuss whether I was able to commence aims of this research work or not. Finally, I will summarize my overall findings and answer of research questions. SEO is essential for websites to increase their visibility in search engines. On-page SEO techniques and Off-page SEO techniques are commonly used SEO techniques for to increase the visibility of the website. On-page SEO techniques help in optimizing website contents by making it more understandable for search engines such as Google; because search engines can understand only certain formats of website contents. Whereas, Off-page SEO is nothing to do with website contents but it affects websites to get better ranking and improve crawlers and improve overall domain authority of the websites. Now coming to our main aim, the main aim of research was how we can use post Covid as a SEO strategy to improve website visibility. While Covid-19 exposed the dire state of India's health care system well as established health care start-ups. Many health care start-ups have grown after Covid 19. Now, in order to increase website visibility many SEO techniques were to be implemented....Search Engine is really useful tool in present era of web. There are many of search engines available but most popular search engine is Google. So for getting topmost results in web, we have to use search engine optimization technique available. Both on and off page optimization techniques are important for better search result. In this experiment One of the most important techniques we used is targeted keywords. We target post Covid and pre Covid keywords for better ranking.

As these terms have high search volume due to increasing Covid. When it comes to keyword search volume, there are two major factors to take into consideration that are volume and competitiveness. Keywords with higher search volumes mean more potential exposure, but will likely be much more competitive in Nature. Since a properly indexed websites are an initial and first step towards better ranking to bring websites more visible in search engines ranking, it is important to optimize a websites

properly to increase credibility of a websites. Hence some appropriate SEO techniques can be used in order to increase the visibility of website. Based on research it is safe to conclude that SEO techniques opted in this research is very effective. Therefore, a little hard work and some SEO techniques can we useful to improve website visibility..

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SEO Techniques for a Website and its Effectiveness in Context of Google Search Engine Lalit Kumar1\* and Naresh Kumar2

