



DIGITAL FOR HEALTHCARE

We build the digital healthcare brands win with.

Design, development, SEO and integrations — engineered around
how patients and providers actually behave online.

WHO WE ARE

The digital partner healthcare brands rely on

Hats-Off Digital is India's leading digital marketing powerhouse, now also in the UAE. Headquartered in Pune, we're a vibrant 14-year-old agency transforming businesses and brand experiences.

We blend purpose-driven creativity, brand marketing and cutting-edge digital — spanning social media, SEO, design & branding, and website / application development.

15+

Healthcare websites

553%

Avg. traffic lift

10

Years of Experience in Healthcare Industry

14

Years as an agency

TRUSTED BY BRANDS ACROSS HEALTHCARE



METROPOLIS

Gynaecworld



TOO shy
TO ask



Everything the website needs, under one roof

IT Solutions

- Software Development
- Website Development
- Data Entry
- App Development
- Testing & Security

SEO & Content

- Search Engine Optimization
- Platform SEO — YouTube, Amazon, Quora, Reddit, Mobile
- SEO Content Creation
- One-Time Website Optimization
- SEO Consultation
- Google — GMB, Merchant Center, Tag Manager
- ORM Strategy
- AIO, AEO, GEO

Creative & Advertising

- Social Media Management
- Video & Post Production
- Branding Services
- Performance Marketing
- PR & Outreach
- Photography & Videography

Cloud Solutions

- Hosting Servers
- Visual Composer
- Zoho Integration
- Domain
- GSuite / Workspace Integration
- WhatsApp Business Integration

Wikipedia

- Page Creation
- Monitoring & Maintenance
- Content Writing
- Draft Creation
- Page Editing
- Recover Deleted Page
- Consultancy

SECTION 03

Selected case studies

Three hospital groups trust us end-to-end — design, development, SEO and lead-tool integration. One build is live right now.

CLIENT 1 / 15

Sahyadri Hospitals

Maharashtra's largest hospital network, headquartered in Pune — delivering multi-specialty tertiary care across the state.

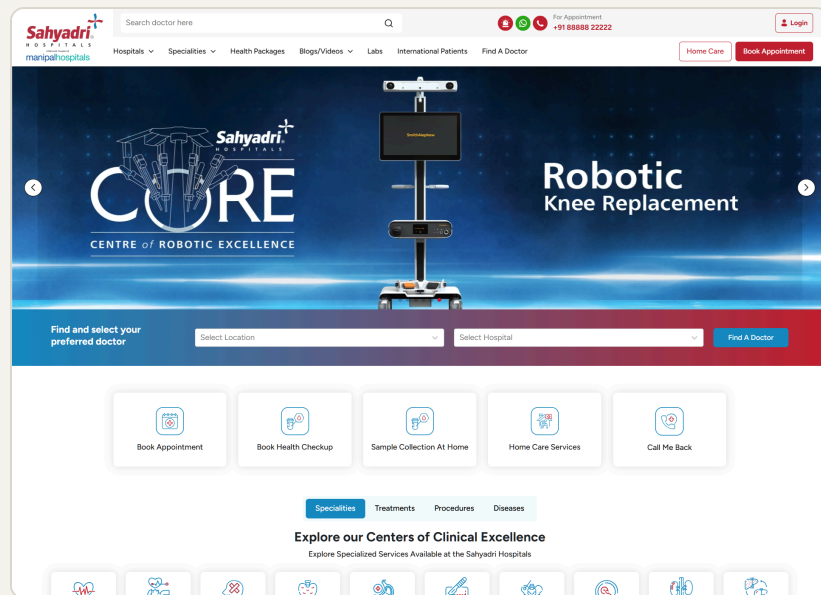
A cleaner, more trustworthy experience

The old WordPress site buried doctors and specialities behind static pages with no way to act. We redesigned around the patient's first instinct — search a doctor, pick a slot, book — with a persistent search bar, speciality-led navigation and a personal dashboard, so the very first screen signals a hospital that's organised, modern and ready to see you.

BEFORE



AFTER



Built fast, built to scale

10 Wks

Development time

7

Developers on the build

5+ yrs

Avg. team experience

BEFORE

- **No online booking** — no doctor availability or slot selection; every appointment needed a phone call or walk-in.
- **No patient accounts** — no dashboard, no personalised space, no reason to return to the website.
- **Thin speciality pages** — minimal content left Sahyadri under-represented in the searches where patients choose hospitals.
- **WordPress ceiling** — the platform limited how far custom patient-facing features could go.

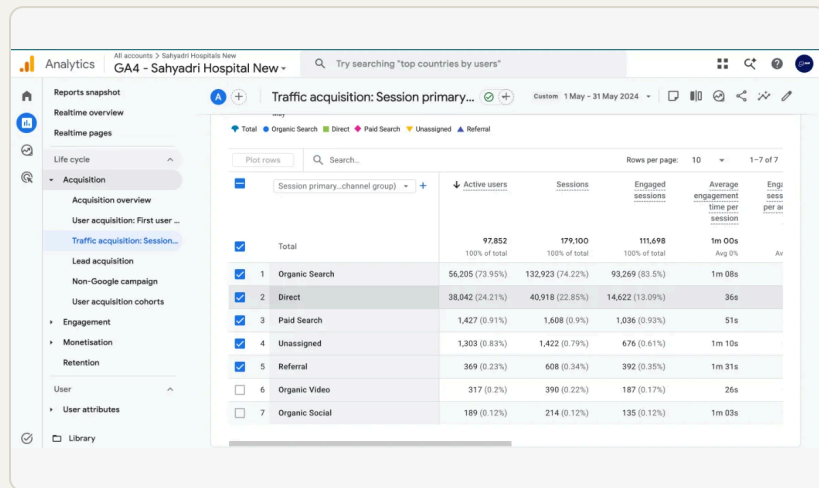
AFTER

- **Slot-based appointment booking** — browse doctors, pick a slot, book 24x7, directly on the website.
- **Patient dashboard** — profile plus complete history of previous bookings in one place.
- **Family member accounts** — add family members and book for them — one account for the whole household.
- **Speciality pages engineered for SEO** — Advanced Technology, Team of Experts, and Conditions & Treatments sections on every speciality.
- **React + Node.js rebuild** — fast, app-like, and ready to grow without replatforming.

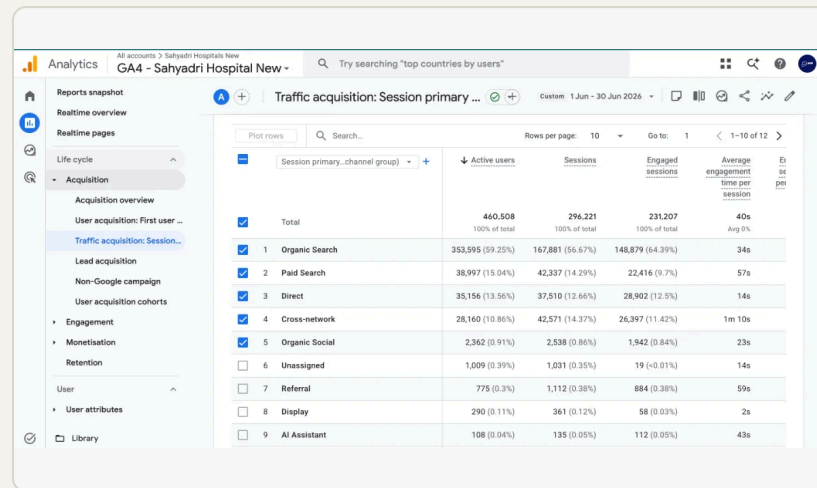
More visibility, more qualified traffic

Sahyadri Hospitals had limited local visibility, with key specialty pages not ranking in search results. Through a hyper-local SEO strategy targeting specialties and doctor profiles, we increased organic traffic from 50K to 150K monthly visits within 5 months, driving substantial growth in local traffic and patient leads.

BEFORE



AFTER



+26%

Organic

+48%

Direct

+83%

Referral

296K/mo

Total sessions

CLIENT 2 / 15

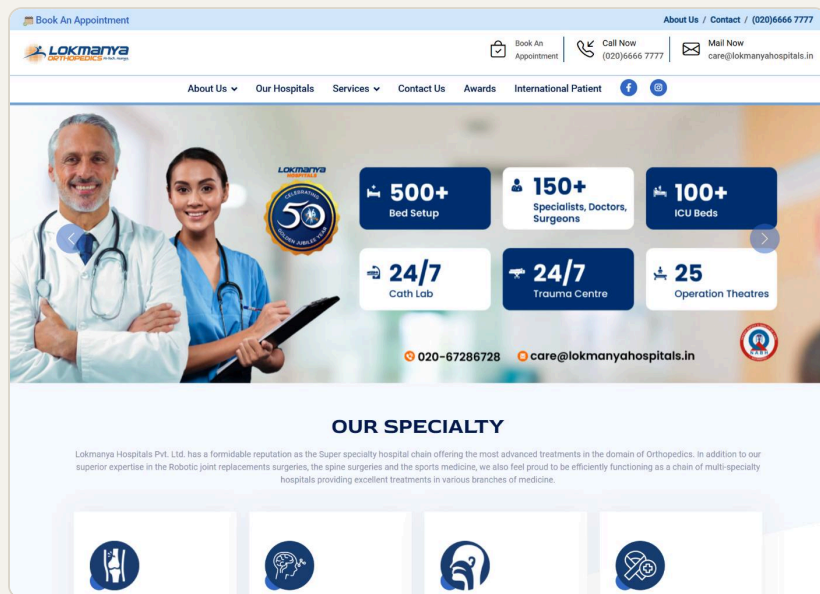
Lokmanya Hospitals

A Pune-based multi-specialty hospital group known for advanced orthopaedics and joint-replacement care across Maharashtra.

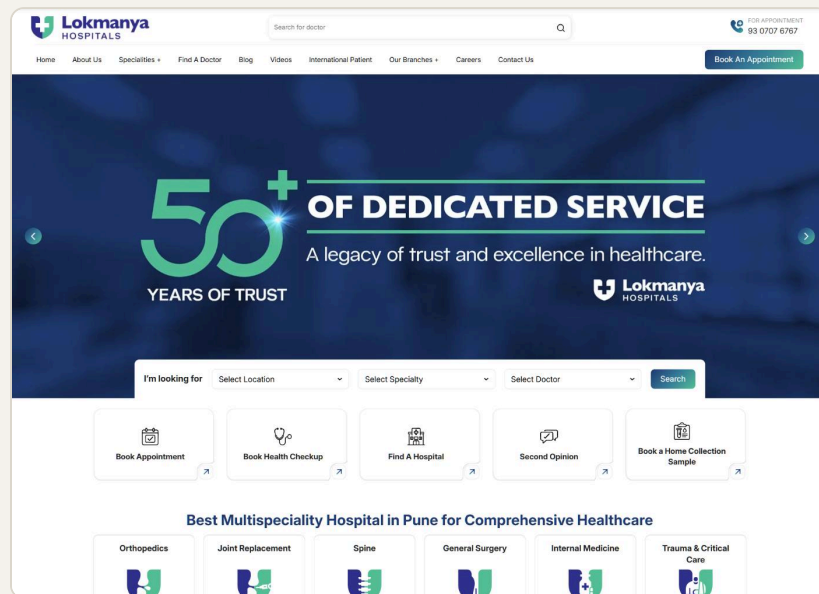
A cleaner, more trustworthy experience

The old site's navigation and content funnelled everything toward one speciality, hiding the hospital's true breadth. The new design leads with an 18-department speciality grid as the first screen, routes every user journey to a specific department and doctor callback, and instantly establishes Lokmanya as a full multispecialty institution.

BEFORE



AFTER



Built fast, built to scale

8 wks

Development time

5

Developers on the build

2+ yrs

Avg. team experience

BEFORE

- **Wrong story online** — the site revolved around Orthopedics and one senior doctor; other departments were nearly invisible.
- **Static HTML/PHP build** — outdated pages limiting functionality, upkeep and growth.
- **Off-brand design** — the look no longer reflected the hospital's brand identity.
- **No path to booking** — no structured way to reach a specific doctor.
- **No international presence** — nothing addressed patients from abroad.

AFTER

- **Multispecialty-first architecture** — every department visible; perception shifted from 'ortho hospital' to complete multispecialty destination.
- **Department pages with depth** — Treatments, Diseases and Conditions sections per speciality — rankable, patient-friendly content.
- **Full revamp on brand guidelines** — look & feel redesigned to Lokmanya's latest brand identity.
- **Doctor-level callbacks** — patients request a callback against a specific doctor — qualified leads, not generic enquiries.
- **International Patients page** — a structured channel for patient bookings from abroad.

More visibility, more qualified traffic

When we partnered with Lokmanya Hospitals, the website had no organic search visibility. Through specialty and doctor page optimization, high-intent treatment cost content, and a hyper-local SEO strategy, we grew organic traffic from 0 to 30K monthly visits while increasing qualified patient enquiries.

BEFORE

Analytics All accounts > Lokmanya New Lokmanya New - Try searching "how to set up Analytics"

Traffic acquisition: Session primary channel group (Default ... Custom: 1 Nov - 30 Nov 2025

Plot rows	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key All ev
Total	21,820 (100% of total)	11,669 (100% of total)	53.48% Avg 0%	43s Avg 0%	4.51 Avg 0%	98,464 (100% of total)	1
1 Organic Search	8,750 (40.1%)	4,821 (41.31%)	55.1%	55s	4.46	39,008 (39.62%)	3,664.00
2 Paid Search	6,560 (30.06%)	3,233 (27.71%)	49.28%	45s	4.79	31,422 (31.91%)	7,349.00
3 Direct	4,747 (21.76%)	3,246 (27.82%)	68.38%	30s	5.13	24,345 (24.72%)	4,492.00
4 Unassigned	357 (1.64%)	7 (0.06%)	1.96%	18s	1.29	460 (0.47%)	39.0
5 Paid Social	293 (1.34%)	141 (1.21%)	48.12%	37s	5.03	1,473 (1.5%)	267.0
6 Organic Social	226 (1.04%)	103 (0.88%)	45.58%	30s	4.81	1,086 (1.1%)	135.0
7 Cross-network	76 (0.35%)	64 (0.55%)	84.21%	36s	5.66	430 (0.44%)	52.0
8 Referral	59 (0.23%)	27 (0.23%)	54%	27s	4.80	240 (0.24%)	26.0

AFTER

Analytics All accounts > Lokmanya New Lokmanya New - Try searching "how to set up Analytics"

Traffic acquisition: Session primary channel group (Default ... Custom: 1 Jun - 30 Jun 2026

Session primary channel group	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Ko All
Total	46,553 (100% of total)	20,818 (100% of total)	44.72% Avg 0%	40s Avg 0%	3.86 Avg 0%	179,855 (100% of total)	
1 Organic Search	32,978 (70.84%)	15,640 (75.13%)	47.43%	46s	3.91	128,956 (71.7%)	8,076
2 Direct	8,591 (18.45%)	2,980 (14.31%)	34.69%	21s	3.66	31,458 (17.49%)	2,580
3 Paid Search	2,529 (5.43%)	1,389 (6.67%)	54.92%	44s	4.89	12,377 (6.88%)	2,274
4 Organic Social	629 (1.35%)	312 (1.5%)	49.6%	27s	4.60	2,892 (1.61%)	294
5 Paid Social	606 (1.3%)	277 (1.33%)	45.71%	27s	4.57	2,767 (1.54%)	290
6 Referral	139 (0.3%)	79 (0.38%)	56.83%	47s	4.45	618 (0.34%)	40
7 Cross-network	43 (0.09%)	36 (0.17%)	83.72%	58s	6.93	298 (0.17%)	56
8 Organic Video	36 (0.08%)	21 (0.1%)	58.33%	1m 04s	4.94	178 (0.1%)	20
9 Unassigned	36 (0.08%)	4 (0.02%)	11.11%	1m 42s	4.58	165 (0.09%)	25
10 AI Assistant	28 (0.06%)	16 (0.08%)	57.14%	57s	5.21	146 (0.08%)	12

+277%

Organic

+81%

Direct

+178%

Referral

47K/mo

Total sessions

Reliable, connected infrastructure

99.9%

Uptime

711ms

LCP

1.5s

Fully page load

99%

Performance

A

Grade

94%

Structure

CLIENT 3 / 15

Zulekha Hospitals

A trusted UAE healthcare provider with hospitals in Dubai and Sharjah, serving the region for over four decades.

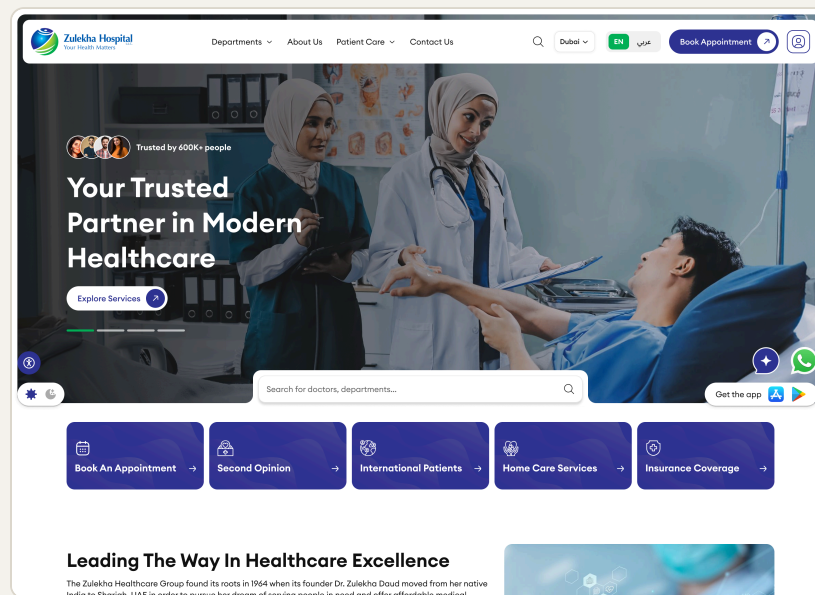
A cleaner, more trustworthy experience

A legacy site that spoke one language, ignored accessibility and treated every visitor the same. The new design opens in the patient's own language (English or Arabic, with mirrored RTL layouts), adapts to their location and accessibility needs, and puts live slot availability on screen — trust built through relevance from the first tap.

BEFORE



AFTER



Built fast, built to scale

10 wks

Development time

9

Developers on the build

3+ yrs

Avg. team experience

THE CHALLENGE

- **Legacy platforms** — website on Laravel 5.4, generations behind; a hybrid mobile app with hybrid limits.
- **No WCAG accessibility** — a real gap for a hospital serving patients of all ages and abilities.
- **One-size-fits-all** — no day/night mode, no location-based content across cities and units.
- **No content engine** — no Blogs, News or Videos — major SEO opportunity untapped.
- **Packages as images** — health packages were image uploads: unreadable to search, no lead capture.
- **English only** — no Arabic, despite an Arabic-speaking market.

WHAT WE BUILT

- **Next.js website + React Native app** — legacy web and hybrid app replaced by one modern, native-quality ecosystem.
- **WCAG accessibility + day/night mode** — usable and comfortable for every patient.
- **Hyperlocal across Dubai, Sharjah & Al Khan** — content tailored to each hospital and medical centre's location.
- **Booking + content engine** — online booking plus Blogs, News & Videos for lasting search visibility.
- **Packages that convert** — every health package gets its own page with a lead-generation form.
- **Fully bilingual** — the complete experience in English & Arabic.

A companion app in every pocket

100K+

Downloads

4.0

App rating

PLATFORMS & STACK

iOS

Android

React Native

Push notifications

Secure login

API integration

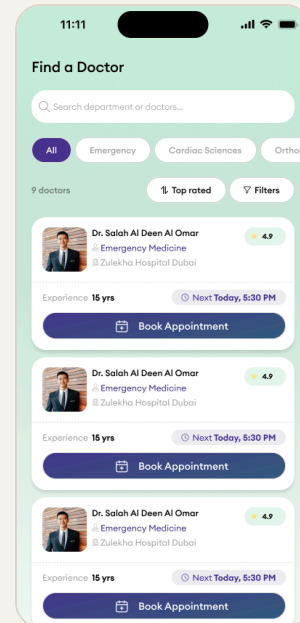
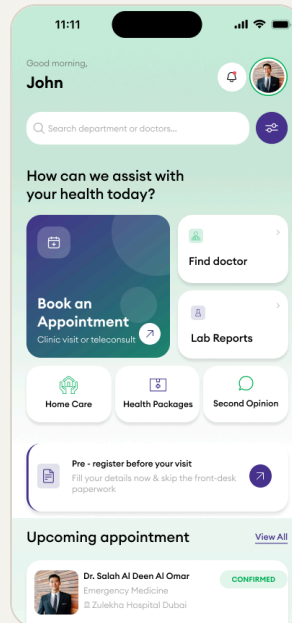
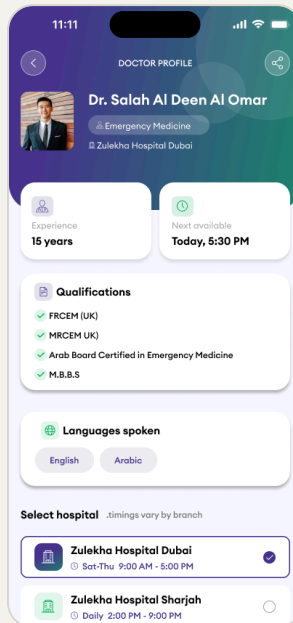
KEY FEATURES

Appointments

Reports

Content hub

Reminders



More visibility, more qualified traffic

When we took over the Zulekha Hospitals website it wasn't SEO-friendly — messy URLs with unnecessary parameters, thin content on key pages, unranked doctor profiles, no blog, a poorly implemented lang attribute, and an under-optimised home care service (a key lead magnet). We restructured the entire URL architecture, fixed the lang attribute, launched conversational blog content, and rolled out a hyper-local strategy for home care — driving rankings and leads across specialty pages, individual doctor profiles, and health packages.

BEFORE

Session primary_Channel Group	Active users	Sessions	Engaged sessions	Average engagement time per session	Engagement rate
Total	29,217	42,446	29,334	40s	1
1 Organic Search	17,452 (59.73%)	25,411 (59.59%)	19,045 (64.92%)	43s	1
2 Direct	9,127 (31.24%)	11,873 (27.84%)	6,869 (23.42%)	32s	0
3 Paid Search	2,497 (8.55%)	3,478 (8.16%)	2,603 (8.87%)	1m 01s	1
4 Referral	797 (2.73%)	1,335 (3.13%)	573 (1.95%)	18s	0
5 Cross-network	251 (0.86%)	303 (0.71%)	250 (0.85%)	53s	1
6 Unassigned	179 (0.61%)	227 (0.53%)	81 (0.28%)	34s	0
7 Organic Social	106 (0.36%)	110 (0.26%)	71 (0.24%)	7s	0
8 Paid Social	105 (0.36%)	108 (0.25%)	54 (0.18%)	6s	0
9 Paid Other	22 (0.08%)	22 (0.05%)	12 (0.04%)	15s	0

AFTER

Session primary_Channel Group	Active users	Sessions	Engaged sessions	Average engagement time per session	Engagement rate
Total	108,741	44,764	27,638	54s	0
1 Organic Search	84,786 (48.85%)	22,002 (49.15%)	15,090 (54.6%)	1m 01s	1
2 Direct	13,526 (28.23%)	10,917 (24.39%)	4,907 (17.75%)	29s	0
3 Paid Search	5,178 (17.14%)	7,182 (16.04%)	5,137 (18.59%)	1m 16s	0
4 Cross-network	875 (2.9%)	1,069 (2.39%)	746 (2.7%)	1m 05s	0
5 Unassigned	813 (2.69%)	984 (2.2%)	582 (2.11%)	51s	0
6 Referral	2444 (1.47%)	847 (1.89%)	489 (1.77%)	36s	1
7 AI Assistant	374 (1.24%)	480 (1.07%)	290 (1.05%)	1m 07s	0
8 Display	416 (1.38%)	466 (1.04%)	190 (0.69%)	22s	0
9 Organic Social	214 (0.71%)	233 (0.52%)	127 (0.46%)	23s	0
10 Paid Social	100 (0.33%)	101 (0.23%)	60 (0.22%)	23s	0
11 Paid Other	15 (0.05%)	17 (0.04%)	6 (0.02%)	10s	0

+386%

Organic

+48%

Direct

+207%

Referral

+5%

Total sessions

CLIENT 4 / 15

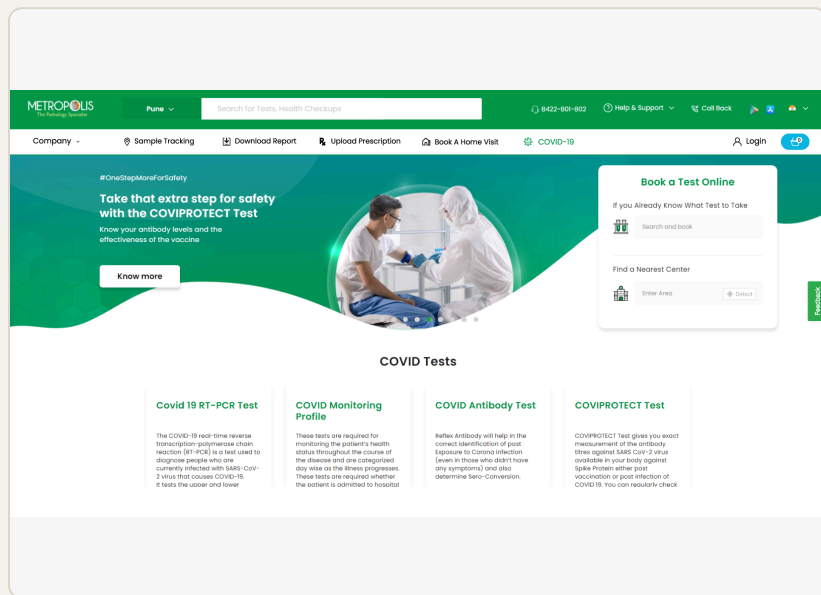
Metropolis Healthcare

One of India's leading diagnostics companies, running a nationwide network of pathology labs and collection centres.

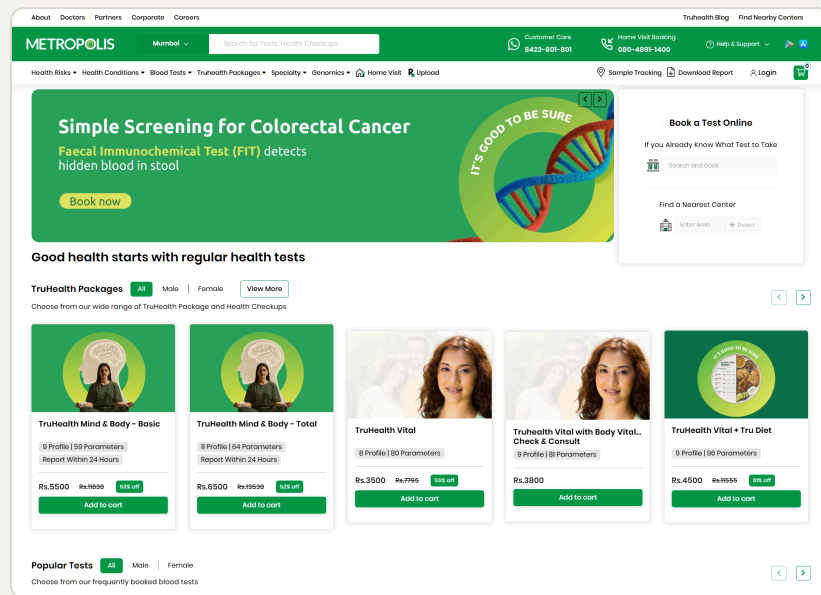
A cleaner, more trustworthy experience

Tests were buried in corporate pages with no clear path to purchase. We restructured discovery around how patients actually think — by health risk, condition and organ — with transparent pricing, Add to Cart and multiple booking routes on every test page, making a medical decision feel as clear and safe as everyday shopping.

BEFORE



AFTER



Built fast, built to scale

Tests were buried in corporate pages with no clear path to purchase. We restructured discovery around how patients actually think — by health risk, condition and organ — with transparent pricing, Add to Cart and multiple booking routes on every test page, making a medical decision feel as clear and safe as everyday shopping.

3+ yrs

Annual Maintenance Contract

8

Developers on the build

5+ yrs

Avg. team experience

TECH STACK — NOW

- **Homepage & Labs revamp** — redesigned the most-visited pages — a sharper first impression for lakhs of patients, and easier lab discovery.
- **HMIS-integrated test booking** — integrated the website with Metropolis's existing HMIS — patients book diagnostic tests directly online.
- **Mobile number login** — frictionless OTP-style access with just a mobile number — no email-password barriers.
- **Multilingual blogs** — health content in English, Hindi, Marathi & more — reach and SEO beyond English-speaking audiences.

More visibility, more qualified traffic

For Metropolis India, we built hyper-local functionality across their test menu — targeting not just cities but every locality within them. We curated SEO-friendly content for each test, layered in offers, and published healthcare blogs consistently, lifting organic traffic and driving a steady rise in qualified leads.

BEFORE

Analytics All accounts > MetropolisIndia.com Metropolis India - Try searching "trend of conversions from organic last month"

Reports snapshot Traffic acquisition: Session primary cha... Custom: 1 Jan - 31 Jan 2025

Realtime overview

Business objectives

Generate leads

Overview

Audiences

User acquisition

Lead acquisition

Landing page

User acquisition cohorts

Lead disqualification and L...

Drive sales

Understand web and/or app t...

View user engagement and r...

Life cycle

Session primary_channel group	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Ever
Total	378,511	228,973	60.49%	36s	9:
1 Organic Search	157,423 (41.59%)	88,072 (38.46%)	55.95%	20s	7:
2 Paid Search	64,330 (17%)	42,326 (18.49%)	65.8%	1m 02s	12:
3 Unassigned	56,261 (14.86%)	34,878 (15.23%)	61.99%	27s	8:
4 Organic Social	42,584 (11.25%)	28,355 (12.38%)	66.59%	1m 06s	11:
5 Direct	30,920 (8.17%)	19,120 (8.35%)	61.84%	41s	9:
6 Organic Video	23,849 (6.3%)	14,153 (6.18%)	59.34%	26s	8:
7 Referral	1,522 (0.4%)	932 (0.41%)	61.24%	48s	10:
8 Email	77 (0.02%)	46 (0.02%)	59.74%	1m 00s	12:
9 Affiliates	22 (<0.01%)	10 (<0.01%)	45.45%	17s	6:
10 Organic Shopping	6 (<0.01%)	5 (<0.01%)	83.33%	25s	4:

AFTER

Analytics All accounts > MetropolisIndia.com Metropolis India - Try searching "trend of conversions from organic last month"

Reports snapshot Traffic acquisition: Session primary cha... Custom: 1 Jun - 30 Jun 2026

Realtime overview

Business objectives

Generate leads

Overview

Audiences

User acquisition

Lead acquisition

Landing page

User acquisition cohorts

Lead disqualification and L...

Drive sales

Understand web and/or app t...

View user engagement and r...

Life cycle

Session primary_channel group	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Ever
Total	1,700,059	1,432,458	96.02%	26s	1:
1 Organic Search	704,571 (41.44%)	686,515 (42.05%)	97.44%	13s	7:
2 Cross-network	275,231 (16.19%)	265,851 (16.29%)	96.59%	30s	7:
3 Direct	200,658 (11.8%)	194,168 (11.99%)	96.77%	22s	1:
4 Paid Search	161,085 (9.48%)	155,951 (9.55%)	96.81%	1m 14s	16:
5 Unassigned	132,036 (7.77%)	124,177 (7.61%)	94.05%	34s	5:
6 Paid Shopping	94,267 (5.54%)	92,031 (5.64%)	97.63%	34s	5:
7 Paid Social	50,970 (3%)	49,687 (3.04%)	97.48%	22s	1:
8 Organic Social	39,297 (2.31%)	27,316 (1.67%)	69.51%	51s	12:
9 AI Assistant	3,338 (0.2%)	3,204 (0.2%)	95.99%	41s	11:
10 Referral	1,989 (0.12%)	1,896 (0.12%)	95.32%	49s	11:

+348%

Organic

+549%

Direct

+31%

Referral

+349%

Total sessions

A social presence that builds community

The figures mentioned below are a combined count from all social media platforms of the brand.

Mentioned results are organic without any paid Ads.

5-6k

New followers

100k

Avg. monthly reach

5-6%

Engagement rate

8

Campaigns run

CONTENT PILLARS

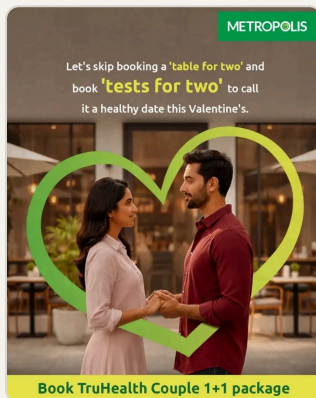
Awareness

Doctor spotlights

Patient stories

Health tips

Campaigns



CLIENT 5 / 15

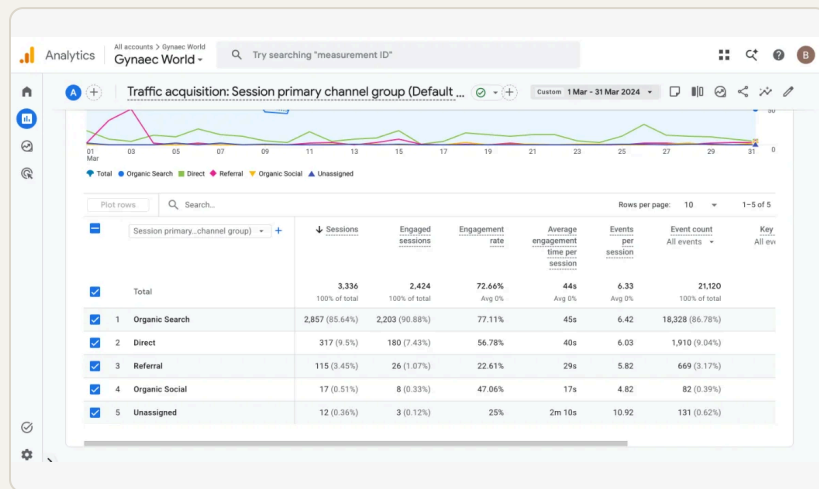
Gynaecworld

Mumbai's Center for Women's Health & Fertility, led by Dr. Duru Shah — full-spectrum gynaecology and assisted-reproduction care.

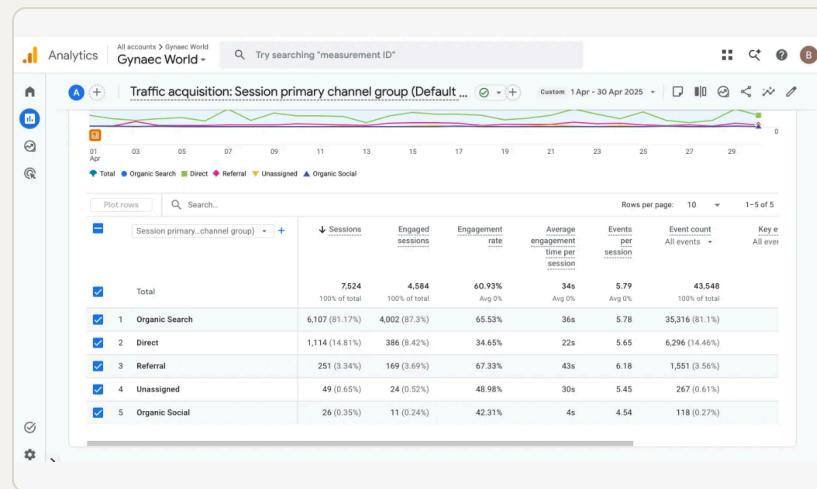
More visibility, more qualified traffic

This website's goal was to generate leads for IVF and other fertility services. We rolled out hyper-local targeting across each service and built a conversion funnel that draws the right users into the site — turning search interest into qualified enquiries.

BEFORE



AFTER



+114%

Organic

+251%

Direct

+118%

Referral

+126%

Total sessions

A social presence that builds community

The figures mentioned below are a combined count from all social media platforms of the brand.
Mentioned results are organic without any paid Ads.

30

New followers

15k

Avg. monthly reach

3-4%

Engagement rate

4

Campaigns run

CONTENT PILLARS

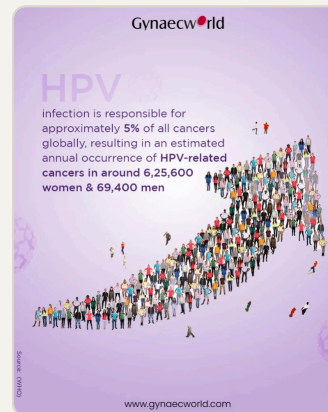
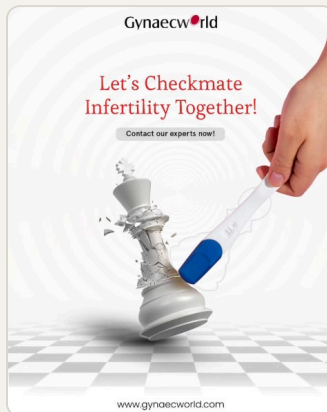
Awareness

Doctor spotlights

Patient stories

Health tips

Campaigns



CLIENT 6 / 15

YCDC

Yogiraj Centre for Dermatology & Cosmetology — ISO-certified skin, hair and cosmetic clinics in Bangalore and Trivandrum.

More visibility, more qualified traffic

YCDC needed stronger organic visibility for its dermatology, laser and hair-restoration services. We optimised service and location pages with SEO-driven, treatment-focused content and a cleaner site structure — growing organic search and connecting more high-intent patients with the right clinic.

BEFORE

Analytics YCDC- Try searching "Users overview"

Traffic acquisition: Session primary channel group (Default ...)

Plot rows Search...

	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key All ever
Total	6,526	2,776	42.54%	1m 08s	10.66	69,542	
1 Direct	3,957 (60.63%)	1,188 (42.8%)	30.02%	29s	6.67	26,388 (37.95%)	
2 Organic Social	1,615 (24.75%)	1,090 (39.27%)	67.49%	1m 50s	16.04	25,904 (37.25%)	
3 Organic Search	671 (10.28%)	494 (17.8%)	73.62%	3m 40s	24.99	16,771 (24.12%)	
4 Unassigned	234 (3.59%)	3 (0.11%)	1.28%	16s	1.74	408 (0.59%)	
5 Referral	8 (0.12%)	4 (0.14%)	50%	54s	7.75	62 (0.09%)	
6 Paid Search	2 (0.03%)	0 (0%)	0%	0s	3.00	6 (<0.01%)	
7 Cross-network	1 (0.02%)	0 (0%)	0%	0s	3.00	3 (<0.01%)	

+57%

Organic

-70%

Direct

AFTER

Analytics YCDC- Try searching "Users overview"

Traffic acquisition: Session primary channel group (Default ...)

Plot rows Search...

	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key All ever
Total	4,285	2,147	50.11%	2m 31s	17.38	74,461	
1 Direct	1,193 (27.84%)	358 (16.67%)	30.01%	1m 31s	11.33	13,517 (18.15%)	1.0
2 Organic Search	1,051 (24.53%)	714 (33.26%)	67.94%	2m 56s	21.64	22,741 (30.54%)	3.0
3 Paid Social	1,036 (24.18%)	459 (21.38%)	44.31%	2m 35s	16.36	16,954 (22.77%)	0.
4 Organic Social	974 (22.73%)	590 (27.48%)	60.57%	3m 19s	21.44	20,883 (28.05%)	0.
5 Paid Other	31 (0.72%)	14 (0.65%)	45.16%	16s	5.32	165 (0.22%)	0.
6 AI Assistant	20 (0.47%)	10 (0.47%)	50%	36s	6.85	137 (0.18%)	0.
7 Paid Search	6 (0.14%)	0 (0%)	0%	1s	2.33	14 (0.02%)	0.
8 Referral	6 (0.14%)	2 (0.09%)	33.33%	3s	3.83	23 (0.03%)	0.
9 Unassigned	2 (0.07%)	0 (0%)	0%	1m 14s	0.00	77 (0.10%)	0.

+1225%

Referral

-33%

Total sessions

A social presence that builds community

70-80

New followers

40k

Avg. monthly reach

6-7%

Engagement rate

10

Campaigns run

CONTENT PILLARS

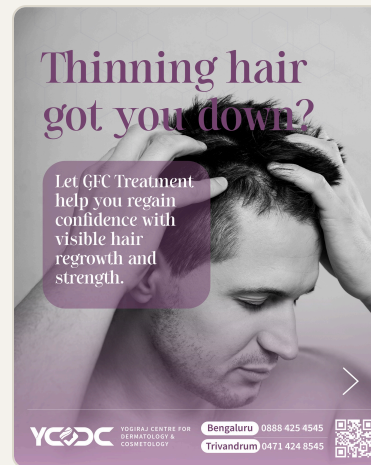
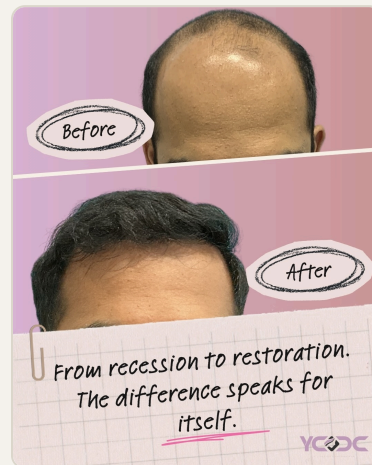
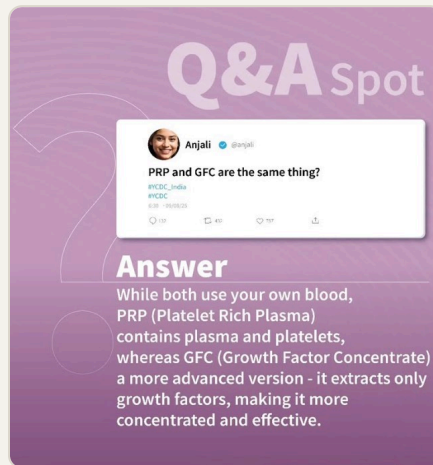
Awareness

Doctor spotlights

Patient stories

Health tips

Campaigns



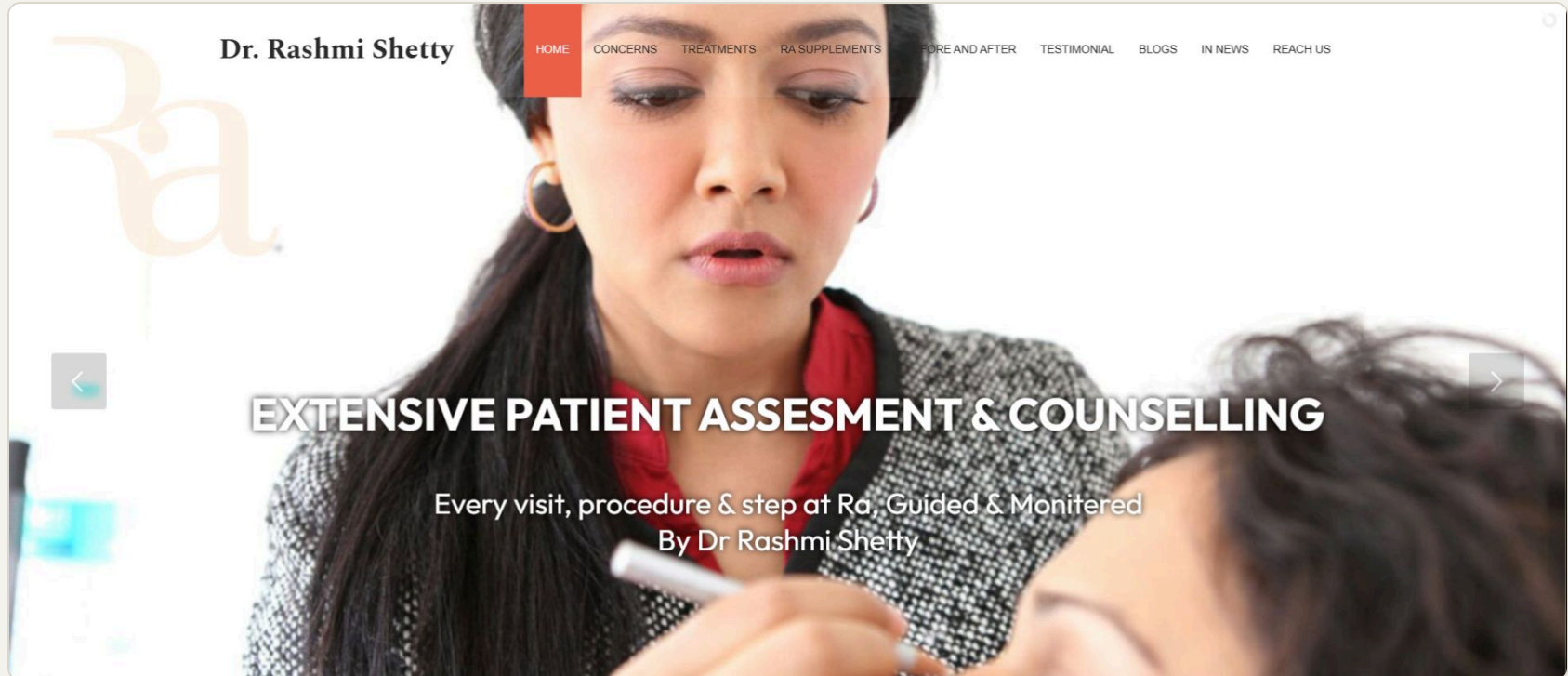
CLIENT 7 / 15

Dr. Rashmi Shetty

Renowned cosmetic dermatologist and founder of Ra Skin & Aesthetics, with clinics in Mumbai and Hyderabad.

A cleaner, more trustworthy experience

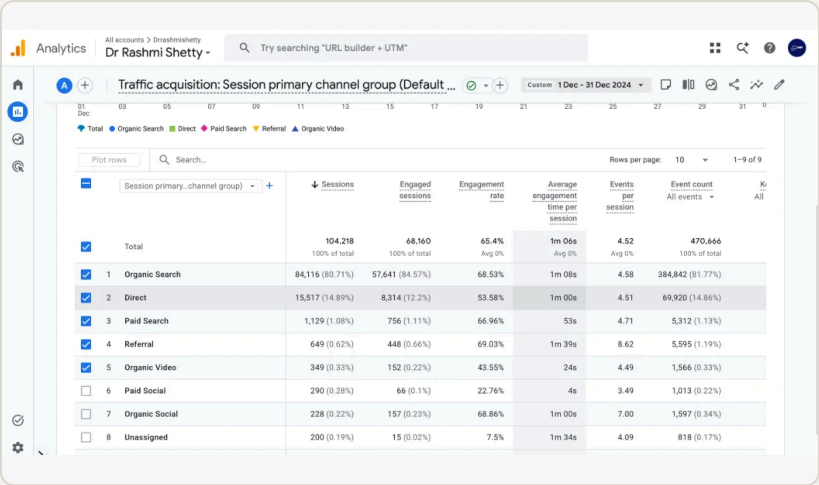
• AFTER



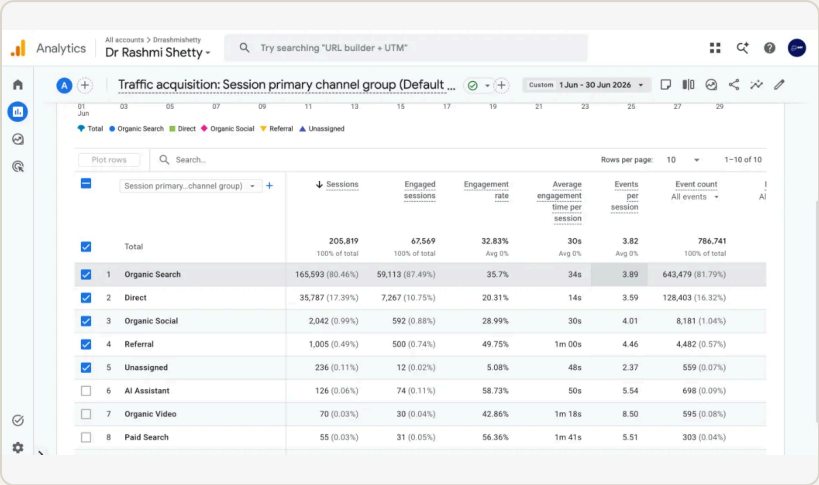
More visibility, more qualified traffic

Dr. Rashmi Shetty is one of India's most recognised cosmetic dermatologists. We strengthened the site's organic visibility with treatment- and concern-focused content and clean technical SEO — expanding reach across aesthetic and skincare searches and bringing in more high-intent consultation enquiries.

BEFORE



AFTER



+97%

Organic

+131%

Direct

+55%

Referral

+98%

Total sessions

A social presence that builds community

200-250

New followers

50k+

Avg. monthly reach

8%

Engagement rate

12

Campaigns run

CONTENT PILLARS

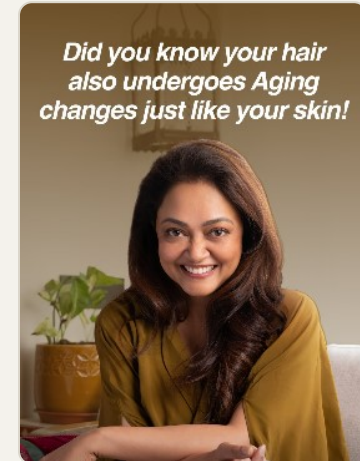
Awareness

Doctor spotlights

Patient stories

Health tips

Campaigns



CLIENT 8 / 15

Med-Engage

A digital healthcare engagement platform connecting providers, patients and medical content.

A cleaner, more trustworthy experience

BEFORE

Find Scholarships
So that you can stay focused on your educational goals.

Create an Account

Name D. O. B

Contact No Email ID

Address

Name of the Institution If Other, Then Specify

Credentials and Qualifications

☒ MBBS ☐ MD/MS ☐ DNB ☐ DM/MCH ☐ Others

☐ Terms and Conditions

☐ I'm not a robot

Create An Account

About Medengage

MEDENGAGE is a Medical Talent Outreach Program that has been conceived by Metropolis to encourage their imminent medical talent in the country. We have been in the field of Laboratory Medicine for over 37 years and our aim is to empower medical students with resources and help them in their medical research

Frequently Asked Question's

AFTER

Are you an MBBS or MD/DNB?
Here's your chance to **Win Scholarship**

Last Date to Apply: **10-01-2026**

About MedEngage

MedEngage is one of the flagship programs under **Corporate Social Responsibility (CSR)** of Metropolis Health care limited. The program has been conceived with the intention of extending our efforts to nourish and nurture young medical talents and upcoming medical notions while simultaneously enabling the reinforcement of existing medical knowledge.

The aim is to share the experience & expertise achieved over the years in the field of laboratory.

The MedEngage outreach program is done under the corporate **social responsibility** of Metropolis Healthcare Limited along with its CSR arm, Metropolis Foundation.

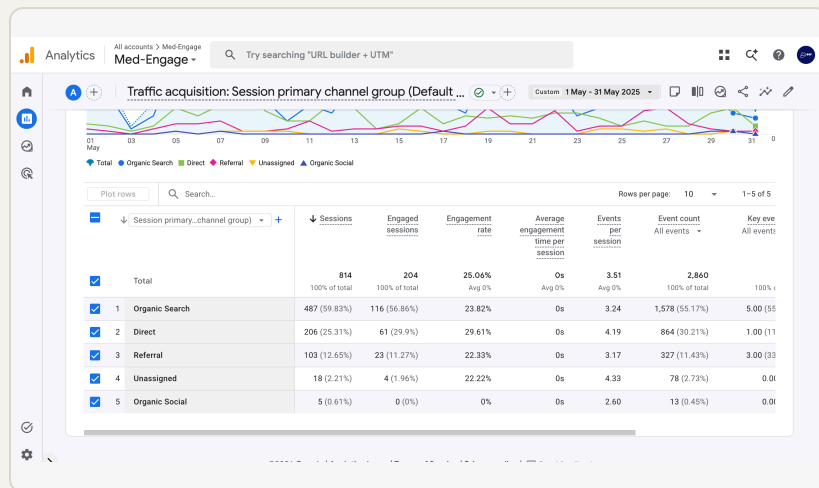
Benefits Of MedEngage Program

- Access to the
- Sharing industry's best
- Metropolis Scholarship
- Building Knowledge

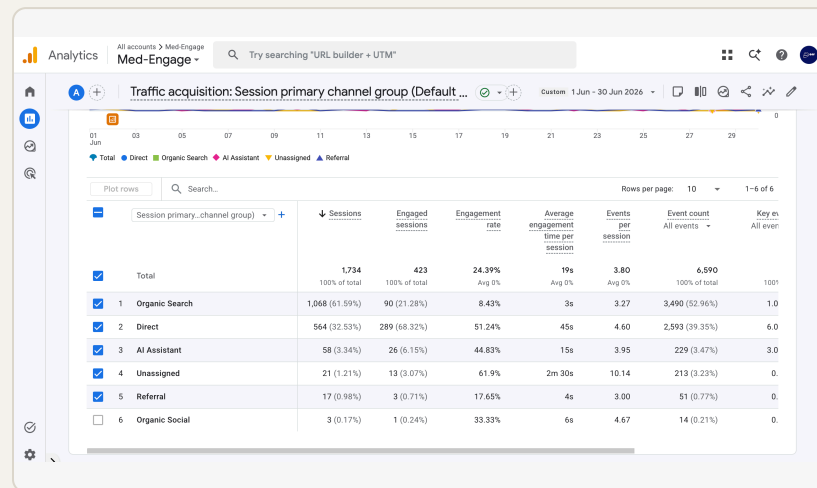
More visibility, more qualified traffic

Med-Engage is a digital platform connecting healthcare professionals with medical education and engagement. We sharpened its organic visibility through targeted content and clean technical SEO — growing search-driven sessions and putting the platform in front of more relevant medical audiences.

BEFORE



AFTER



+119%

Organic

+174%

Direct

-83%

Referral

+113%

Total sessions

A social presence that builds community

The figures mentioned below are a combined count from all social media platforms of the brand. Mentioned results are organic without any paid Ads.

50-70

New followers

20k

Avg. monthly reach

3-4%

Engagement rate

6

Campaigns run

CONTENT PILLARS

Awareness

Doctor spotlights

Patient stories

Health tips

Campaigns



Reliable, connected infrastructure

99.9%

Uptime

1.3s

LCP

7.5s

Fully page load

90%

Performance

B

Grade

88%

Structure

CLIENT 9 / 15

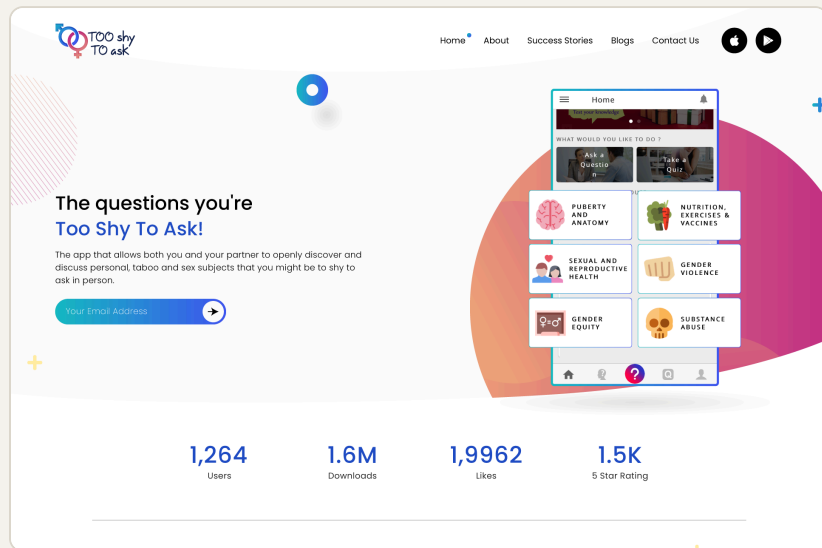
Too Shy To Ask

An award-winning Metropolis Foundation initiative empowering adolescents with anonymous, expert guidance on sexual health.

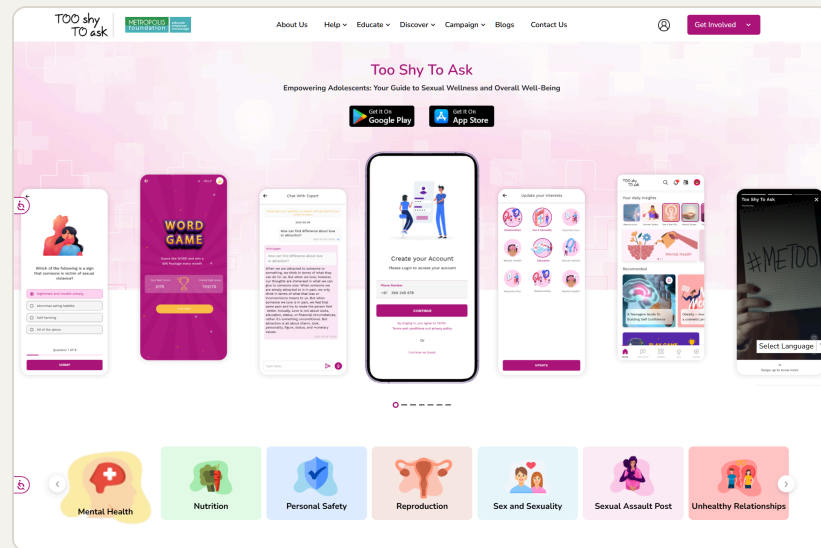
A cleaner, more trustworthy experience

The old site was visually dated, only partially responsive, weak on SEO, and limited to a handful of box-layout sections that told visitors very little. The redesign introduces a fully responsive, SEO-ready structure with streamlined navigation and clearly surfaced services. Core user journeys — discover, evaluate, enquire — are now short and intentional, supported by contextual CTAs. And the new homepage leads with clear positioning and credibility, so trust is built from the first screen.

BEFORE



AFTER



Built fast, built to scale

8 weeks

Development time

6

Developers on the build

6+ yrs

Avg. team experience

TECH STACK — BEFORE

1. Old WordPress & Plugins versions.
2. Normal reseller hosting was causing the website to load slowly, which was impacting SEO.

TECH STACK — NOW

1. New WordPress & Plugins versions on a secured website.
2. Migrated to a cloud server with optimized configuration, so the website loads faster with no impact on SEO.
3. Connected the mobile app and website via API, so the same features are available on both platforms.

A companion app in every pocket

1L+

Downloads

4.5

App rating

PLATFORMS & STACK

iOS

Android

React Native

Push notifications

Secure login

API integration

KEY FEATURES

Ask the Expert

Game

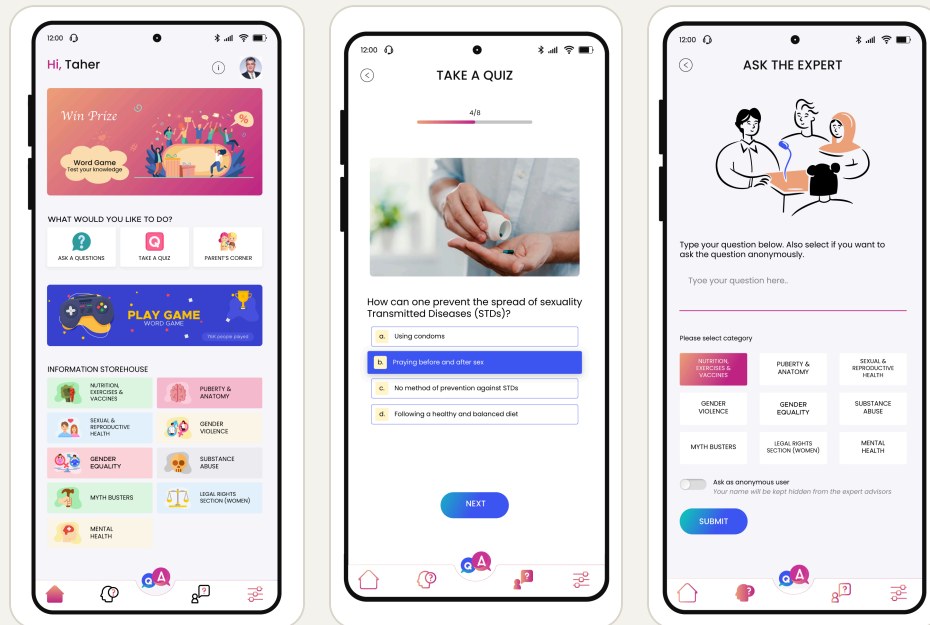
Adolescents & Sexual Articles

Nutrition

Exercise Articles

Take a Quiz

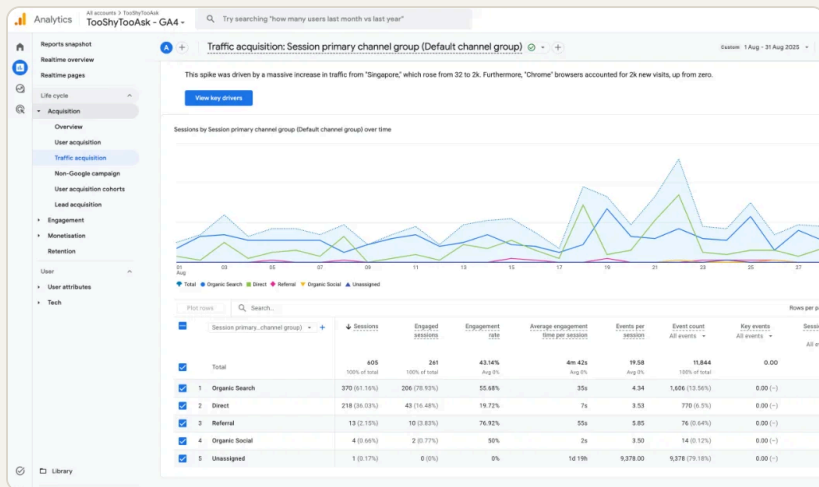
Parents Corner



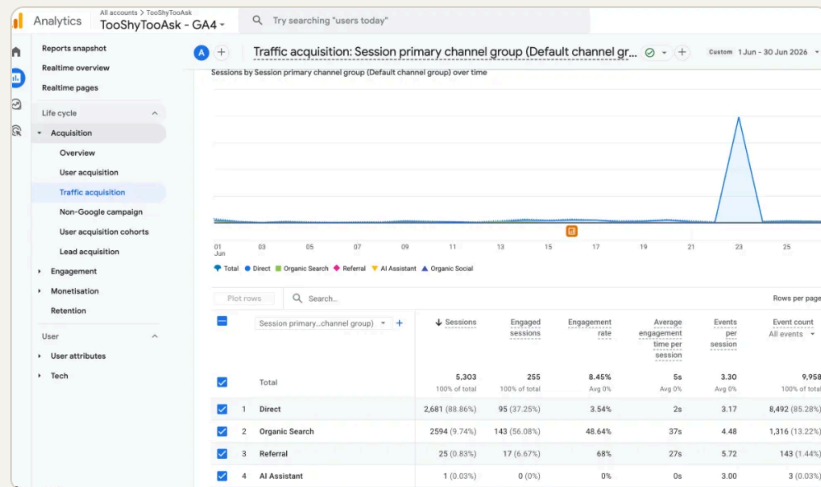
More visibility, more qualified traffic

Through technical SEO, content optimization, and strategic keyword targeting, we helped Too Shy To Ask expand its digital reach and improve search performance. The SEO program drove sustainable organic growth while connecting more users with reliable, expert-backed health information.

BEFORE



AFTER



+601%
Organic

+1,130%
Direct

+92%
Referral

5,303/mo
Total sessions

A social presence that builds community

The figures mentioned below are a combined count from all social media platforms of the brand.

Mentioned results are organic without any paid Ads.

50-100

New followers

2-4k

Avg. monthly reach

3%

Engagement rate

5

Campaigns run

CONTENT PILLARS

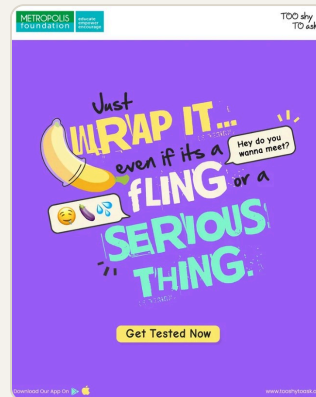
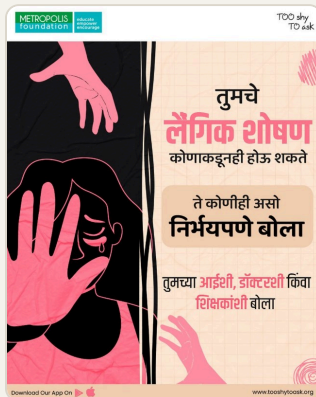
Awareness

Doctor spotlights

Patient stories

Health tips

Campaigns



Reliable, connected infrastructure

99.9%

Uptime

2.1s

LCP

8.3s

Fully page load

87%

Performance

B

Grade

95%

Structure

CLIENT 10 / 15

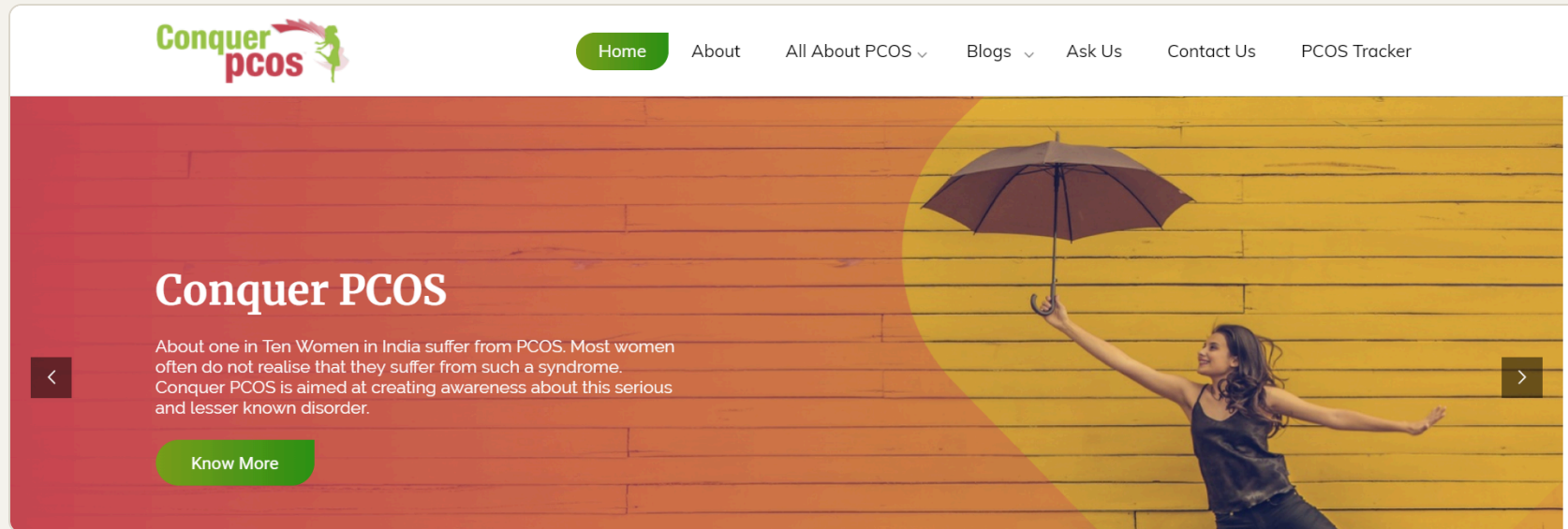
Conquer PCOS

A women's health platform helping people understand, manage and take charge of PCOS through expert-backed guidance.

A cleaner, more trustworthy experience

The old website had a dated visual style, limited content structure, and a less engaging user journey for women seeking PCOS awareness and support. The redesigned website brings a modern, responsive, and content-focused experience with clearer navigation, improved educational resources, symptom and diagnosis information, FAQs, blogs, and interactive PCOS tools. The new experience makes it easier for visitors to understand PCOS, explore relevant information, and take the next step toward better health awareness.

• AFTER



From complex content to a clear experience

8 weeks

Development time

2

Developers on the build

6+ yrs

Avg. team experience

TECH STACK — BEFORE

1. Large amounts of PCOS-related medical information were difficult to structure and navigate.
2. Users had difficulty navigating between educational content, blogs, diet charts, comics, trackers and surveys.
3. Complex medical topics could feel overwhelming and difficult for a general audience to understand.
4. Users looking for awareness, symptoms, diagnosis, diet or lifestyle information had to navigate through a broad range of content.
5. Interactive tools such as the PCOS Tracker and PCOS Survey were not part of a unified user experience.
6. Different content formats such as articles, blogs, FAQs, videos and educational resources lacked a consistent visual experience.
7. Finding specific information about symptoms, diagnosis, nutrition, infertility, pregnancy and lifestyle management could be challenging.

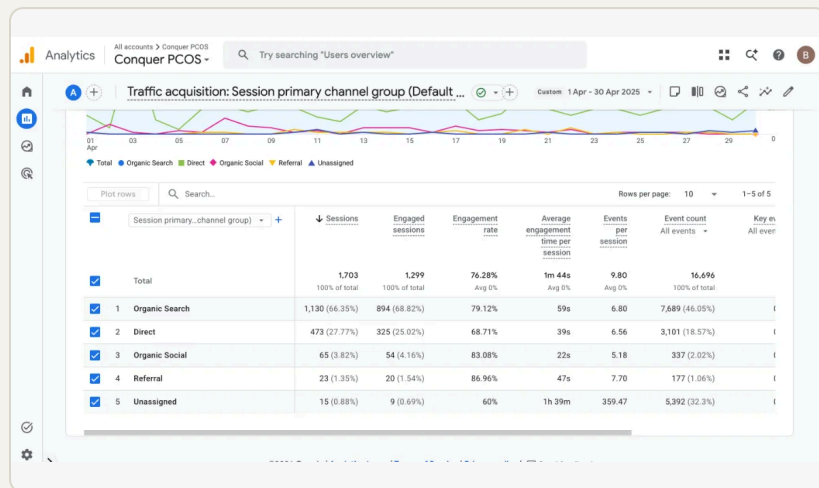
TECH STACK — NOW

1. Medical content is organised into clear, well-defined sections that are easier to understand and explore.
2. A clear and intuitive navigation structure allows users to move seamlessly between different content and resources.
3. Medical information is presented in a simplified, engaging and easy-to-understand format.
4. Content is structured around different user needs, making it easier to find relevant information and guidance.
5. Interactive features are seamlessly integrated into the platform for a smoother and more engaging user experience.
6. A unified design system creates a consistent experience across all content types and resources.
7. Improved content structure and navigation help users quickly discover the information most relevant to them.

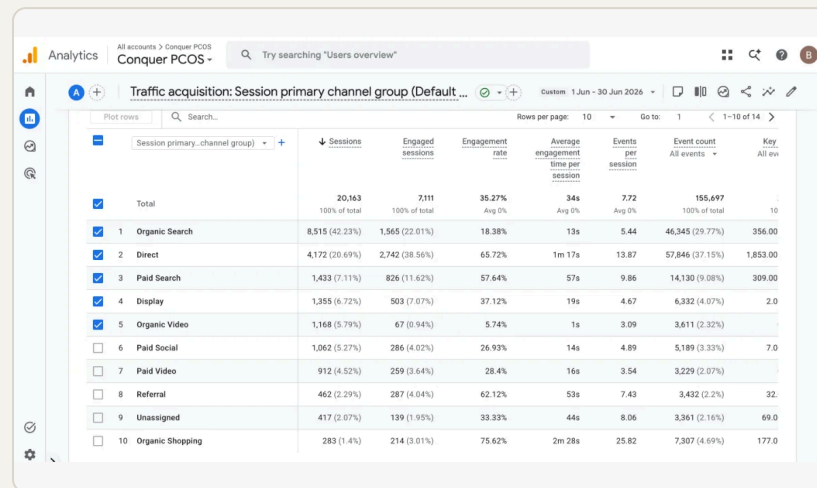
More visibility, more qualified traffic

Conquer PCOS is a health platform helping women manage PCOS through education and lifestyle guidance. We built a content-led SEO engine around high-intent symptom, diet, and treatment searches — turning the site into a leading organic destination and multiplying search-driven sessions many times over.

BEFORE



AFTER



+653%

Organic

+782%

Direct

+1909%

Referral

+1084%

Total sessions

A social presence that builds community

The figures mentioned below are a combined count from all social media platforms of the brand.

Mentioned results are organic without any paid Ads.

40-60

New followers

30k

Avg. monthly reach

5%

Engagement rate

2

Campaigns run

CONTENT PILLARS

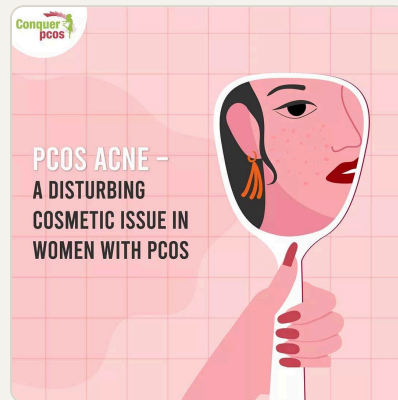
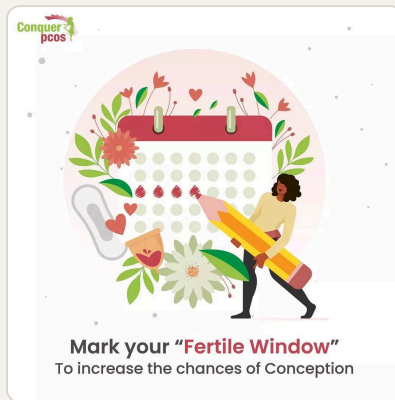
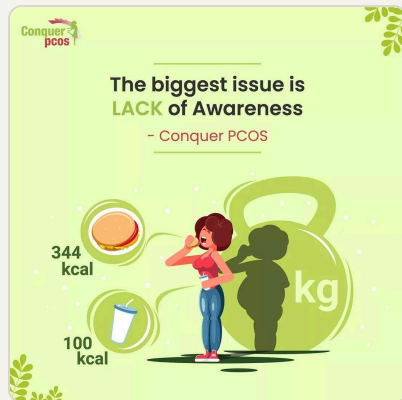
Awareness

Doctor spotlights

Patient stories

Health tips

Campaigns



CLIENT 11 / 15

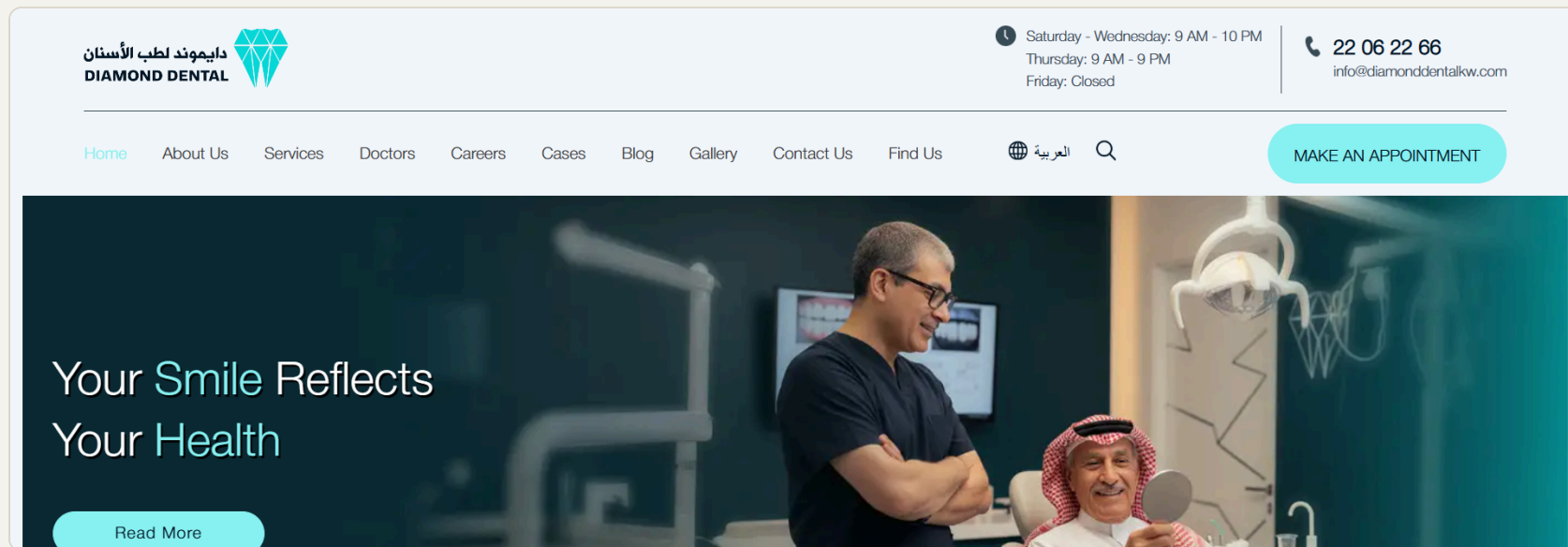
Diamond Dental

A UAE dental clinic delivering advanced, patient-friendly dental care across a full range of specialities.

A faster, smarter, and more scalable dental experience

We transformed a delayed and underdeveloped website into a fast, modern digital platform built for both patients and search engines. With hyperlocal SEO, dedicated doctor profiles, and case studies linked to individual specialists, the new experience makes it easier for patients to discover the right care while strengthening Diamond Dental's online visibility.

• AFTER



Built fast, built to scale

8 weeks

Development time

4

Developers on the build

3+ yrs

Avg. team experience

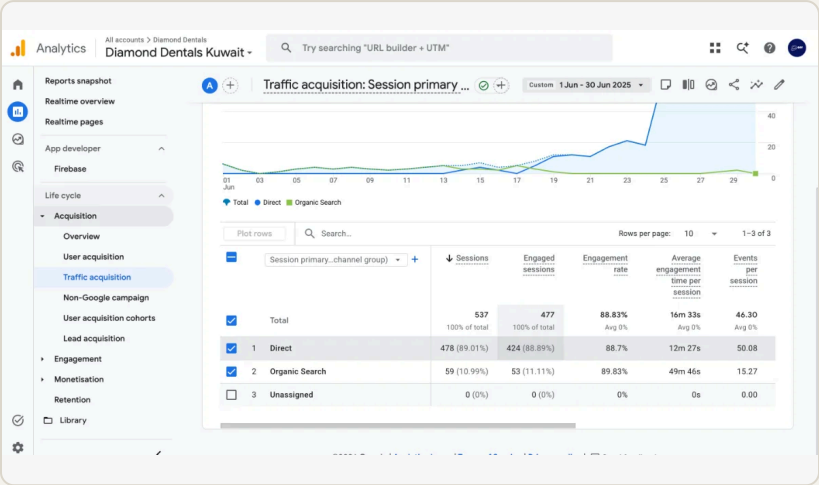
THE CHALLENGE

1. **Fragmented reservations** - multiple booking paths created confusion instead of directing users to one clear reservation experience.
2. **Confusing menu experience** - the single-page menu made it difficult for users to browse categories and find what they wanted quickly.
3. **Placeholder visuals** - generic icons and placeholder imagery weakened the brand experience and failed to showcase the business authentically.
4. **Limited event discovery** - the absence of a proper events calendar made it difficult for visitors to explore upcoming events and plan their visits.
5. **Unclear delivery journey** - takeout and delivery options lacked a clear distinction, creating friction in the ordering process.

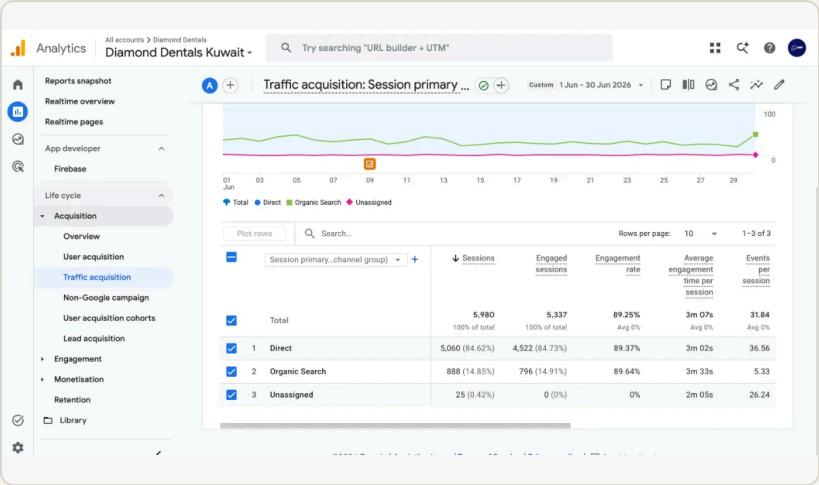
More visibility, more qualified traffic

Diamond Dental's website wasn't SEO-friendly, so we rebuilt it around current best practices, ran hyper-local optimisation for each branch, and launched a blog strategy — which began generating leads. We also set up their Google Business Profile, driving direct calls from local search.

BEFORE



AFTER



+1,405%

Organic

+958%

Direct

—

Referral

5,980/mo

Total sessions

CLIENT 12 / 15

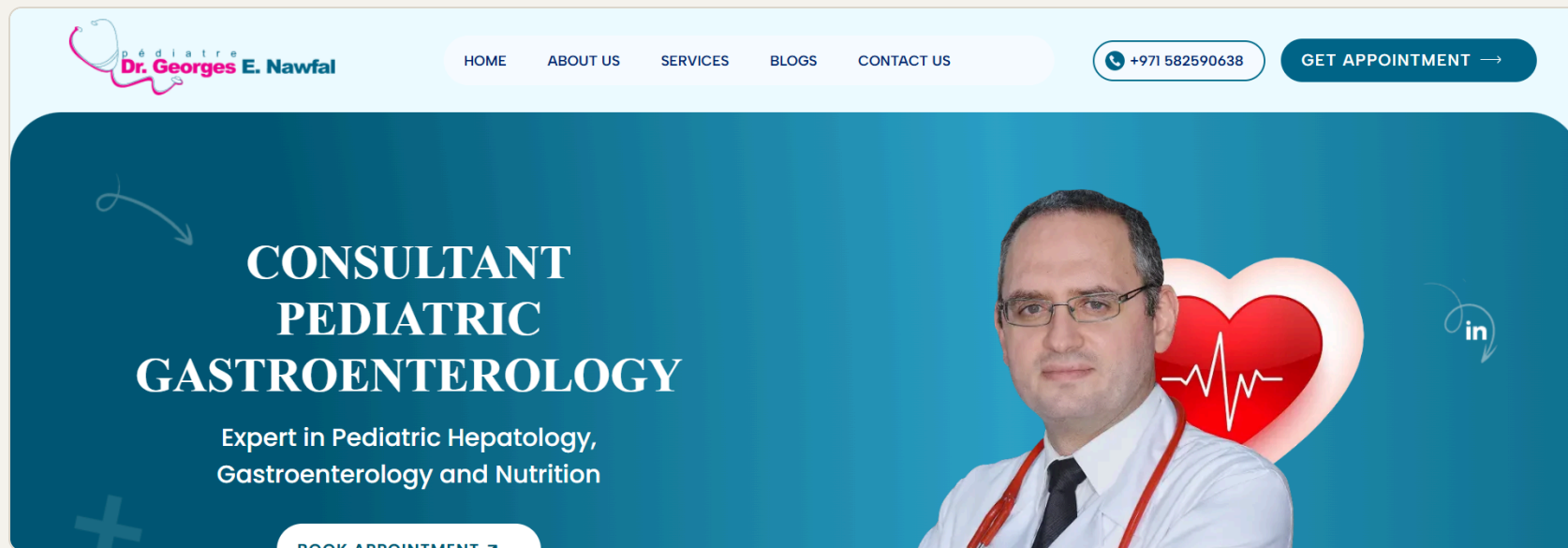
Dr. Georges E. Nawfal

A trusted pediatric practice offering warm, family-centred care for children and adolescents.

From a simple page to a complete digital presence

What started as a request for a single-page website evolved into a complete digital experience after the client saw the quality of our work. We created a clean, professional, and trustworthy website that effectively showcases Dr. Nawfal's expertise, services, and professional presence while guiding visitors toward meaningful enquiries.

• AFTER



Built fast, built to scale

1 weeks

Development time

2

Developers on the build

2+ yrs

Avg. team experience

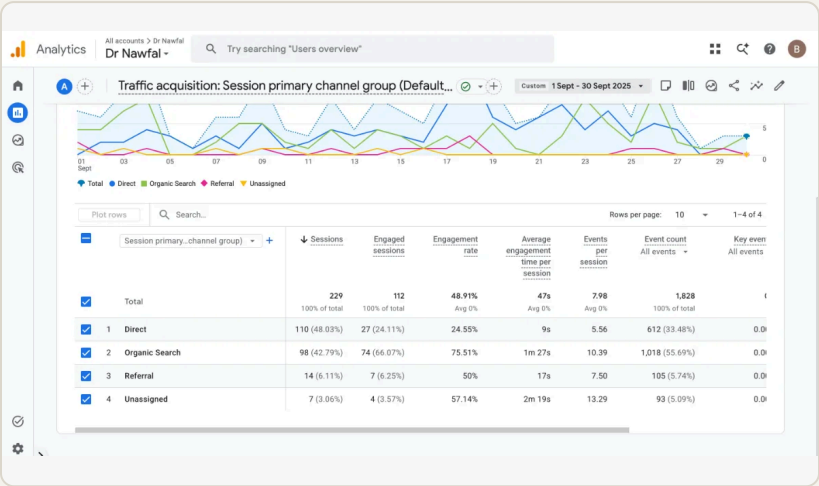
THE CHALLENGE

1. **Started with a single-page brief** - Dr. Nawfal Pedgi initially approached us with a requirement for a simple one-page website.
2. **Opportunity to expand the vision** - after reviewing our previous work and development approach, the client was highly impressed with the quality and expertise we brought to the project.
3. **Building complete digital presence** - the challenge evolved from delivering a single landing page to creating a comprehensive website that could effectively represent the doctor's expertise and services.
4. **Earning client confidence** - delivering a strong initial experience helped us build trust with the client, resulting in the opportunity to take ownership of the complete website development.

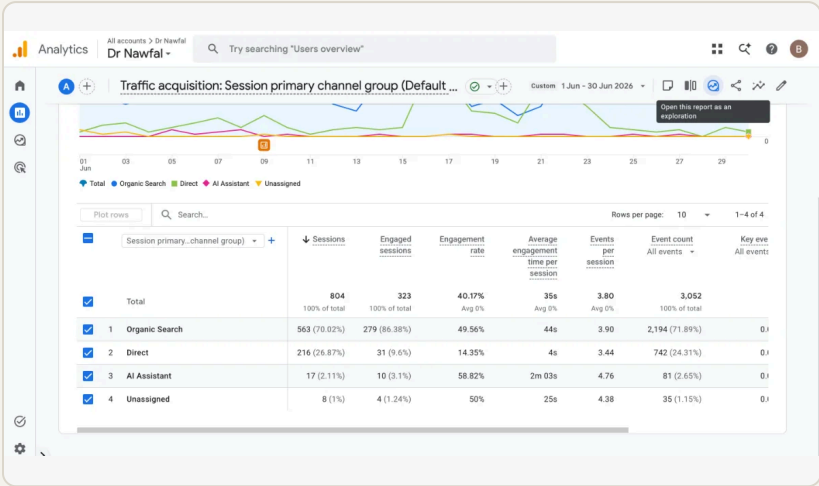
More visibility, more qualified traffic

Dr Nawfal's website wasn't even indexable by Google. We migrated to a new domain, optimised the services for Dubai and Sharjah, and set up a Google Business Profile — earning the doctor search rankings, direct calls, and a steady flow of qualified leads.

BEFORE



AFTER



+475%

Organic

+96%

Direct

-100%

Referral

+251%

Total sessions

CLIENT 13 / 15

Dr. Raut

India's first dedicated reproductive immunology centre — six centres nationwide, treating repeated miscarriages, recurrent IVF failures and unexplained infertility with its patented ImmuLIT therapy.

A More Structured, Trustworthy, and Patient-Centric Experience

The old website had a dated visual style, limited content structure, and a less engaging user journey for women seeking PCOS awareness and support. The redesigned website brings a modern, responsive, and content-focused experience with clearer navigation, improved educational resources, symptom and diagnosis information, FAQs, blogs, and interactive PCOS tools. The new experience makes it easier for visitors to understand PCOS, explore relevant information, and take the next step toward better health awareness.

• AFTER



Built fast, built to scale

10 weeks

Development time

2

Developers on the build

5+ yrs

Avg. team experience

BEFORE

1. Large amounts of reproductive immunology and fertility-related information were difficult to structure and navigate.
2. Users had to navigate through multiple sections to understand their condition, treatment options, LIT process, and next steps.
3. Topics such as reproductive immunology, LIT, recurrent pregnancy loss, and IVF failure could be complex and overwhelming.
4. Users with different fertility concerns had difficulty finding information relevant to their specific situation.

AFTER

1. Medical content is organised into clear, well-defined sections, making information easier to understand and explore.
2. A clear and intuitive user journey guides users from understanding their concern to exploring treatment options and booking a consultation.
3. Complex medical information is simplified through structured content, easy-to-follow explanations, FAQs, and step-by-step treatment information.
4. Content is organised around specific user needs, including recurrent pregnancy loss, recurrent IVF failure, unexplained infertility, reproductive immunology, and LIT treatment.

Built fast, built to scale

BEFORE

5. The content-heavy experience lacked strong visual hierarchy and clear prioritisation of important information and actions.
6. Users had to explore different sections to understand the expertise, experience, treatment approach, and credibility of the centre and its doctors.
7. Finding specific information about LIT, reproductive immunology, IVF failure, pregnancy loss, treatment steps, and FAQs could be challenging.
8. The large volume of medical content had limited structure for effective search engine discoverability.

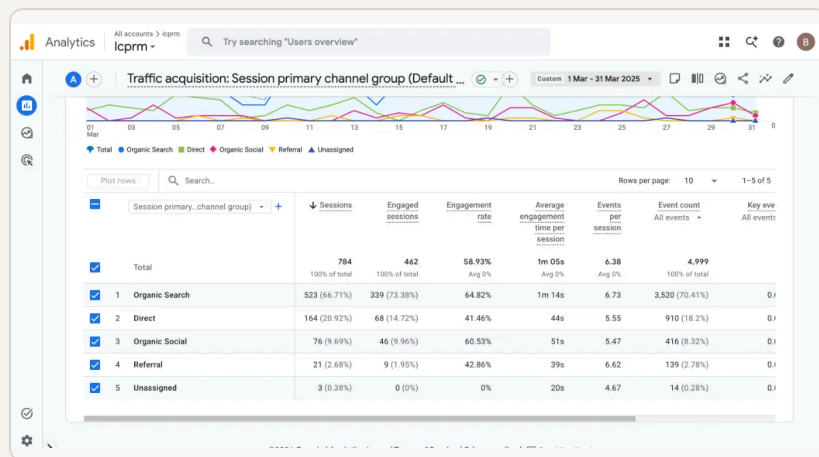
AFTER

5. A modern, responsive, and user-friendly UI improves navigation, content readability, visual hierarchy, calls to action, and overall engagement across devices.
6. Dedicated sections for doctors, milestones, treatment expertise, success stories, and the patented ImmuLIT process help build trust and credibility.
7. Improved information architecture and categorisation help users quickly discover relevant information and resources.
8. An SEO-focused content structure with improved page hierarchy, headings, metadata, internal linking, and dedicated topic-based content helps improve organic visibility for relevant fertility and reproductive immunology searches.

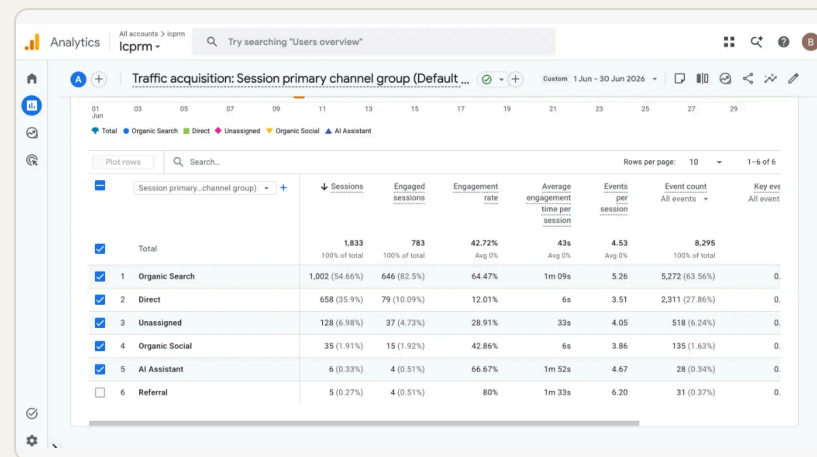
More visibility, more qualified traffic

When we began working with ICPRM, the practice had virtually no visibility on Google. We optimised the doctors' profiles and built a blog-led funnel — guiding users from blog content to relevant treatment (LIT) pages, then to doctor profiles, and finally into enquiries — turning organic discovery into qualified leads.

BEFORE



AFTER



+92%

Organic

+301%

Direct

-76%

Referral

+134%

Total sessions

CLIENT 14 / 15

Yadav Hospital

An ISO-certified, UNICEF baby-friendly women's hospital and IVF centre in Nalasopara, caring for every woman and every baby, every day.

A social presence that builds community

The figures mentioned below are a combined count from all social media platforms of the brand.
Mentioned results are organic without any paid Ads.

20-30

New followers

8k

Avg. monthly reach

2-4%

Engagement rate

0

Campaigns run

CONTENT PILLARS

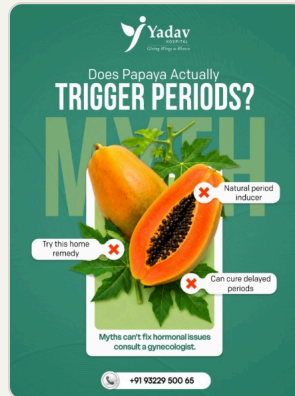
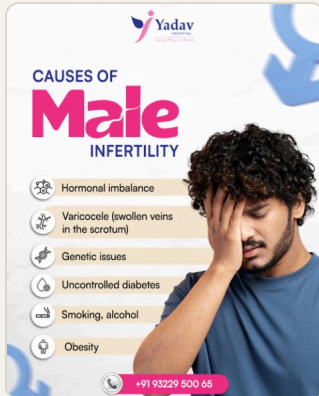
Awareness

Doctor spotlights

Patient stories

Health tips

Campaigns



Reliable, connected infrastructure

99.9%

Uptime

1.8s

LCP

6.2s

Fully page load

78%

Performance

B

Grade

86%

Structure

CLIENT 15 / 15

The PCOS Society (India)

A social presence that builds community

The figures mentioned below are a combined count from all social media platforms of the brand.

Mentioned results are organic without any paid Ads.

40-60

New followers

10k

Avg. monthly reach

3-5%

Engagement rate

2

Campaigns run

CONTENT PILLARS

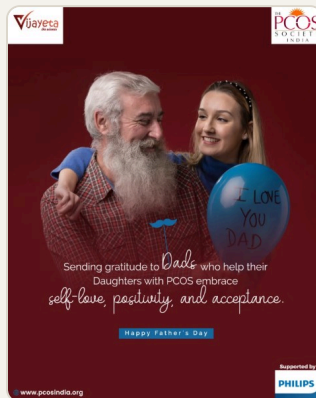
Awareness

Doctor spotlights

Patient stories

Health tips

Campaigns



Why hospital groups choose us

- **Healthcare specialists**

We know hospital web patterns cold — services, doctors, appointments and the trust signals patients look for.

- **Bilingual & RTL ready**

Proven English + Arabic, RTL-ready delivery for regional and multi-market audiences.

- **One integrated team**

Design, development, SEO and integrations — one accountable partner, zero finger-pointing.

- **Built to convert**

Lead-tool integrations and SEO that turn visits into booked appointments.



Let's build the next chapter of your digital presence.

Website

hatsoffdigital.com

Email

poke@hatsoff.co.in

Phone

 +91 99232 87864

 +971 50 272 9288