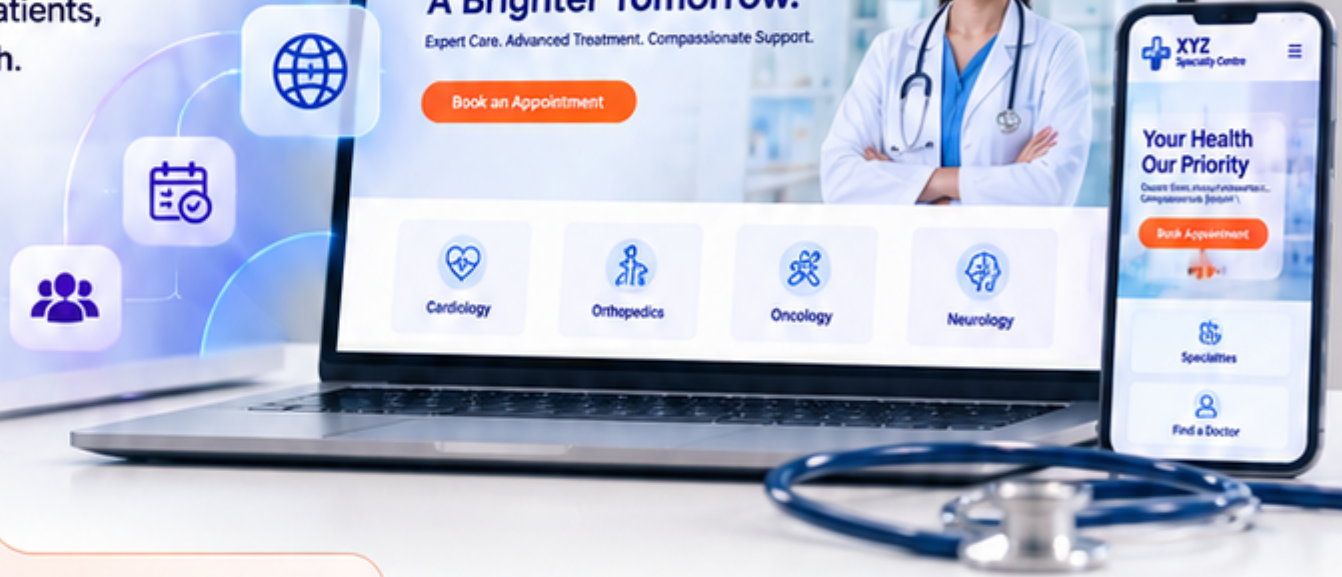


Website Development That Turned Digital Presence Into Business Growth

 **XYZ Specialty Centre • Fictional Client • Healthcare**

A modern website, powerful content and data-driven digital strategy — built to attract more patients, build trust and drive real business growth.

More Patients
Better Engagement



The Challenge

- ✓ Outdated website with poor navigation
- ✓ Limited information on doctors, specialties and services
- ✓ Weak digital presence despite strong offline reputation
- ✓ Low patient discovery and enquiries



“

The client needed more than a new website. They needed a professional digital platform that could **build credibility, improve patient discovery** and generate **measurable enquiries**.

What DocNex Delivered

A complete digital solution — from strategy to growth



01

Website Strategy & Planning

Built the website architecture around real patient questions and business goals.

- ✓ Patient-centric journey
- ✓ Clear information structure
- ✓ Conversion-focused approach



02

Website Design & Development

Created a modern, responsive healthcare website focused on usability and credibility.

- ✓ Mobile-first responsive design
- ✓ Specialty & doctor pages
- ✓ Appointment CTAs
- ✓ Analytics integration



03

Content Creation

Structured credible, easy-to-understand healthcare content for patients.

- ✓ Doctor profiles
- ✓ Treatment & service pages
- ✓ Patient FAQs
- ✓ Trust-building content



04

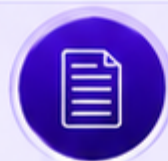
Content Marketing

Connected educational content with relevant services to drive patient discovery and enquiries.

- ✓ Content-led engagement
- ✓ Stronger brand visibility
- ✓ From content to enquiry

From Content to Patient Enquiry

A digital journey that delivers results



Content



Website



Service Discovery



Enquiry



A modern website. Smarter content. Stronger digital presence.
Powering sustainable **business growth** for healthcare brands.

From Website to Growth Engine

SEO + Lead Generation + Performance Tracking



1. SEARCH VISIBILITY

Stronger rankings. More visibility.

Organic Traffic Growth

2.64x

vs. Baseline



- ✓ Top rankings for key healthcare keywords
- ✓ Increased impressions & clicks
- ✓ Stronger brand visibility in search
- ✓ More pages indexed & discovered



2. LEAD GENERATION

More enquiries. Better quality.



More qualified leads



Higher enquiry conversion



Better patient intent & quality



3. PERFORMANCE TRACKING

Data-driven decisions. Measurable impact.

Engagement Time

1m 52s

vs. 58 sec (Baseline)



- ✓ Real-time dashboards & analytics
- ✓ User behavior & journey insights
- ✓ Continuous optimization for growth
- ✓ ROI tracking on every campaign

BEFORE DOCNEX vs. AFTER DOCNEX (AFTER 6 MONTHS)



Website Users

Before

7,200

After 6 Months

17,100

↑ 138%



Website Enquiries

Before

140

After 6 Months

440

↑ 214%



Appointment Requests

Before

75

After 6 Months

215

↑ 187%



Organic Traffic

Before

Baseline

After 6 Months

2.64x

↑ 164%



Mobile Engagement

Before

Baseline

After 6 Months

1.72x

↑ 72%



Engagement Time

Before

58 sec

After 6 Months

1m 52 sec

↑ 193%



Website Users
Total number of unique visitors to the website.



Website Enquiries
Total enquiries received through website forms & calls.



Appointment Requests
Patients requesting appointments through website or forms.



Organic Traffic
Visitors coming from search engines (SEO impact).



Mobile Engagement
User interactions from mobile devices.



Engagement Time
Average time users spent actively on the website.

BEFORE DOCNEX

Website → Information



Website



Information

- ✗ Limited visibility in search
- ✗ Poor content & user experience
- ✗ Fewer enquiries & appointments
- ✗ No structured patient journey

VS

AFTER DOCNEX

Search → Content → Website → Service Discovery → Enquiry → Appointment



Search

Patients find you easily



Content

Helpful content builds trust & authority



Website

Great experience turns visitors into leads



Service Discovery

Easy to explore services & specialties



Enquiry

Simple forms & clear CTAs drive enquiries



Appointment

More enquiries convert into appointments

- ✓ Higher visibility across search engines & channels
- ✓ Trusted content that educates & converts
- ✓ Seamless user experience across every touchpoint
- ✓ More enquiries. More appointments. Sustainable growth.



DocNex transformed an underperforming website into a high-performing digital asset that attracts, engages and converts — driving **measurable business growth**.

THE DOCNEX DIFFERENCE

One website. Multiple digital touchpoints. Measurable growth.

A comprehensive digital ecosystem that attracts, engages and converts more patients.

01



Website Design & Development

Modern, responsive healthcare websites built for performance, user experience and conversions.

- ✓ Patient-centric UI/UX
- ✓ Mobile-first responsive design
- ✓ Fast, secure & SEO-friendly
- ✓ Conversion-optimized pages

02



Content Creation

Credible, patient-friendly content that educates, builds trust and drives action.

- ✓ Service & treatment pages
- ✓ Doctor profiles & bios
- ✓ Patient FAQs & resources
- ✓ Blogs, articles & guides

03



Content Marketing

Strategic content promotion to increase visibility, engagement and patient enquiries.

- ✓ Blog & article promotion
- ✓ Social media distribution
- ✓ Email & newsletter campaigns
- ✓ Patient education programs

04



Lead Generation

Targeted campaigns and funnels that convert interest into qualified patient leads.

- ✓ Paid search & social ads
- ✓ Landing pages & lead magnets
- ✓ Enquiry forms & CTAs
- ✓ Lead nurturing workflows

05



KOL Outreach

Build credibility and trust through strategic collaborations with key opinion leaders.

- ✓ KOL identification
- ✓ Outreach & engagement
- ✓ Webinars & expert talks
- ✓ Thought leadership content

06



AI-Powered Healthcare Solutions

Intelligent solutions that enhance patient experience and streamline healthcare operations.

- ✓ AI chatbots & virtual assistants
- ✓ Symptom checkers
- ✓ Personalized recommendations
- ✓ Automation & smart workflows

07



Media & Publications

Increase brand visibility and establish authority through media coverage and publications.

- ✓ Press releases & announcements
- ✓ Media outreach & PR
- ✓ Digital publications
- ✓ Brand storytelling

DELIVERING RESULTS THAT MATTER



+138%

Website Users

From 7,200 to 17,100



+214%

Enquiries

From 140 to 440



+187%

Appointment Requests

From 75 to 215



+164%

Organic Traffic

From Baseline to 2.64x



Stronger digital presence. More patient trust. Higher growth.

DocNex transformed XYZ Specialty Centre's digital presence into a growth engine that drives visibility, engagement and measurable business results.



Built on Trust.
Powered by Data.



Smart websites. Strategic content. **Sustainable growth.**
That's the DocNex difference.