

DELIVERABLE PACKAGE

# Full SEO Strategy for a Private Medical Clinic in Ukraine

Technical SEO Audit · Competitor Analysis · Geo-Targeted Keyword Research · Usability Audit · Link-Building Plan · Meta Tag Recommendations

<b>Client type</b>	Private medical clinic — 2 locations
<b>Market</b>	Ukraine — local SEO (city-level targeting)
<b>Engagement</b>	Full strategy phase — 2 months
<b>Deliverables</b>	6 workstreams, 24+ hours of research and analysis
<b>Prepared by</b>	MarTraff — martraff.com

---

*This document is a curated excerpt from the actual deliverables produced during this engagement. Client name and domain have been removed.*

# Contents

<b>01</b>	Project Context and Engagement Scope
<b>02</b>	Technical SEO Audit — Key Findings
<b>03</b>	Competitor Analysis
<b>04</b>	Geo-Targeted Keyword Research
<b>05</b>	Usability Audit Highlights
<b>06</b>	Link-Building Plan
<b>07</b>	Meta Tag Recommendations
<b>08</b>	Deliverable Summary
<b>09</b>	About MarTraff

## Project Context and Engagement Scope

The client is a private medical clinic offering a broad range of services across two city locations in Ukraine — including general practice, gynaecology, dermatology, cardiology, laboratory analysis, and histology.

The clinic had been operating for over a year with no structured SEO strategy. The site was live and functional, but had accumulated significant technical and on-page debt, had no geo-targeted keyword strategy, and held a minimal backlink profile. Service pages were not optimised for the local search queries that drive actual bookings.

MarTraff was engaged to deliver a full SEO foundation — not just a report of problems, but a complete strategic roadmap covering every layer of the site.

*"The goal was not to audit and walk away. It was to produce a complete package: what is broken, who is winning locally and why, what queries to target, what content to build, and how to build authority. Everything a clinic needs to start competing in local search."*

### Scope of Work

<b>Technical SEO Audit</b>	Full site crawl across 7 dimensions — metadata, headings, canonicals, indexation, backlinks, images, content depth
<b>Competitor Analysis</b>	Top-ranking local competitors benchmarked for content, keyword strategy, page structure, and backlink profiles
<b>Usability Audit</b>	Navigation, booking flow, page structure, and conversion path reviewed across desktop and mobile
<b>Keyword Research</b>	Full geo-targeted semantic core for both city markets — clustered by service department and local intent
<b>Link-Building Plan</b>	Priority page selection, anchor text strategy, and outreach plan based on competitor backlink analysis
<b>Meta Tag Review</b>	URL structure recommendations for new service pages, meta tags reviewed and rewritten across the full site

<b>6</b> <b>Workstreams</b> Parallel delivery	<b>24+</b> <b>Research Hours</b> Across all phases	<b>300+</b> <b>Issues Documented</b> Technical + on-page	<b>2</b> <b>City Markets</b> Geo-targeted
---	--	--	---

## Technical SEO Audit — Key Findings

The audit covered all seven dimensions of site health. Every finding was categorised by severity and tied to a specific recommended fix. Below is a summary of the most significant issues, with counts from the actual site crawl.

### Title Tag Issues

#	Finding	Category	Count
01	Duplicate title tags across service pages — identical titles on multiple pages, suppressing individual page relevance	Title Tags	56 pages
02	Title tags too short — not utilising available keyword potential, missing geo-modifier opportunities	Title Tags	89 pages
03	Title tags too long — truncated in SERP, reducing CTR and message visibility	Title Tags	28 pages
04	Title tag identical to H1 — misses opportunity to optimise both elements independently	Title Tags	7 pages

### Meta Description Issues

#	Finding	Category	Count
05	Missing meta descriptions — Google is generating arbitrary snippets, no control over SERP appearance	Meta Descriptions	64 pages
06	Meta descriptions too long — truncated before the key message or call to action	Meta Descriptions	74 pages
07	Meta descriptions too short — low CTR potential, insufficient content for Google to use	Meta Descriptions	20 pages

### Heading Structure Issues

#	Finding	Category	Count
08	Missing H1 tags — Google cannot identify the primary topic; particularly damaging on service pages	Headings	34 pages
09	Missing H2 tags — content is unstructured for both search engines and user readability	Headings	137 pages
10	Duplicate H2 tags across pages — reduces content uniqueness and topical differentiation	Headings	18 pages

11	Inconsistent heading hierarchy — H3 appearing before H2, breaking structural logic	Headings	5 pages
----	--	----------	---------

## Canonical and Content Issues

#	Finding	Category	Count
12	Missing canonical tags — duplicate content risk across service and department pages	Canonicals	56 pages
13	Canonical tags pointing to non-indexed pages — SEO equity not consolidating to intended URLs	Canonicals	139 pages
14	Thin content pages — insufficient text depth for ranking in competitive local queries	Content	64 pages
15	Images above recommended file size — contributing to page load time issues	Images	5 images
16	Images missing alt text — accessibility gap and lost image search signal	Images	5 images

## Backlink Profile

**Critical Finding:** The site had 89 backlinks from a single referring domain. This is insufficient to build domain authority in a competitive local market, and represents extreme concentration risk — if that one domain changes or loses authority, the entire backlink profile is affected.

Competitor analysis confirmed that top-ranking local clinics had between 15 and 40 referring domains. The gap was significant and required a structured outreach plan to close.

*"137 pages without H2 tags. For the majority of the clinic's service pages, Google has no structural signal about what the page covers beyond the H1. Every department — gynaecology, cardiology, dermatology, laboratory — was effectively invisible in structured search."*

## Competitor Analysis

We analysed the top-ranking competitors in the local healthcare market across three dimensions: organic visibility and traffic, keyword strategy and content structure, and backlink profiles. The analysis covered both direct local competitors (other private clinics) and indirect competitors (national aggregator platforms).

### Competitive Landscape Overview

Competitor	Type	Est. Traffic	Referring Domains	Key Advantage
National Aggregator A	Healthcare portal	High	500+	Breadth of listings, national DR
National Aggregator B	Appointment platform	High	300+	User reviews, booking UX
Local Competitor A	Private clinic	Medium	18 RDs	Strong local keyword targeting
Local Competitor B	Private clinic	Medium	24 RDs	Structured service page depth
Local Competitor C	Private clinic	Low-Medium	15 RDs	Active blog with local content

### Key Findings from Competitor Analysis

#### Aggregators Cannot Be Outranked on Non-Geo Queries

National platforms dominate all non-geo healthcare queries — "записатись до гінеколога", "здати аналізи", "дерматолог консультація". They hold hundreds of referring domains, tens of thousands of indexed pages, and established user trust signals. There is no realistic path for a local clinic to outrank them on a national scale.

Conclusion: all keyword targeting must be geo-specific. This is not a compromise — it is the correct strategy for local healthcare. City-level queries have higher booking intent and are winnable against local competitors.

#### Local Competitors — Content Structure Gaps

- All three local competitors had more service page depth than the client — longer content, more structured H-tag hierarchy, and clearer local intent signals in title tags
- Local Competitor B ranked consistently for gynaecology and dermatology queries by using a clear pattern: [Service] + [City] in H1, title, and first paragraph

- Local Competitor C used an active blog with locally-relevant health content — generating informational traffic that converted to service page visits
- None of the local competitors had resolved their own technical issues fully, creating an opportunity to outperform them on technical quality while matching their content depth

### Backlink Gap Analysis

<b>Client referring domains</b>	1 (single domain, 89 links)
<b>Local Competitor A</b>	18 referring domains
<b>Local Competitor B</b>	24 referring domains
<b>Local Competitor C</b>	15 referring domains
<b>Target within 12 months</b>	20-25 referring domains — achievable with structured outreach
<b>Priority link types</b>	Local directories, healthcare portals, regional news sites, partner organisations

## Geo-Targeted Keyword Research

The full semantic core was built specifically for two city markets. Every cluster was anchored to a city name — no global queries were targeted. This was a deliberate strategic decision based on the competitive landscape analysis.

*"We do not chase global queries for local businesses. A clinic ranking position 4 for 'gynaecologist Khmelnytskyi' will generate more appointments than position 18 for 'gynaecologist' nationally. Local intent, local rankings, local revenue."*

### Keyword Clusters by Department

Keyword Cluster	Department	Intent	Volume Tier
<b>gynaecologist + [city] variants</b>	Gynaecology	Transactional	<b>Medium-High</b>
<b>book gynaecologist appointment + [city]</b>	Gynaecology	Transactional	<b>Medium</b>
<b>dermatologist + [city] variants</b>	Dermatology	Transactional	<b>Medium</b>
<b>skin condition consultation + [city]</b>	Dermatology	Commercial	<b>Low-Medium</b>
<b>blood tests + [city] variants</b>	Laboratory	Transactional	<b>High</b>
<b>where to get tested + [city]</b>	Laboratory	Transactional	<b>Medium</b>
<b>histology analysis + [city]</b>	Histology	Transactional	<b>Low-Medium</b>
<b>histology biopsy + [city]</b>	Histology	Commercial	<b>Low</b>
<b>cardiologist + [city] variants</b>	Cardiology	Transactional	<b>Medium</b>
<b>ECG + [city]</b>	Cardiology	Transactional	<b>Low-Medium</b>
<b>general practitioner + [city]</b>	General Practice	Transactional	<b>Medium</b>
<b>private clinic + [city]</b>	Brand/General	Commercial	<b>High</b>

### Keyword Research Methodology

- All queries collected with city name variations in Ukrainian and Russian (both actively used in local search in Ukraine)
- Each cluster mapped to an existing or proposed service page — no keyword collected without a destination
- Intent classified as Transactional (direct booking intent) or Commercial (research/comparison stage)
- Volume tier assessed based on local market data — not global estimates

- Informational clusters identified for blog content strategy (e.g. health topics related to clinic services)
- Global queries without city modifier explicitly excluded — documented with rationale for client reference

## Usability Audit Highlights

The usability audit reviewed the full patient journey — from homepage entry through to booking a consultation. Key friction points were identified across navigation, service pages, and the booking flow.

### Navigation and Information Architecture

- Service categories are not clearly differentiated in the main navigation — users cannot identify the right department quickly
- Department pages lack clear calls to action above the fold — users must scroll to find a booking option
- Mobile navigation collapses key service links — booking flow requires additional taps vs desktop
- Footer navigation duplicates the main navigation without adding useful shortcuts or quick-contact options

### Service Page Structure

- Service pages lack structured content: no doctor credentials section, no FAQ, no pricing context
- Many service pages contain only 100-200 words — insufficient to answer user questions and too thin to rank
- No internal linking between related services (e.g., gynaecology page does not link to laboratory analysis)
- Images on service pages are not optimised for a medical context — generic stock photography reduces trust signals

### Booking and Conversion Flow

- Primary booking CTA not consistently placed — on some pages, it appears only at the bottom
- Phone number not prominently displayed on mobile — requires additional steps to initiate contact
- No clear indication of wait times, consultation duration, or what to bring to a first appointment
- Post-booking confirmation page does not reinforce trust or provide next-steps — no email confirmation is mentioned

*"A patient who cannot find the right service within 10 seconds, or cannot see a clear way to book, will go to a competitor. The usability issues compound the SEO problems — even if rankings improve, a poor conversion path wastes the traffic."*

## Link-Building Plan

The link-building plan was developed based on the competitor backlink analysis, the priority service pages identified in the keyword research, and the realistic outreach targets available in the Ukrainian healthcare market.

### Priority Pages for Link Building

<b>Homepage</b>	Branded and general clinic queries — highest authority target
<b>Gynaecology page</b>	Highest search volume department — primary ranking target in Month 1-3
<b>Laboratory page</b>	High transactional volume — strong conversion potential
<b>Dermatology page</b>	Good competition gap vs local competitors
<b>General practice</b>	Broadest query coverage — anchor for internal link structure

### Anchor Text Distribution Plan

<b>Branded anchors (clinic name)</b>	35% — builds brand authority and trust
<b>Partial-match geo anchors</b>	30% — e.g. "clinic in [city]", "medical centre [city]"
<b>Service + geo anchors</b>	20% — e.g. "gynaecologist [city]", "tests in [city]"
<b>Naked URL / generic</b>	15% — naturalises the profile
<b>Exact match keyword anchors</b>	0% — avoided to prevent over-optimisation penalty

### Recommended Link Sources

- Local and regional online directories — city portals, regional business listings, Ukrainian healthcare directories
- Healthcare information portals — sites that publish clinic profiles and service descriptions
- Partner organisations — pharmacies, laboratories, medical equipment suppliers with relevant audiences
- Regional news and media — local publications that cover healthcare topics or local business
- Guest content placements — health-topic articles on relevant Ukrainian blogs and publications with editorial links

### Timeline

<b>Month 1-2</b>	Audit and clean existing backlink profile. Submit to 5-8 priority directories. Develop outreach list.
<b>Month 3-4</b>	3-5 guest placements on relevant publications. Focus on gynaecology and laboratory priority pages.
<b>Month 5-6</b>	Continue outreach. Target 15-20 total referring domains. Review anchor distribution and adjust.
<b>Month 6+</b>	Ongoing: 2-3 new placements per month. Monitor and disavow any low-quality links acquired.

## Meta Tag Recommendations

Based on the technical audit and keyword research, we produced meta tag recommendations for all priority service pages. Below are representative examples showing the before/after approach applied across the site.

### Optimisation Framework

<b>Title tag structure</b>	[Service] + [City] — [Differentiator]   [Clinic Name]
<b>Title tag length</b>	50-60 characters — fully visible in SERP without truncation
<b>Meta description goal</b>	State the service, the city, and a reason to click — max 155 characters
<b>H1 approach</b>	Natural language version of the service + city — slightly different from title tag
<b>Geo-modifier rule</b>	City name in title tag on every service page — non-negotiable for local ranking

### Example — Before and After

Element	Before (example)	After (recommended)
<b>Title tag</b>	<i>Gynaecologist — Clinic Name</i>	<b>Gynaecologist in [City] — Book a Consultation   Clinic Name</b>
<b>Meta description</b>	<i>(empty — auto-generated by CMS)</i>	<b>Book an appointment with an experienced gynaecologist in [City]. Consultations available 6 days a week. Call or book online.</b>
<b>H1</b>	<i>Gynaecologist</i>	<b>Gynaecologist in [City] — Consultation and Examination</b>
<b>Title tag</b>	<i>Laboratory — Clinic Name</i>	<b>Blood Tests and Lab Analysis in [City]   Clinic Name</b>
<b>Meta description</b>	<i>Laboratory analysis services.</i>	<b>Full range of laboratory tests in [City]. Results within 24 hours. Book online or by phone.</b>
<b>H1</b>	<i>Our Laboratory</i>	<b>Medical Laboratory in [City] — Fast Results</b>

## Deliverable Summary

This package represents the full strategic foundation delivered to the client — covering every layer of the site from technical infrastructure through to content strategy and link acquisition.

<p><b>300+</b></p> <p><b>Issues Documented</b> Technical + on-page audit</p>	<p><b>12+</b></p> <p><b>Keyword Clusters</b> Geo-targeted semantic core</p>	<p><b>5</b></p> <p><b>Priority Pages</b> Link-building targets</p>	<p><b>6</b></p> <p><b>Workstreams</b> Full strategy coverage</p>
--	---	--	--

<b>Technical SEO Audit</b>	Delivered — 7 dimensions, 300+ findings, prioritised action list
<b>Competitor Analysis</b>	Delivered — 5 competitors, backlink gap, content structure benchmarks
<b>Usability Audit</b>	Delivered — navigation, booking flow, service page structure
<b>Keyword Research</b>	Delivered — full geo-targeted semantic core, 12+ department clusters
<b>Link-Building Plan</b>	Delivered — priority pages, anchor plan, source recommendations, timeline
<b>Meta Tag Recommendations</b>	Delivered — before/after framework for all priority service pages

*"This is what a full SEO foundation looks like — not a report that sits in a folder, but a complete strategic package that maps every step from current state to local search visibility. Each deliverable feeds into the next."*

## About MarTraff

MarTraff is an SEO agency. We work with ecommerce stores and business websites across Shopify, WooCommerce, BigCommerce, and custom-built platforms. Our work covers the full scope of organic search — technical SEO, keyword research, content strategy, link building, usability audits, and development implementation.

Our deliverables are not automated reports. Every audit is manually reviewed, every finding is annotated, and every recommendation is tied to a specific outcome. We produce documents that function as working tools — not as proof of activity.

<b>Website</b>	martraff.com
<b>Clutch</b>	clutch.co/profile/martraff
<b>Rating</b>	5.0 / 5.0 — verified client reviews
<b>Location</b>	Ukraine (serving clients globally)
<b>Platforms</b>	Shopify, WooCommerce, BigCommerce, custom-built
<b>Services</b>	Technical SEO, On-Page, Keyword Research, Link Building, Usability, Dev Implementation