



April 2025 Digital Marketing Progress Report

This report provides a comprehensive overview of the digital marketing activities conducted in April 2025. The focus was on enhancing SEO, generating quality content, growing social media presence, and building backlinks. These efforts have yielded significant improvements in organic traffic and keyword rankings, positioning the brand competitively in search results. The data-driven approach ensures measurable outcomes aligned with strategic goals.

by Naveen

SEO Optimization & Content Enhancement

SEO & On-Page Optimization

- Expanded blog content and integrated targeted keywords on 3 pages
- Transformed generic keywords into long-tail variants for better ranking
- Verified H1 to H5 tags across all pages for structural integrity

Results

- 100% of keywords ranked in Google's top 3 positions
- Optimization completed by April 24, 2025
- Enhanced website relevance and search performance

Content Marketing & Backlink Generation

Blog Publications

- "Integration of Robotics in Pediatric Surgery" – 3 backlinks
- "Pediatric Health Care in the USA" – Domain Authority 95

Backlink Profile

13 high-quality backlinks created with a medium DA of 95, significantly boosting domain authority and search ranking potential.

Social Engagement

Active posting of 7 Quora answers with backlinks; temporary account ban necessitates alternative strategies.



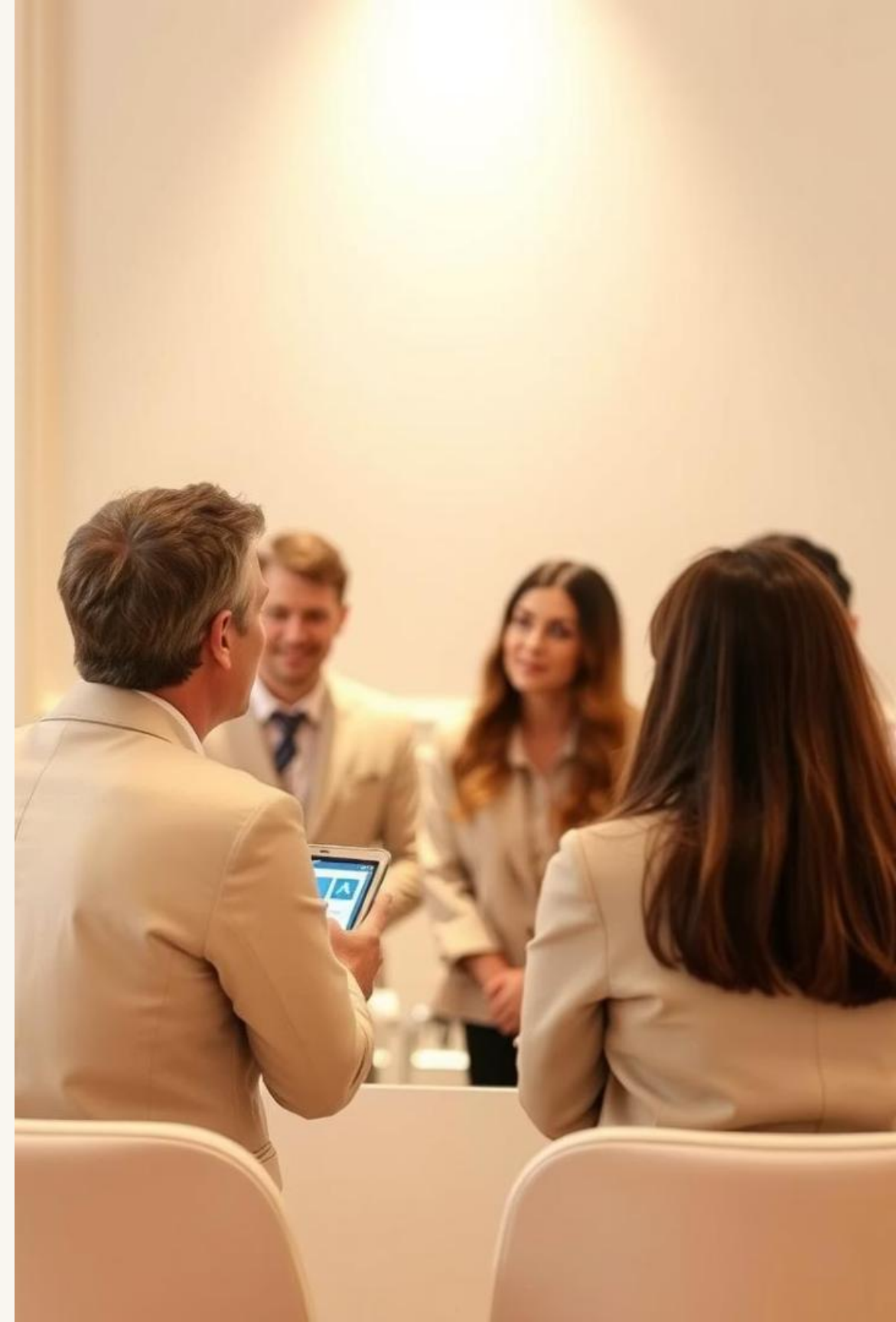
Social Media & Group Engagement

LinkedIn & Pediatric Groups

Joined over 10 relevant LinkedIn and PA USA pediatrician groups to broaden network reach and engagement.

Flyer Campaigns

Distributed flyers in targeted Facebook groups on multiple dates to drive awareness and community involvement.



Audit & Performance Metrics



Organic Traffic

783 visits recorded as of April 29, 2025, reflecting improved site visibility.



Audit Progress

Completed a full SEO audit, with 50% of the checklist reviewed by April 10 and finalized by April 11.



Backlinks Generated

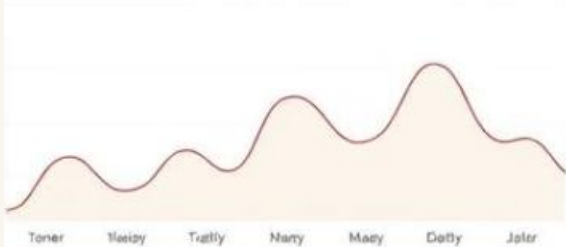
Total backlinks reached 630, supporting domain authority growth.



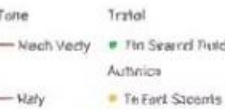
Top 3 Keyword Rankings

All targeted keywords secured positions within Google's top 3 results.

Website Traffic



Keyword Search Engines



Dest Board

Security Rankings

\$9.00 / 518



Word Search Engines



Domain Authority

Business

Positives

Business

Positives

Positives

Positives

Positives

Website Ranking

			1 Mile	Domain Authority	One
		74K	\$7.0	\$20.00	5
Positive	Authority	11,254	\$5.50	—	
Positive	Authority	11,255	\$5.50	—	

Challenges Faced & Strategic Responses

1

Quora Account Suspension

Temporary ban resulted in activity halt; need to pivot to Reddit and LinkedIn engagement to enhance platform diversity.

2

Pending Meta Ads Setup

Account creation is in progress with Ashish to ensure activation and campaign rollout by Naveen

3

Audit Report Completion

Half of the audit report remains pending; targeted for completion in early May to inform optimization strategies.



Next Steps for Continued Growth

Meta Ads Launch

Finalize account setup and initiate ad campaigns to accelerate lead generation and brand exposure.

Content Expansion

Publish four new blogs focusing on optimized long-tail keywords to drive targeted organic traffic.

Traffic Growth Target

Aim to surpass 1,000 organic visits by May 2025, reinforcing SEO and engagement progress made this month.



Appendix & Supporting Data

Published Blogs

- Robotics in Pediatric Surgery
- Pediatric Health Care Trends

Domain Overview

Semrush data highlights organic traffic trends and total backlinks, indicating positive trajectory.