

# SEO and Marketing Strategy for TOSMRI.com: A Case Study

TOSMRI, a global medical imaging and MRI technology company established in 2010, faced challenges in capturing online leads. These included low organic search visibility, limited local and international reach, an outdated website structure, competitor dominance, and content gaps.

The objectives were to increase organic traffic, improve keyword rankings, optimize website structure, enhance local and international SEO, and establish thought leadership in the Thoracic Outlet Syndrome space.





# Comprehensive SEO Audit and Technical Optimization

## 1 Website Audit

Conducted a full audit to identify technical issues, on-page SEO weaknesses, and UX bottlenecks.

## 3 On-Page SEO

Optimized titles, meta descriptions, headers, and image alt texts for target keywords.

## 2 Mobile Optimization

Improved mobile responsiveness and page load speed, targeting under 2 seconds.

## 4 URL Structure

Streamlined URLs to be more SEO-friendly and reflective of TOSMRI's core services and geographies.

# Keyword Research and Content Strategy

## Keyword Research

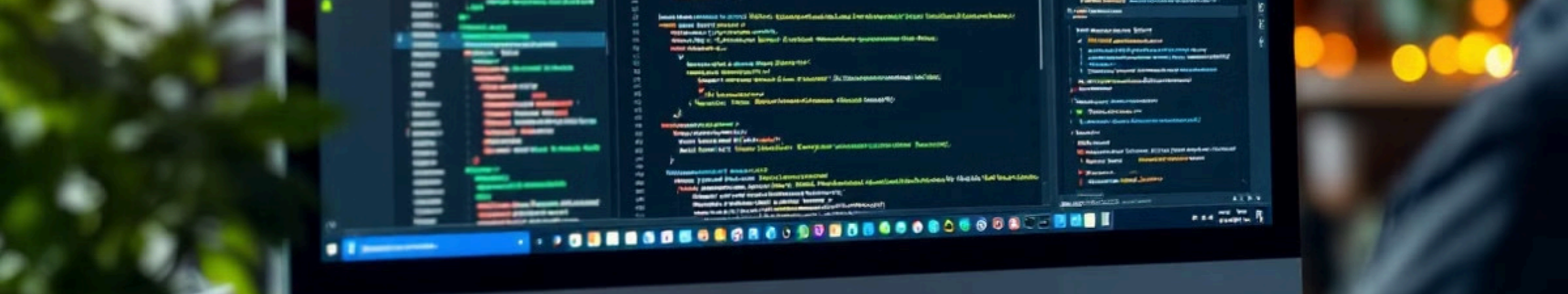
Conducted extensive research using tools like Ahrefs, SEMrush, and Google Keyword Planner to identify high-value search terms with strong commercial intent.

## Content Creation

Created targeted landing pages for specific services and industries. Developed a content hub featuring blog articles, case studies, and guides focused on TOS technologies, maintenance tips, and industry best practices.

## Thought Leadership

Published whitepapers and technical case studies demonstrating TOSMRI's expertise in Thoracic Outlet Syndrome treatment.



# On-Page & Technical SEO Improvements



## Internal Linking

Improved internal linking structure to distribute page authority and enhance user navigation.



## Schema Markup

Implemented structured data markup for services, reviews, and location to increase visibility in rich snippets.



## SEO-Friendly Blog

Launched an optimized blog to regularly publish relevant content aligned with TOSMRI's industry leadership.

# Local and International SEO Enhancement

1

## Local SEO

Optimized Google My Business listings and location-specific landing pages to increase visibility in localized searches.

2

## International SEO

Added keywords for key international markets and optimized for region-specific services.

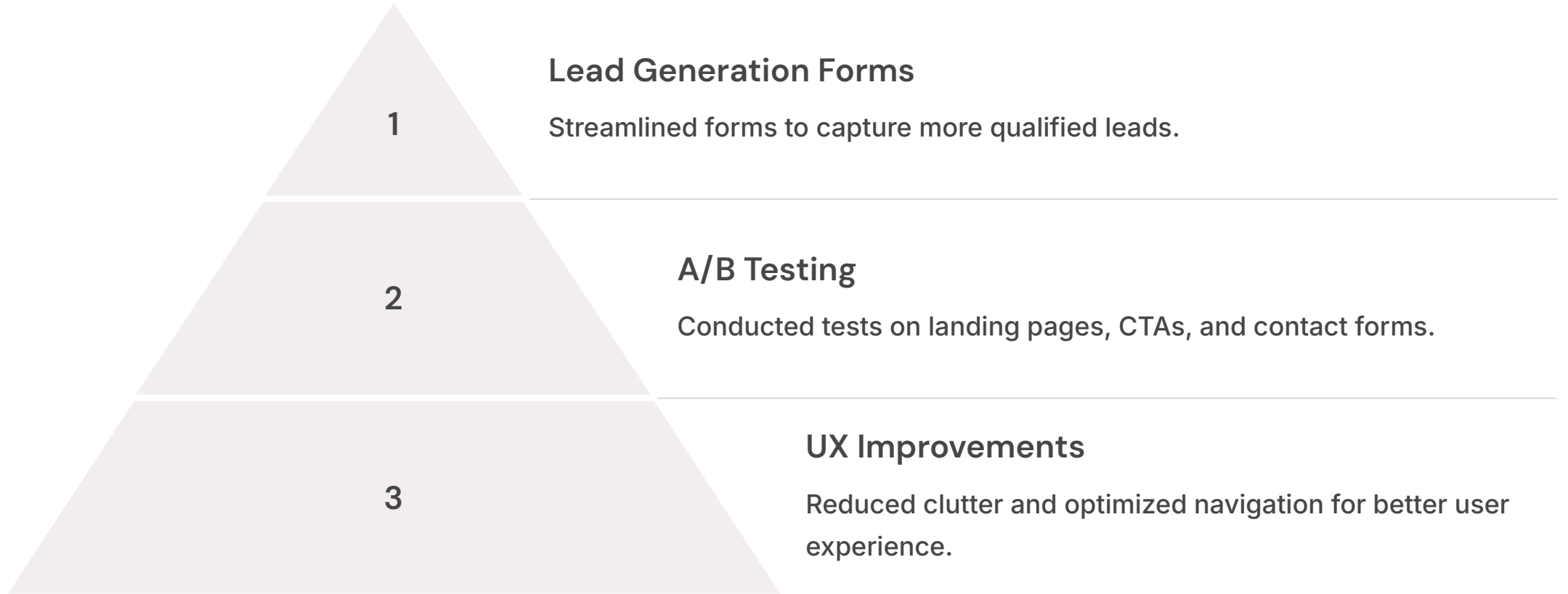
3

## Link Building

Focused on acquiring authoritative backlinks from reputable medical, healthcare, and technology publications and directories.



# Conversion Rate Optimization (CRO)



These CRO strategies were implemented to improve lead capture and user engagement across the TOSMRI website.



# Impressive Results

**300%**

Organic Traffic Growth

Increase within 12 months

**319.2%**

Consultation Requests

Increase from high-value clients

**60%**

Time on Site

Increase in engagement

**45%**

Bounce Rate

Decrease in user drop-offs

# Key Takeaways

## Targeted Content Creation

High-quality, informative content is crucial for building authority in niche industries.

## Continuous Testing & Optimization

Ongoing A/B testing and UX enhancements are vital for improving lead generation and conversion rates.

## Local & Global SEO

Combining local SEO tactics with international optimization ensures broad visibility in both regional and global markets.

## Backlink Strategy

Earning backlinks from authoritative industry sources significantly boosts search engine rankings and brand credibility.

