

How **Medifluence** Built Dr. Karan Shetty's Digital Trust Without Video Marketing Using **SEO, LinkedIn & GMB**

CASE STUDY

DR KARAN PLASTIC SURGEON



Problem

- Dr. Karan Shetty preferred not to appear on video, making it challenging to build a strong personal connection digitally.
- Limited online presence with an *outdated, non-optimized website*.
- Needed to establish trust and thought leadership *through non-video formats*.



Objective

- Build digital credibility and trust without using video marketing.
- *Establish a consistent, professional brand presence across platforms.*
- Drive appointment bookings and increase visibility through content and SEO.



Implementation Done

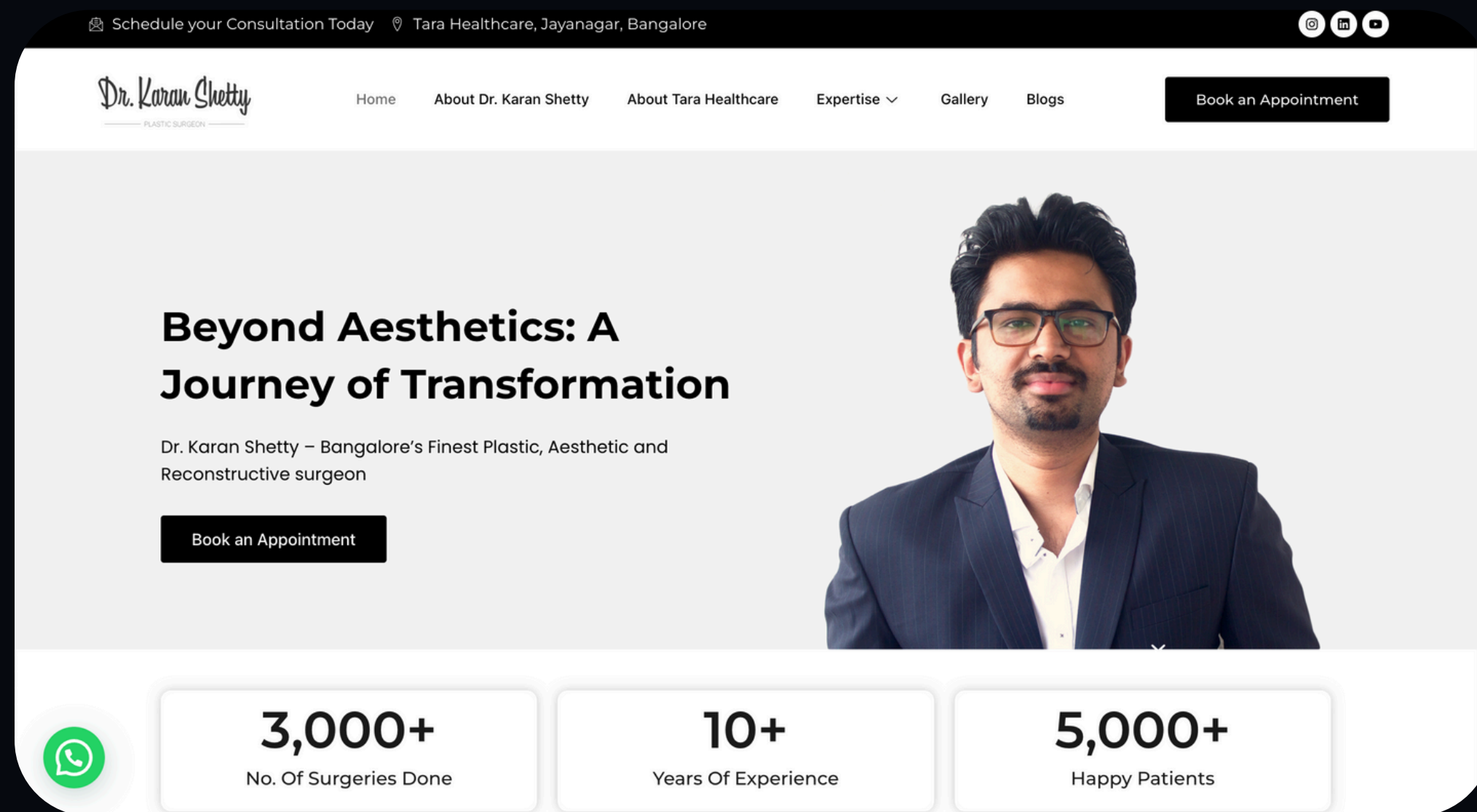
**GMB
Optimization**

**Website
Development**

**Search Engine
Optimization**

medifluence.us

Website Development

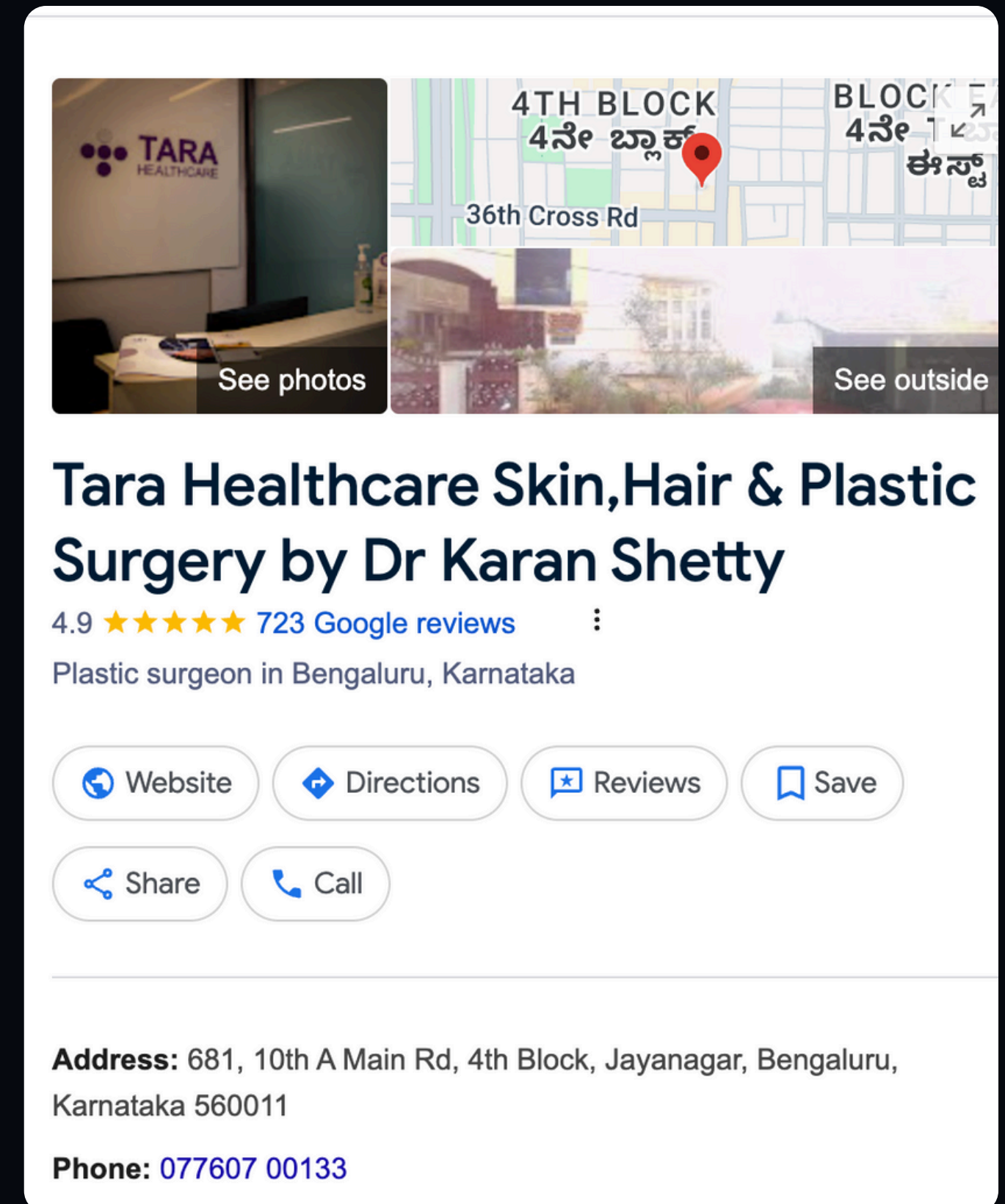


- Conducted detailed website audit.
- Built a personalized, SEO-optimized website: <https://drkaranshetty.com/>
- Improved user experience (UX) and highlighted specialized expertise.

medifluence.us

Google My Business (GMB) Optimization

- Fully optimized GMB profile with *accurate service listings, high-quality images, and local SEO keywords.*
- Collected and showcased *patient reviews* to build social proof.
- Posted weekly GMB updates with Images, clips, and announcements to stay active in search listings.



LinkedIn Marketing

- Built a professional narrative through storytelling, patient success stories, and commentary on recent medical advancements.
- Increased organic reach by engaging with other professionals and using strategic hashtags and trending formats.



Medically Accurate Blog Writing



Blog

Breast Reduction Surgery for Women: A Comprehensive Guide by Dr. Karan Shetty, Top Plastic Surgeon in Bangalore

Dr. Karan Shetty / December 5, 2024

Breast reduction surgery, also known as reduction mammoplasty, is a transformative

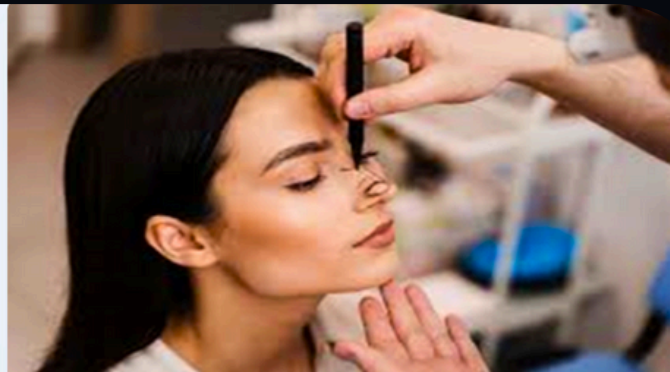


Blog

Dr. Karan Shetty's Guide to Understanding and Treating 'Man Boobs' (Gynecomastia)

Dr. Karan Shetty / November 28, 2024

Gynecomastia, commonly referred to as "man boobs," is a condition where men experience enlargement of the breast



Blog

Can Rhinoplasty Really Improve Your Quality of Life? Here's What You Need to Know

Dr. Karan Shetty / November 20, 2024

Rhinoplasty, commonly referred to as a "nose job," is a cosmetic and reconstructive procedure aimed at enhancing the appearance



Blog

Will Tummy Tuck Help Me Lose Weight?

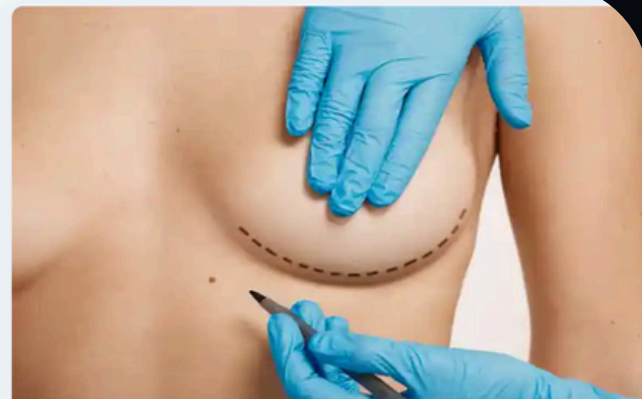
Dr. Karan Shetty / May 23, 2024



Blog

Will Tummy Tuck Fix Diastasis Recti ?

Dr. Karan Shetty / May 23, 2024



Blog

Can Breast Reduction Affect Breastfeeding ?

Dr. Karan Shetty / May 23, 2024

Results & Data

- Profile impressions were averaging around 5000 in the first 90 days.
- Appeared in over 6,000 local searches within 2 months of GMB optimization.
- Average blog impressions grew steadily, contributing to 80% of organic traffic that came to the website.



FAQs

1. Can you build a personal brand without being on camera?

Yes, through consistent written content, SEO, and professional platforms like LinkedIn, we built strong digital trust without video.

2. Why was LinkedIn chosen over Instagram or YouTube?

Instagram and YouTube favored video content. LinkedIn offered better reach for written content and built credibility among peers and professionals.

3. Is this strategy replicable for other camera-shy doctors?

Yes, though we encourage video, this worked as Dr. Karan preferred LinkedIn over Instagram, fearing it felt less professional despite global trends showing otherwise.

Thank You