



Case Study

Industry: Healthcare

THE CHALLENGE

All Cures’ website was originally built to drive traffic with a strong focus on SEO. As the business evolved, the brand expanded into online doctor–patient consultations, requiring a more comprehensive digital strategy. The key challenges were:

- Optimizing the website for search engines to improve visibility and attract high-intent users
- Supporting the pivot toward doctor–patient consultations as a new revenue stream
- Creating a seamless user experience to drive higher conversions



SOLUTION

A growth roadmap that strengthened their existing foundation while preparing the brand for long-term digital success. The goal was to:

- Build a strong SEO structure to scale organic visibility
- Create a consultation-focused funnel for predictable lead flow
- Develop an always-on content engine to boost engagement
- Launch efficient performance campaigns to acquire quality consultations
- Ensure the entire digital ecosystem is aligned with the new business vision

RESULTS

2.14% CTR & ₹11.79 CPC

Strong paid campaign performance with optimized spends

Consistent Content Strategy

Driving higher trust, traffic & repeat users

124 Consultation Leads

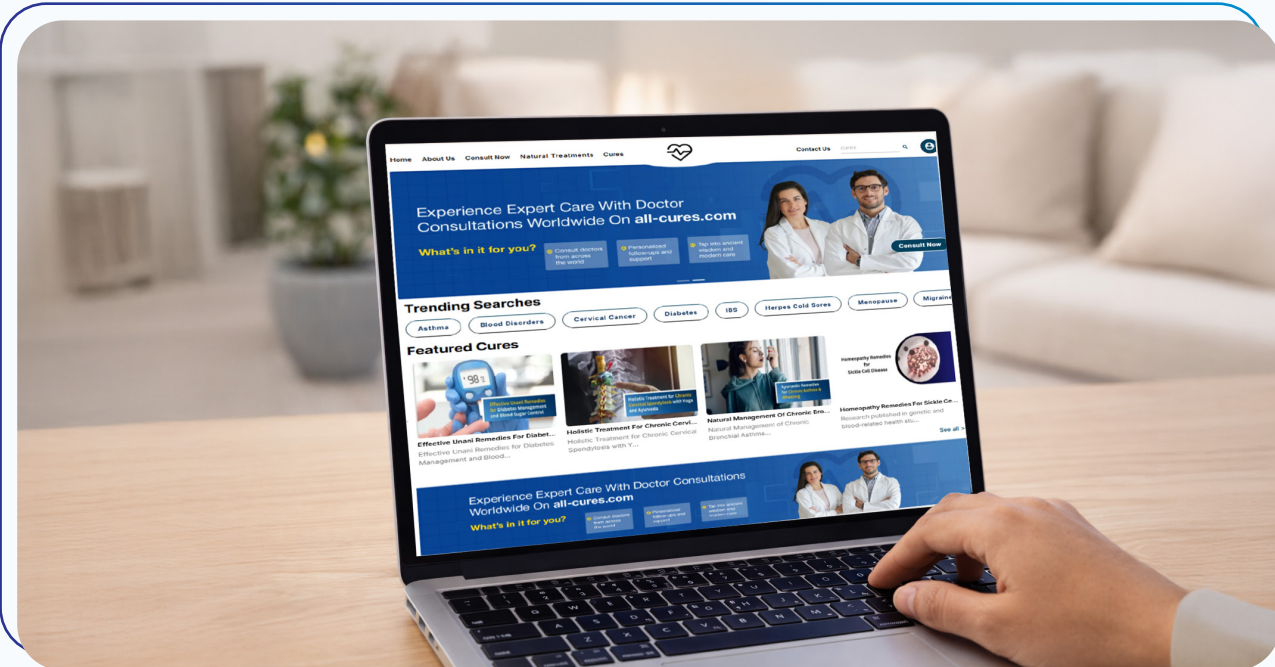
Cost-efficient acquisition at just ₹137.67 CPL

5.1% Engagement Rate

Significantly higher than industry average 1.23%

APPROACH

The focus was on strengthening All Cures’ digital ecosystem by enhancing on-page SEO to improve search visibility and attract high-intent users. Alongside this, a targeted consultation funnel through cost-efficient performance campaigns and refined the website flow to create a smoother user experience that encouraged conversions. To deepen trust and engagement, a consistent Ayurveda and wellness content rhythm was established to keep the audience informed, returning, and connected to the brand’s growing consultation offering.



IMPACT

The strategy helped All Cures shift from a content-only platform to a strong consultation-driven ecosystem. With a steady flow of qualified leads, improved SEO visibility, and high-performing wellness content, the brand now has a scalable digital foundation that drives trust, engagement, and long-term growth.



Working with The Kite Flyers has been a great experience. They helped us build everything from scratch, from defining our go to market strategy to setting up a smooth patient consultation flow that actually brings patients in. They understood our vision clearly and translated it into simple, trustworthy communication. Their ideas are thoughtful, the execution is consistent, and the team is always responsive and easy to work with. What could have been a complex process felt structured and smooth. We truly value the partnership we’re building and look forward to growing further together.

Team All Cures

