

SEO CASE STUDY

Marham.pk

Healthcare Search Visibility at Scale

A client-facing SEO case study highlighting large-scale organic search visibility, healthcare topical authority, AI-search presence, and a substantial keyword footprint.

Website
marham.pk

Market
Healthcare / Pakistan

2.2M

ORGANIC TRAFFIC

218K

ORGANIC KEYWORDS

58

AUTHORITY SCORE

75

AI VISIBILITY

Latest supplied SEMrush overview: Worldwide database, desktop, Aug 20, 2026. Historical project screenshots from Jun 9, 2026 are shown separately and are not treated as a like-for-like comparison because the database scope differs.

SEMRUSH OVERVIEW - AUG 20, 2026

Large-scale organic visibility with strong authority and expanding AI-search presence.

2.2MORGANIC TRAFFIC
+0.4% in supplied snapshot**218K**ORGANIC KEYWORDS
+1.4% in supplied snapshot**3.5K**REFERRING DOMAINS
Current footprint**16.6K**BACKLINKS
Current footprint**Domain Overview: marham.pk**

Worldwide US UK DE ... Desktop Aug 20, 2026 USD

Overview Growth report Compare by countries

AI Search

AI Visibility	Mentions	Cited Pages
75	4.4K	8.5K
ChatGPT	690	5.9K
AI Overview	662	2K
AI Mode	1.2K	2K
Gemini	1.9K	1.1K

SEO

Authority Score 58 Excellent	Organic Traffic 2.2M +0.4%	Paid Traffic 1.2K +38%	Ref.Domains 3.5K
Traffic Share 11%	Organic Keywords 218K +1.4%	Paid Keywords 14 +40%	Backlinks 16.6K

Latest supplied SEMrush Domain Overview: Worldwide database, desktop, Aug 20, 2026.

What the snapshot shows

- ✓ Authority Score 58, labelled Excellent.
- ✓ 2.2M estimated organic traffic and 218K ranking organic keywords.
- ✓ Organic search heavily outweighs paid search in the current snapshot.
- ✓ 3.5K referring domains and 16.6K backlinks support the authority footprint.

AI search visibility

The current screenshot shows **AI Visibility 75**, **4.4K mentions**, and **8.5K cited pages**, with citations distributed across ChatGPT, Google AI Overview, AI Mode, and Gemini.

These are third-party SEMrush estimates and AI-search visibility metrics, not first-party lead or revenue data.

SOURCE SNAPSHOT - JUN 9, 2026

The original project evidence documented a 2.3M monthly organic traffic footprint.

2.3M

ORGANIC TRAFFIC

Pakistan database snapshot

193.3K

ORGANIC KEYWORDS

Pakistan database snapshot

53%

TRAFFIC SHARE

Tracked Pakistan search set

58

AUTHORITY SCORE

Excellent

Domain Overview: marham.pk

Worldwide US UK PK Desktop Jun 9, 2026 USD

Export to PDF

Overview Growth report Compare by countries

AI Search

AI Visibility

19

Mentions

414

Cited Pages

1.9K

ChatGPT

22

500

AI Overview

41

475

AI Mode

310

1.1K

Gemini

41

133

SEO

Authority Score

58

Excellent

Organic Traffic

2.3M

+5.4%

Paid Traffic

299

Ref.Domains

3.6K

Traffic Share

53%

Organic Keywords

193.3K

+1.5%

Paid Keywords

3

Backlinks

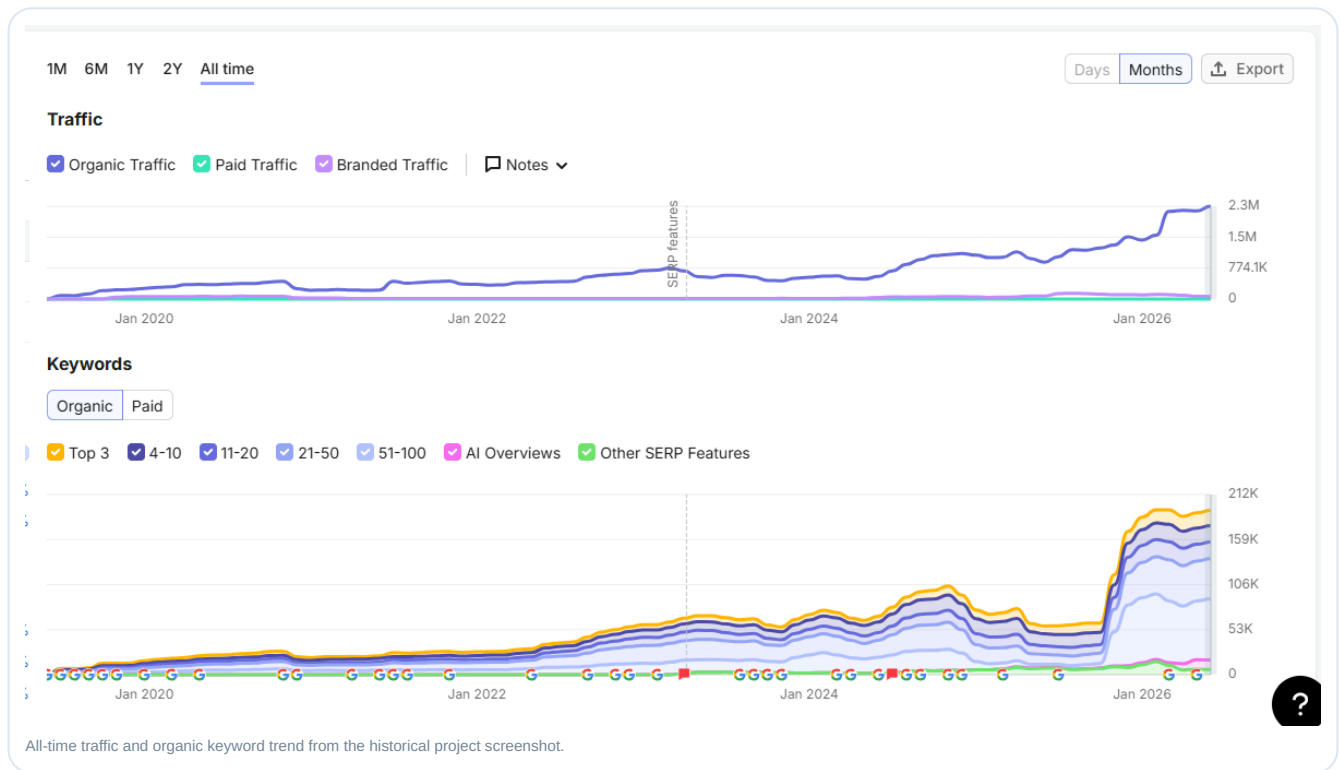
16.2K

Historical SEMrush Domain Overview from the project document: Pakistan database, desktop, Jun 9, 2026.

Important comparison note: The Jun 9 project screenshot uses the Pakistan database, while the Aug 20 screenshot supplied with this revision uses Worldwide. Because the database scope differs, changes between the two snapshots should not be presented as direct growth or decline.

ALL-TIME VISIBILITY TREND

Historical SEMrush data shows a multi-year rise in organic traffic and keyword visibility.



Interpretation supported by the source

The project document describes a visible all-time climb in search visibility, with the strongest level appearing around early 2026. The keyword chart also shows a much larger ranking footprint than in earlier years.

This scale is particularly meaningful for a healthcare marketplace, where search demand spans doctors, conditions, symptoms, treatments, cities, clinics, and specialist discovery.

Business meaning

Organic search functions as a large acquisition and discovery channel rather than a supporting tactic. The source document specifically avoids claiming patient leads, bookings, or revenue because those first-party conversion figures were not supplied.

CHALLENGE & EXECUTION

A scalable SEO system built around healthcare depth, local intent, authority, and technical foundations.

The challenge

- ✓ Compete in a high-volume healthcare search market with thousands of doctor, disease, treatment, and location-based queries.
- ✓ Build authority and topical depth across medical conditions, doctors, clinics, services, and local healthcare searches.
- ✓ Capture organic traffic efficiently while keeping reliance on paid traffic extremely low.
- ✓ Develop visibility not only in traditional search results, but also in AI search experiences and cited pages.

SEO strategy used

- ✓ Technical SEO foundation: crawlability, indexation, URL structure, page speed, internal linking, and scalable architecture.
- ✓ Healthcare topical authority: service pages, doctor pages, condition pages, symptom-based content, and local healthcare landing pages.
- ✓ Commercial and local search targeting: doctor booking, specialist discovery, city-based intent, clinic searches, and treatment-related terms.
- ✓ Content depth and E-E-A-T signals: useful healthcare content, expert-style page structure, trust signals, and search-focused formatting.
- ✓ Authority growth: backlink acquisition, referral domain growth, and stronger site-wide credibility signals.
- ✓ AI search readiness: answer-focused content and citation-friendly pages that support mentions and cited-page visibility.

Focus Area	Business Purpose
Technical SEO & architecture	Support crawlability, indexation, page speed, scalable URLs, and internal discovery.
Healthcare topical authority	Build depth across doctors, conditions, symptoms, services, and local healthcare searches.
Commercial & local intent	Capture doctor booking, specialist discovery, clinic, city, and treatment-related searches.
Content depth & trust signals	Improve usefulness, expert-style structure, E-E-A-T signals, and search-friendly formatting.
Authority growth	Strengthen credibility through referring domains, backlinks, and site-wide authority.
AI search readiness	Create answer-focused, citation-friendly content that can surface in AI search experiences.

CASE STUDY SUMMARY

Healthcare SEO at a scale where organic visibility becomes core business infrastructure.

Marham.pk's supplied SEMrush evidence shows a substantial organic search footprint, strong authority signals, and meaningful visibility across both traditional and AI-assisted search experiences. The project evidence documented 2.3M estimated monthly organic traffic in the Pakistan database, while the latest Worldwide snapshot shows 2.2M estimated traffic and 218K organic keywords.

2.2M

LATEST ORGANIC TRAFFIC
Worldwide snapshot

218K

LATEST ORGANIC
KEYWORDS
Worldwide snapshot

58

AUTHORITY SCORE
Excellent

75

AI VISIBILITY
Latest snapshot

Key takeaway

For a healthcare marketplace, the value is the breadth and depth of discoverability: doctor and specialist searches, condition and symptom content, city and clinic queries, treatment discovery, and authority signals working together at scale. Because first-party lead, appointment, and revenue data were not supplied, this case study stays focused on the SEO visibility evidence that can be directly supported.