

Sneh Bharat — Online Presence & Growth Strategy (2026)

Executive Summary

Current Website Positioning (Based on publicly visible website experience)

Sneh Bharat currently appears positioned as a digital healthcare platform centered around ABHA (Ayushman Bharat Health Account) creation and India's digital health mission.

Immediate Observations:

Strengths:

- Clear healthcare-tech category alignment
- ABHA-focused positioning creates trust through public health association
- Simple entry point (ABHA creation)
- Digital healthcare mission relevance

Key Gaps:

- Limited homepage depth and brand storytelling
- Low trust-building content (case studies, testimonials, certifications, partner ecosystem)
- Likely weak SEO footprint beyond branded queries
- Limited conversion pathways beyond ABHA registration
- Potential underutilization of content marketing, social proof, and lead funnels
- Brand authority may not yet fully communicate broader healthcare digitization capability

PHASE 1: BRAND FOUNDATION STRATEGY

1. Brand Positioning

Recommended Core Identity:

“Sneh Bharat – India's Digital Healthcare Enablement Platform”

Messaging Pillars:

- ABHA Creation Simplified

- Digital Health Record Access
- Hospital/Clinic Digitization
- NDHM / ABDM Ecosystem Enablement
- Patient-Centric Healthcare Transformation

Suggested Taglines:

- “Your Gateway to Digital Healthcare”
 - “Digitizing India’s Health Journey”
 - “From ABHA to Complete Care Connectivity”
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PHASE 2: WEBSITE OPTIMIZATION ROADMAP

Homepage Must Include:

Above the Fold:

- Strong value proposition
- Clear CTA:
 - Create ABHA
n - Book Demo (for hospitals)
 - Partner With Us
- Trust badges
- Government ecosystem compatibility mention (compliant and accurate)

Essential Sections to Add:

1. About Sneh Bharat
2. How ABHA Works
3. Solutions for:
 - Patients
 - Clinics
 - Hospitals
 - Diagnostic Centers
4. Testimonials
5. Security & Compliance
6. FAQ
7. Blog / Knowledge Center
8. Contact + Demo Funnel

Technical SEO Priorities:

- Improve Core Web Vitals
- Schema markup:

- HealthcareOrganization
 - FAQ
 - SoftwareApplication
 - Metadata optimization
 - Landing pages for:
 - ABHA Creation
 - ABDM Integration
 - Digital Health Records
 - Hospital Management Software
 - Diagnostic Digitization
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PHASE 3: SEO STRATEGY (HIGH PRIORITY)

Primary SEO Goals:

Rank for:

Consumer Intent:

- ABHA card creation online
- Create ABHA number
- Ayushman Bharat health account registration
- ABHA card benefits

B2B Intent:

- Hospital digitization India
- ABDM integration provider
- Digital healthcare software India
- Clinic management digital platform

SEO Content Clusters:

Cluster A: ABHA Education

- What is ABHA?
- Benefits of ABHA
- ABHA vs Ayushman Card
- How to create ABHA

Cluster B: Provider Digitization

- Why clinics need ABDM integration

- Healthcare digital transformation
- Patient data digitization

Cluster C: Trust & Authority

- Government digital health mission explained
- Healthcare data privacy India

Local SEO:

- Google Business Profile
 - Kolkata + PAN India healthcare SaaS targeting
 - City landing pages
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PHASE 4: SOCIAL MEDIA STRATEGY

LinkedIn (B2B Growth)

Goal:

Hospitals, clinics, healthcare administrators, investors

Content:

- Healthcare digitization trends
- ABDM adoption
- Founder vision
- Product explainers
- Case studies
- Whitepapers

Instagram + Facebook (B2C + Awareness)

Goal:

ABHA awareness + trust

Content:

- “Did You Create Your ABHA Yet?”
- Health ID awareness reels
- Step-by-step registration guides
- Patient convenience stories
- Myth vs Fact healthcare posts

YouTube:

Must Build:

- ABHA tutorials
 - Healthcare digitization explainer videos
 - Hospital transformation demos
 - WhatsApp healthcare automation demos
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PHASE 5: PAID PERFORMANCE MARKETING

Meta Ads:

Campaign Types:

1. ABHA Awareness Lead Gen
2. Hospital Digitization Demo Booking
3. Clinic Software Demo
4. Retargeting

Creative Concepts:

- “Hospital Chaos vs Hospital Control”
- “Still Managing Healthcare Like 2015?”
- “Create Your ABHA in Minutes”

Google Ads:

Search:

- ABHA registration
- Create ABHA online
- Hospital software India
- ABDM software

Display:

- Healthcare websites
 - Medical admin audiences
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PHASE 6: CONVERSION FUNNEL DESIGN

Funnel 1: Consumer

Ad → Landing Page → ABHA Registration → WhatsApp Follow-up → Retention

Funnel 2: B2B

LinkedIn/Google → Demo Page → CRM → Sales Call → Product Demo → Conversion

Automation Stack:

- Meta Lead Forms
 - Google Sheets / CRM
 - WhatsApp API
 - Email drip campaigns
 - Webinar onboarding
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PHASE 7: TRUST & AUTHORITY BUILDING

Essential:

- Founder story
- Compliance clarity
- Privacy policy prominence
- Security explanation
- Partner logos
- Testimonials
- Case studies
- Press mentions

PR Strategy:

- Healthcare startup media
 - ABDM ecosystem conversations
 - LinkedIn thought leadership
 - Regional digital healthcare awareness
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90-DAY ACTION PLAN

Month 1:

- Website UX revamp
- SEO architecture
- Meta pixel + GA4 + Search Console
- Landing page build
- Social profile optimization

Month 2:

- Content engine launch
- Meta + Google campaigns
- ABHA awareness series
- LinkedIn B2B strategy

Month 3:

- Webinar funnel
 - Email automation
 - Hospital outreach campaigns
 - PR + backlink acquisition
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KPI DASHBOARD

Traffic:

- Organic sessions
- Branded vs non-branded search
- Bounce rate

Leads:

- ABHA registrations
- Demo bookings
- CPL
- Conversion rate

Authority:

- Keyword rankings
- Backlinks

- LinkedIn engagement
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BIGGEST OPPORTUNITY

Sneh Bharat should evolve from:

“ABHA registration platform”

Into:

“Healthcare Digitization Ecosystem Brand”

This shift can dramatically increase:

- Consumer trust
 - B2B scalability
 - Investor attractiveness
 - SEO reach
 - Brand authority
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FINAL RECOMMENDATION

Strategic Priority Order:

- 1. Website trust + UX overhaul**
 - 2. SEO authority build**
 - 3. Meta lead generation**
 - 4. LinkedIn B2B growth**
 - 5. Healthcare ecosystem branding**
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Suggested Immediate Next Deliverables:

- SEO keyword map
- Homepage wireframe
- Meta ad funnel

- 30-day content calendar
- LinkedIn authority roadmap

Bottom Line:

Sneh Bharat has strong category potential in India's healthcare digitization space, but to become a scalable recognizable brand, it needs **trust, authority, SEO depth, and structured omnichannel digital growth.**