



Gloria Confinement Center

## +60% Website Traffic

---

### The Challenge

Gloria Confinement Center, a premier postpartum care facility in Penang, faced the following challenges:

- 1. Limited Online Presence:** The center lacked a professional website to showcase its services, expertise, and testimonials, reducing its visibility to potential clients.
- 2. Client Engagement:** Without an online platform, it was difficult for the center to effectively communicate with prospective clients and facilitate appointment bookings.
- 3. Competitive Market:** Operating in a crowded industry, the absence of a strong digital presence hindered their ability to stand out among other confinement centers in the region.

# The Solutions

## 1. Website Development:

- Designed a user-friendly website highlighting their core services, such as 24-hour infant care, breastfeeding support, and postpartum nutrition.
- Created detailed team profiles showcasing the qualifications of their IBCLC-certified doctors and registered nurses to establish credibility.
- Incorporated a testimonial section featuring positive feedback from satisfied clients to build trust.

## 2. User-Friendly Features:

- Implemented an online appointment booking system to streamline client inquiries and scheduling.
- Ensured contact details were prominently displayed for easy communication.

## 3. Search Engine Optimization (SEO):

- Optimized website content with keywords such as “confinement center in Penang” and “postpartum care services” to improve search rankings.
- Enhanced local search visibility with location-specific keywords and business directory registrations.

# The Results



**150**

Online  
Appointment

**60%**

Increase in  
Website Traffic

**45%**

Search Ranking  
Improved