

Report on IT initiatives

24-09-2024

April 2024 - September 2024

Dr. Suvarna Khadilkar

**Deputy Secretary General, and In charge of website and
IT initiatives, FOGSI**

President : Dr. Jaydeep Tank



Secretary General, FOGSI & Editor in Chief, JOGI : Dr. Madhuri Patel



Dr. C. N. Purandare



FOGSI Website Management Committee

Website Committee:

- Dr. Jaydeep Tank, President
- Dr. Madhuri Patel, Secretary General, FOGSI & Editor in Chief-JOGI
- Dr. Suvarna Khadilkar, Deputy Secretary General And In Charge Website & IT initiative

Advisors : IT Initiatives

- Dr. C. N. Purandare, 2009 – Mumbai
- Dr. Sanjay Gupte, 2010 – Pune
- Dr. P. C. Mahapatra, 2011 – Cuttack
- Dr. P. K. Shah, 2012 – Mumbai
- Dr. Hema Divakar, 2013 – Bangalore
- Dr. Suchitra Pandit, 2014 – Mumbai
- Dr. Prakash Trivedi, 2015 – Mumbai
- Dr. Alka Kriplani, 2016 – New Delhi
- Dr. Rishma Pai, 2017 – Mumbai
- Dr. Jaideep Malhotra, 2018 – U.P.
- Dr. Nandita Palshetkar, 2019 – Mumbai
- Dr. Nozer Sheriar, 2012-2014 – Secretary General, FOGSI – Mumbai
- Dr. Alpesh Gandhi, 2020-2021, Ahmedabad
- Dr. S. Shantha Kumari, 2021-2022, Hyderabad
- Dr. Hrishikesh D. Pai, 2022-2023 , Mumbai

Members : IT Initiatives

- Dr. Parikshit Tank, Treasurer
- Dr. Niranjana Chavan, Joint Treasurer
- Dr. Kunal Doshi, Joint Secretary
- Dr. Aswath Kumar, Vice President FOGSI, 2019
- Dr. Rohan Palshetkar, Web Coordinator

FOGSI Websites

- <https://www.fogsi.org/>
- <https://member.fogsi.org/>
- <https://icogonline.org/>
- <https://jogi.co.in/> linked to
- <https://www.springer.com/journal/13224>

New addition

- ❖ <https://fogsinet.com/Default.aspx>

FOGSI Websites now managed by Team Akrotics

☐ <https://www.fogsi.org>



Websites linked to FOGSI Website

☐ <https://www.fogsi.org>



ICOG and JOGI websites are managed by FOGSI

☐ **New Portal managed by Prometheus**

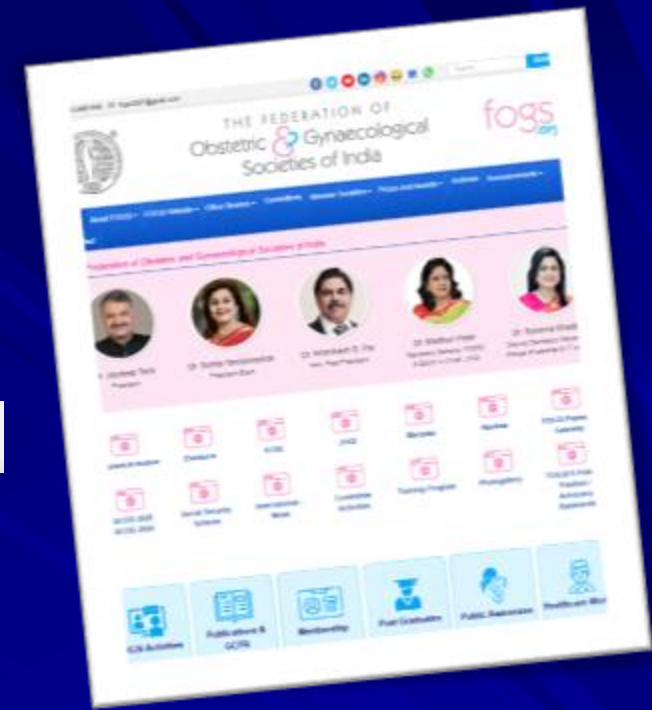
<https://fogsinet.com/>



Home Page

<https://www.fogsi.org/>

- Important notification and upcoming events as Top running items
- Social Media Icons For Online Use
Facebook, Twitter X, You tube, Linked in, Google Business, WhatsApp
- Drop down menus Tabs : 9
- Office Bearer's information : Messages, Activities, Videos, Reports
- TABs : 14
- Main Boxes – 6
- Running banners - 4
- Upcoming Events – 4
- About FOGSI, Quick Links, contact information and our location on google map



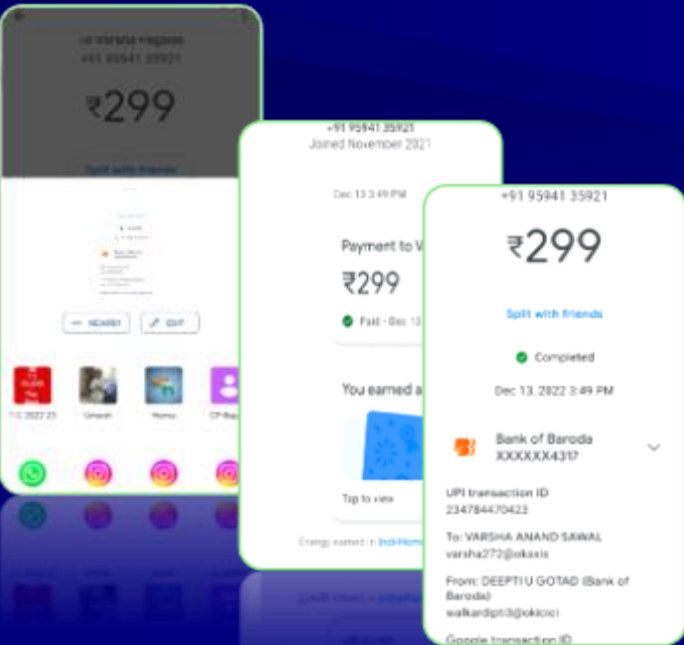
<https://member.fogsi.org>

- For Updating Of Data and E – Voting
- For Online payment portal – FOGSI - Training fees
ICOG fellowship fees
FOGSI – Indemnity fees
FOGSI – Social Security Scheme
FOGSI – Society Fees
FOGSI – FMF India Online USG Course
– **Currently deactivated as no course**

P-SSS for DFC & new enrollment payments through QR code

Dear Members, Requesting all to please use Paytm, Google Pay, PhonePe and provide us the UPI Number (a bank-verified phone number identifier of your UPI ID) on link - wa.me/918976735079 for our record.

**So far 88 members have responded and paid the amount
11 – QR code & 77 – Others**



- ❖ **Social Security Scheme online Enrollment App : Already live and online enrollment is opened for members -**
- ❖ **There are few updates in this system :** Online payment options are created i.e. NEFT / CHEQUE / GATEWAY
- ❖ **If FOGSI has not yet approved your new enrollment following may be the reasons :**
 - a) He/She should be an active member of FOGSI for not less than three consecutive years at the time of joining the scheme. If the member is already fulfilling this criteria then please contact to FOGSI office for rectification.
 - b) Once FOGSI Office approves the application form, then the payment link auto generated and will be sent to the member via email on their registered email id or mobile number
 - c) Mandatory Nominee 1 and Nominee 2 details required.
 - d) Please click on it and make the payment, payment options are available i.e. NEFT / CHEQUE / GATEWAY

APPLICATIONS

- ❖ **SSS Online Enrollment App has been further upgraded**

email id exclusively for SSS: sss@fogsi.org

- ❖ **Accounts App (NPO) / Tally Prime Gold 3.0**

NPO app is more safe and secure but it may be replaced by Tally Prime Gold 3.0. Currently we are working with both the apps.

Software Tally Prime Gold Release 3.0 will ensure that our books are always accurate - from GST returns to reconciliation.



8976735079 WhatsApp Group Account

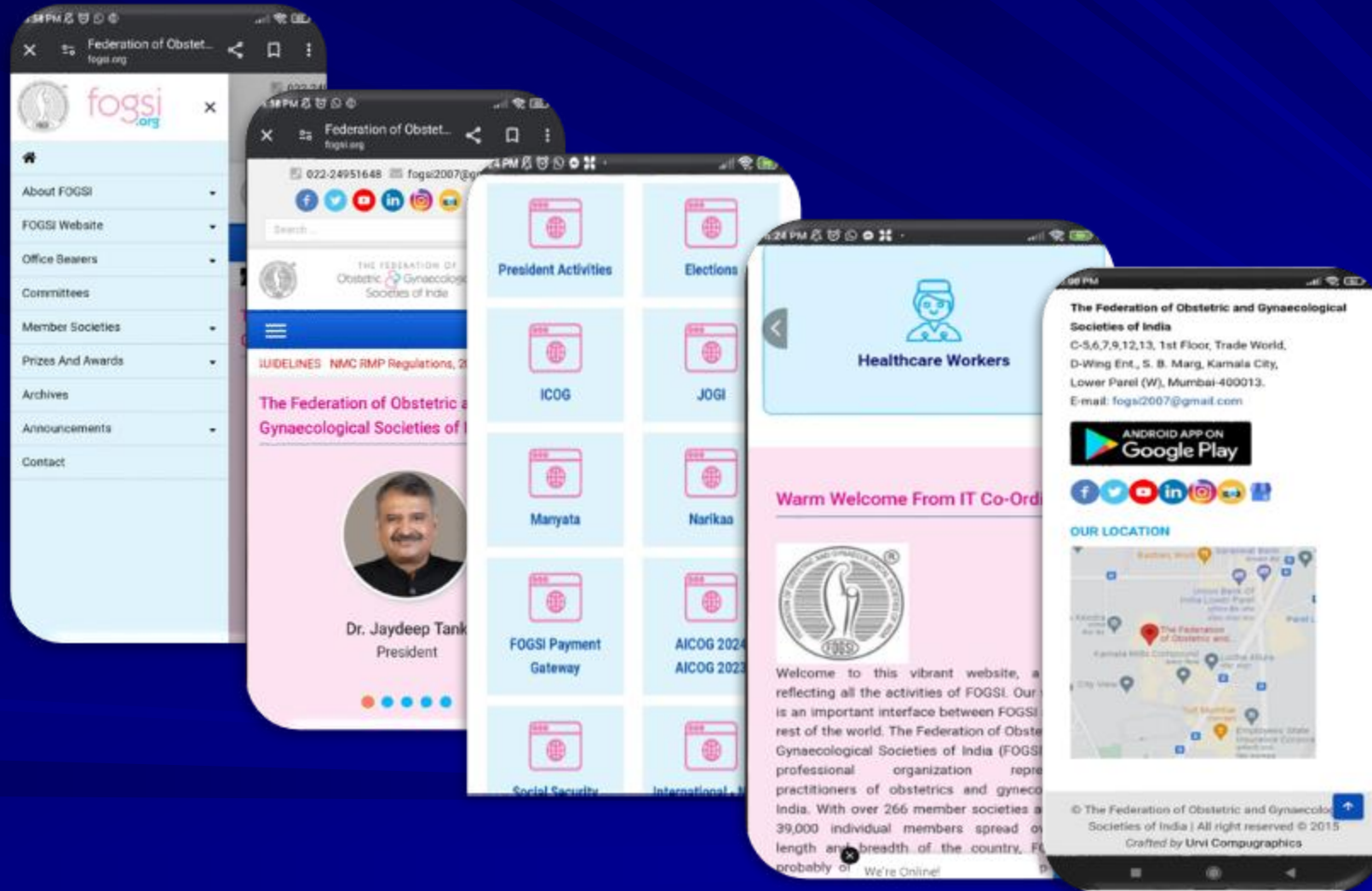
Performing very well

- ❖ **WhatsApp Group Account : Already set up this account for official information from FOGSI head office. This List of President and Secretaries has Been Updated On 31st of every month as Per The Information Received From The Societies.**

- : FOGSI Memb Societies Pres. - 276 societies**
- : FOGSI Memb Societies Secr. - 276 societies**
- : FOGSI OB & MCM – 129 nos.**

Many doctors are requesting to post flyers, messages, announcements of upcoming events on these groups. (Agenda of MCM & AGM, Letters to Govt. authorities, ICOG programs, Monthly webinar series, Committee webinars, National Maternal Health Workshop, Nari Swasthya Janandolan Yatra, Clinical Pearls of JOGI and many more)

P-(whether to keep this slide)-Website mobile interface



Network upgradation in office

➤ **The second floor premise:**

1. It is under cc tv surveillance, 4 Access points, 4 network boosters. set up of Audio visual system with 4 new TVs
2. Workstation and cabin for FOGSI's program enablement unit (BMGF project) : Jio Broadband Connection of 200 MBPS with 2 landlines, Intercom with 1st floor premises

➤ **The first floor premise :**

1. We are having internet plan of Reliance JIO -50 MBPS 1:1 Internet Lease Line (ILL) Commercial speed from September'2021, 5 Access points , 2 new tvs, 5 Mobile network boosters of airtel and reliance jio each are provided by trade world society. Reliance Jio network is in process and will activate soon.
2. **New JIO Broadband Connection for 1 GBPS with 4 landlines as MTNL landlines were not working and we have disconnected all four landlines (022-24951654, 022024951648, 022-24948032 & 022-24948048)**
3. **New JIO Landlines**
 - a. **022-35405608 (pls dial 090 if you are trying to connect with landline)**
 - b. **022-35406402**
 - c. **022-35406848**
 - d. **022-35406988**

Zoom platform owned by office

We had purchased an additional FOGSI Zoom platform for receiving many requested regarding zoom slots from committee chairpersons.

From April'24 till today 195 meetings have been hosted on this virtual platform and many are in queue.

Capacity of Zoom platform – annual upgrade

- FOGSI 's subscription enables us for unlimited meetings (one meeting at a time) for 30 hours duration per meeting, and webinars for 500 participants with no time limit.
- From April'2023 we have upgraded our plan yearly basis as below:
- 100 participants Webinar & add on 500 participants for large meetings.
- Office bearer meetings, ICOG meetings, Journal editorial board meetings, and many more.

✓ **FOGSI SMS Policy**
(Short Message Service)

Maximum 200 SMS per second

AICOG now has more no of allotted SMS per year.(from 20 increased to 30)

❖ It was decided that no individuals to be named in the SMS's.

❖ Only emails of the conference.

❖ SMS sent for Agenda for FOGSI General Body Meeting, FOGSI Presidential Conference, release of the bymonthly issue of JOGI, Registration - AICOG , various applications of AOFOG, SAFOG & FIGO, Audited abridge FOGSI Balance Sheet, e-voting and election, applications for FICOG & MICOG and many more

✓ **FOGSI Bulk emails**

❖ Total mailers conducted: (from May'24 to Sept'24)

❖ FOGSI: 41

❖ ICOG: 25

<u>MONTH</u>	<u>2023-2024</u>
September	3,62,784
October	5,19,598
November	1,21,218
December	81,396
January	81,987
February	80,996
March	1,64,270
April	1,64,266
May	2,05,332
June	2,05,596
July	2,81,494
August	4,96,444
September	3,43,110
<u>Total</u>	31,08,491.00

- ❖ Please contact FOGSI office Sangeeta/ Kanchan/ myself for any query on phone /email.
- ❖ If you do not find your name as President/Secretary on Website after clicking on refreshing button then contact us.
- ❖ **Suggestions are welcome**

DIGITAL INITIATIVES



New Portal managed by
Prometheus

- FOGSINET <https://fogsinet.com/>

Launch of FOGSINET app at
FEMTEK IV in Mumbai at the
hands of a Neil Nitish Mukesh and
Diana Penty 24th Nov 2023



FOGSINET



- FOGSINET is developed with the aim to become the largest database of registered OBGYN professionals in India.
- All members of the FOGSI would get free access to the portal
- The portal is linked with the FOGSI database via secure API connections
- FOGSI Members can create their profiles
- Patients and other visitors can view the profiles of the member / doctors and contact them for consultation and treatment
- The Beta version of the portal was launched on 24 Nov.
- In the next phase, the digital agency is working on promoting the portal on various digital platforms.



FOGSINET - Aakash



THE FEDERATION OF
Obstetric & Gynaecological
Societies of India

Member/Doctor Login

Login in

Find a Doctor

User Login

About FOGSINET

Better Doctors. Better Care. Everywhere.

India's Largest and Trusted Gynecologists and
Obstetricians Societies.

43,000+ Gynecologists and Obstetricians across the country

Find a Doctor

43,000+ Gynecologists and Obstetricians across the
country

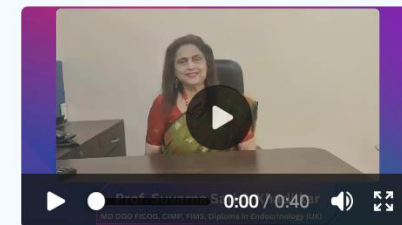
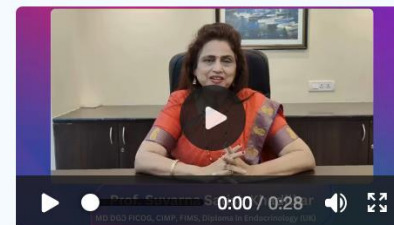
Search by name | Search by pin

Search

Message from Dr. Madhuri A. Patel



Message from Prof. Suvarna Satish Khadilkar





FOGSINET



How to activate your
FOGSINET Account




THE FEDERATION OF
Obstetric & Gynaecological
Societies of India

Member/Doctor Login

[Find a Doctor](#)

[User Login](#)

[About FOGSINET](#)



DOCTOR LOGIN

(FOGSI MEMBER)

Enter your Email / Mobile registered with FOGSI

[Submit](#)

[Privacy And Policy](#)

Enter your registered email / mobile



[Quick Links](#)

[Get In Touch](#)

[Address](#)



[Home](#)

[About FOGISINET](#)

[Find Doctor](#)

[Login](#)

Enter your email / mobile registered with
FOGSI

OTP

Enter OTP

Resend OTP

SUBMIT



Home

My Profile

#1 Confirm Membership Details

#2 Add details about you



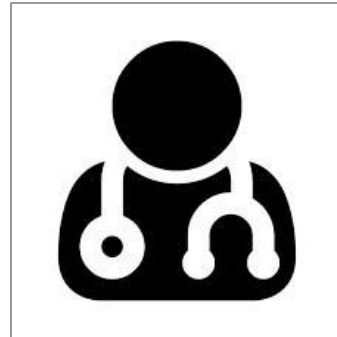
#3 Add your clinic details



#3 Activate your Profile



Welcome Dr. Ansul Mehta



Upload your Picture

Your registered email

njani@pssinfo.com

Your registered email

+919833116604

Your I confirm [Terms and Conditions](#)

PROCEED



#1 Confirm Membership Details



#2 Add details about you

#3 Add your clinic details

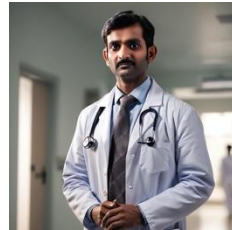


#3 Activate your Profile



Welcome Dr. Ansul Mehta

Write about your profile (180 words)



Your Youtube Video link 1

Your Youtube Video link 2

Please share your speciality

IVF

Gynecology

IVF

Gynecology

PROCEED

#1 Confirm Membership Details

#2 Add details about you

#3 Add your clinic details

#3 Activate your Profile

Welcome **Dr. Ansul Mehta**

Write about your Clinic



Your Contact details

(Please note that these details will be displayed to users to book appointment)

Your contact email

Your contact mobile

Please share my contact details to get in touch with me.

PROCEED



FOGSINET

My Profile Home

- #1 Confirm Membership Details
- #2 Add details about you
- #3 Add your clinic details
- #3 Activate your Profile



Congratulations

Your Account is ready. Activate your Account today to receive appointments.

ACTIVATE ACCOUNT

[I'll do it later](#)



Marketing & SEO Services

- We are excited to announce the commencement of a focused marketing campaign for **FOGSINET**, which began in September 2024. As part of this initiative, we have launched a comprehensive social media marketing strategy across all FOGSI platforms.
- With the support of **Dr. Hrishikesh Pai**, a dedicated paid marketing budget of ₹_____ has been approved to further enhance our visibility. This funding will enable us to boost our presence across FOGSI's social media channels and on Google through targeted advertising efforts.
- Through this campaign, we aim to strengthen FOGSI NET's outreach, connecting with a wider audience and expanding awareness about the platform's goals and resources.



Some Activities suggested by agency

- Promote FOGSINET in Clinics

Encourage all doctors to display FOGSINET posters in their clinics to raise awareness among patients.

- Encourage Patient Registration

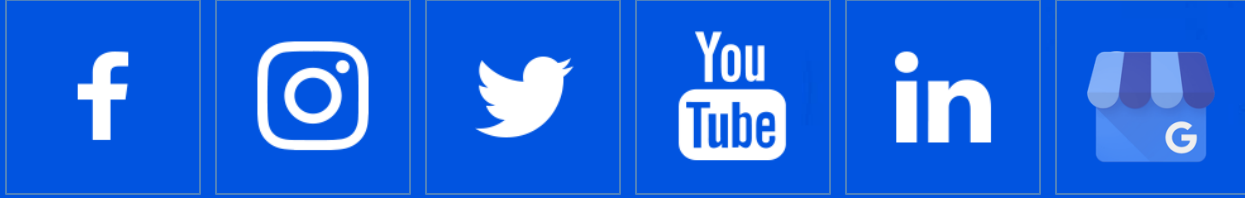
Doctors should suggest that patients register on FOGSINET to book appointments. Optionally, offer a 5-10% discount on the first consultation for those who register online.

- Short Video of FOGSI Office Bearers or Members

Create 15-30 second video clips where doctors explain the benefits and features of FOGSINET to share on social media.

- Partner with Healthcare Influencers

Collaborate with healthcare influencers, gynecologists, and obstetricians to broaden FOGSINET's reach and impact.



Social Media & SEO Report

September 2024



AKROTICS
DIGITAL SOLUTIONS

Contents

Section

Profile Analytics: Facebook and Instagram
Profile Analytics: Twitter X
Profile Analytics: LinkedIn
Profile Analytics: Google Business
Profile Analytics: YouTube
Ads Analytics

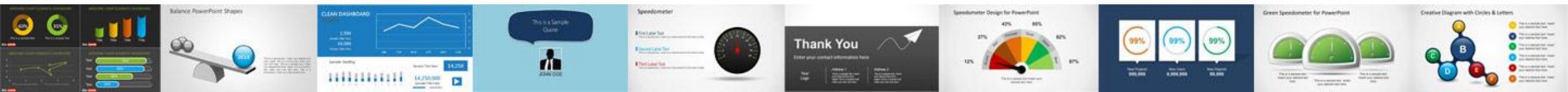
FOGSI

Federation of Obstetric and
Gynaecological Societies of India



Social Media & SEO Report September 2024

Our social media official Id: [@fogsiofficial](#)





Channel started on 15 th Oct 2021		Posts by Profile	Total Impressions	Organic + Paid Reach Rate (ORR)	Community Size on 15th Sep 2024
	FOGSI @fogsiofficial	878	98,501 (Organic + Paid)	100%	8,256 Page Likes
	FOGSI @fogsiofficial	878	1,19,109 (Organic + Paid)	100%	13,390 Followers
	FOGSI @fogsiofficial	878	14,567 (Organic)	100%	2,780 Followers
	FOGSI @fogsiofficial	195	63,000 + Views (Organic)	100%	2,650 Subscribers
	FOGSI @fogsiofficial	878	25,679 (Organic)	100%	1,976 Followers

Guide to
Facebook Metrics

[facebook.com/fogsiofficial](https://www.facebook.com/fogsiofficial)

Guide to
Instagram Metrics

[instagram.com/fogsiofficial/](https://www.instagram.com/fogsiofficial/)

Guide to
Twitter X Metrics

twitter.com/fogsiofficial

Guide to
YouTube Metrics

[youtube.com/fogsiofficial](https://www.youtube.com/fogsiofficial)

Guide to
LinkedIn Metrics

<https://bit.ly/3CTYFCg>



FOLLOW US ON FACEBOOK



SCAN HERE!



FOLLOW US ON INSTAGRAM



SCAN HERE!



Ask FOGSI



WhatsApp



Get information about FOGSI in just one touch at your convenience.

Scan To Get Started



QR code / link for social media – please put this scan code so that you can



FOLLOW US ON YOUTUBE



SCAN HERE!



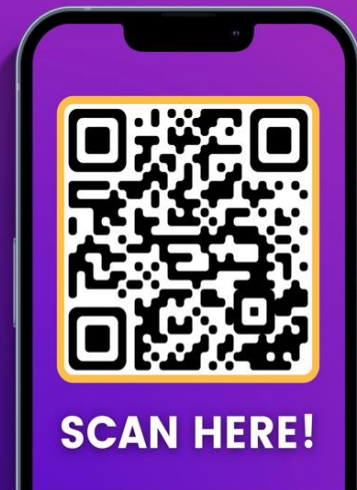
FOLLOW US ON TWITTER



SCAN HERE!



FOLLOW US ON LINKEDIN



SCAN HERE!

Summary

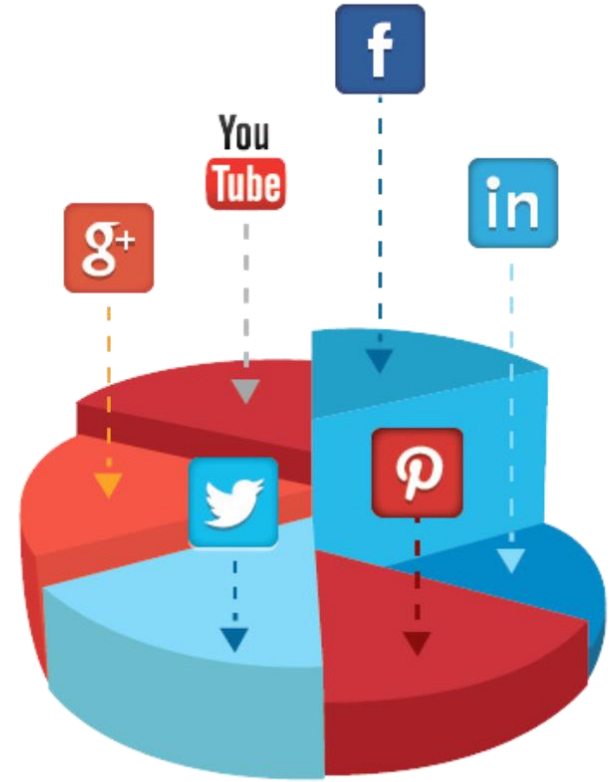
Sharing the social media report for FOGSI till now. We've made good progress and are seeing some good results right now. We're on the path to reaching our goals shortly. Everything is looking great!

Work Done till Sep 2024

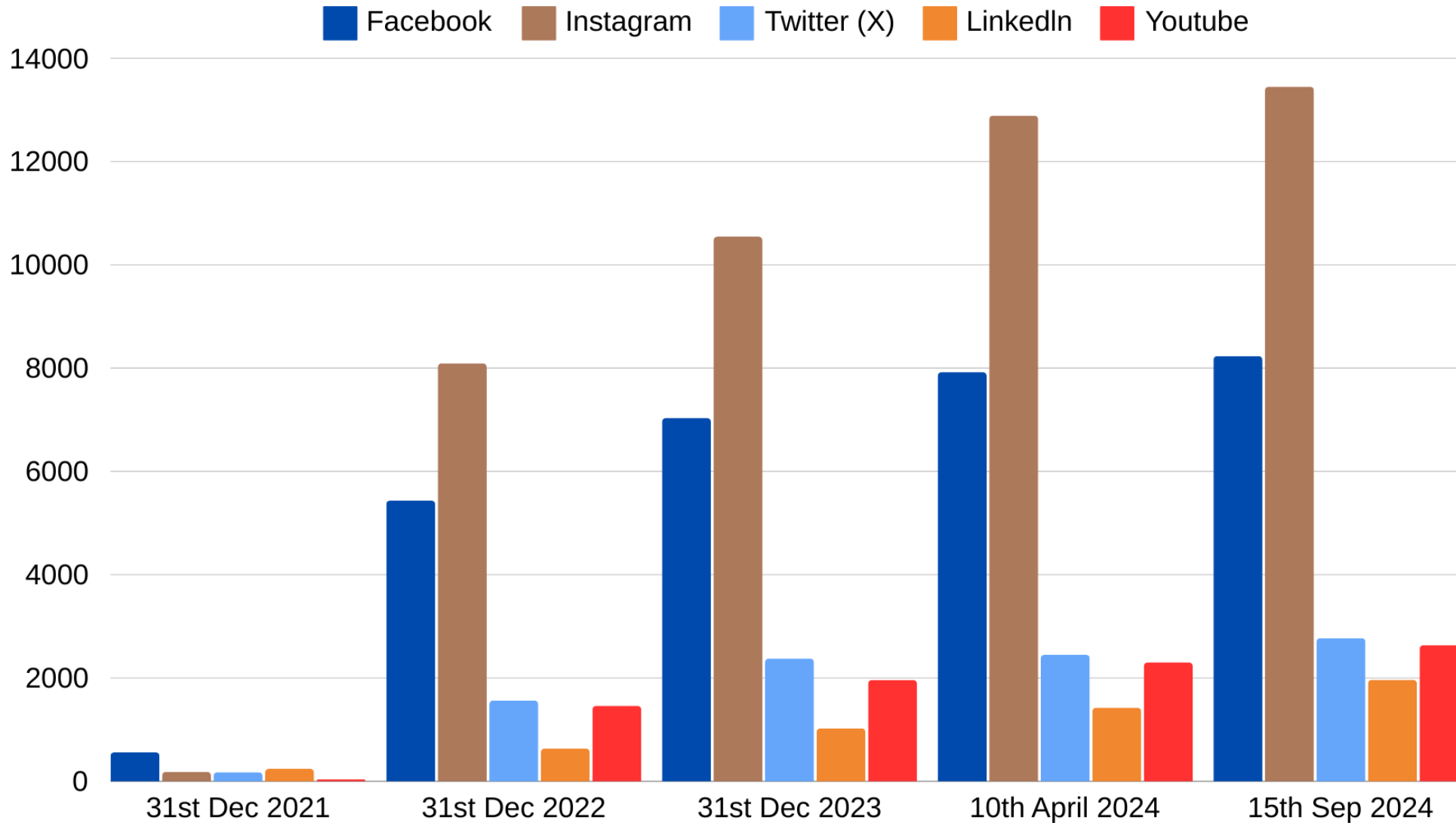
- **FOGSI's Google Business** page with new information with regards to new social posts, contact information & other relevant information, we've been maintaining the existing content on the same.
- Since **September 2023**, we've initiated the optimization of our website through **SEO (Search Engine Optimization)** to enhance the flow of traffic to our website.
- We've launched our new platform, **FOGSINET** designed for both doctors and patients, and initiated marketing and SEO services in August 2024 to support its growth.
- Facebook, Instagram, Twitter, LinkedIn & YouTube Account Management.
- Akrotics team has been creating the content for the same and have maintained the social profiles' hygiene.
- Akrotics team had been forwarding question asked on google business to FOGSI team.
- All event information is being shared with registration links.
- Retweet posts from credible accounts in which the FOGSI handle is mentioned.
- Akrotics team keep uploading all Narikaa Videos on our YouTube channel.

FOGSI

Profile Analytics



Growth Chart



Performance

Compare to Other Org.

Business comparison

Businesses to watch

Compare your performance against businesses in the **Non-Profits & Religious Organizations** category

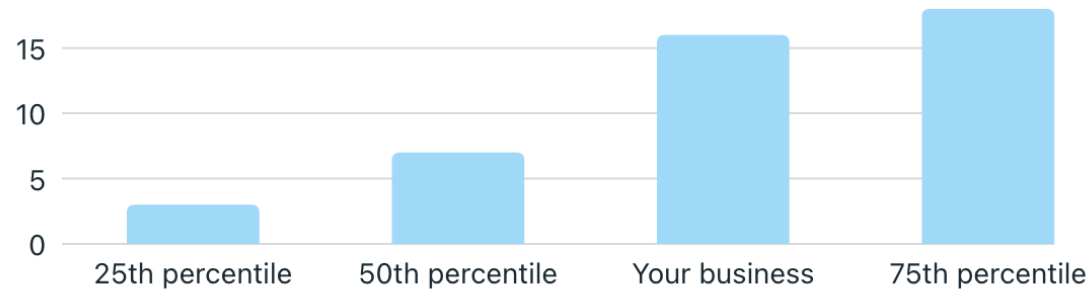
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

16

Similar to others

How often your business published versus others in this category



Over the last 28 days, you typically published the **same amount of posts and stories** compared to other businesses in this category. Nice work! Stay on track by creating a new post or scheduling in advance.

Create post



Facebook followers ⓘ

8.2K

Higher than others

Typically: 1.2K

Follows ⓘ

22

Higher than others

Typically: 8

Content interactions ⓘ

115

Similar to others

Typically: 163

- Reach is the total number of people who see your content.
- Impressions/visits are the number of times your content is displayed.



Insights

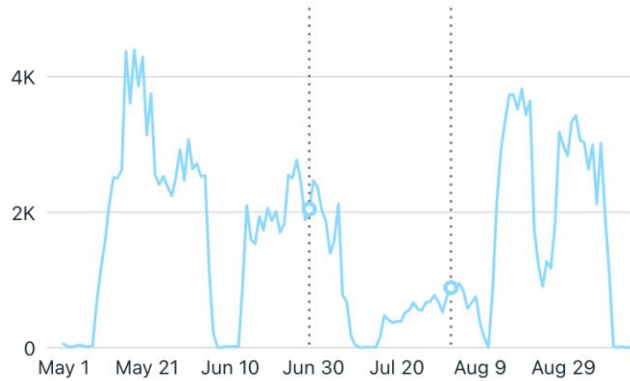
Review performance results and more.

Reach

Export

Facebook reach ⓘ

98.5K ↓ 63.4%



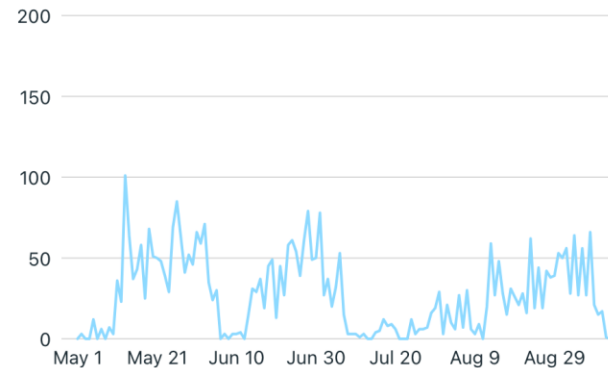
Instagram reach ⓘ

213.5K ↑ 2.8%



Facebook visits ⓘ

3.7K ↑ 37.1%



Instagram profile visits ⓘ

5.4K ↑ 9.4%



Export

Comparison

(Paid Post vs Non – Paid Post)



AICOG 2024 Post with Paid Marketing

Federation of Obstetric and Gynaecological Societies of India - FOGSI
March 1 · 🌐

The 66th AICOG 2024 would be held in Hyderabad, early bird registration is open now!
[AICOG 2024, HYDERABAD](#)
Register Now - <https://aicog2024.com/registration.php>
For more information - www.aicog2024.com... See more

2024 6th AICOG HYDERABAD

Early Bird REGISTRATION is Now Open

Dr Hrishikesh D Pal President FOGSI
Dr Jaydeep Tank President Elect FOGSI
Prof S Shantha Kumari Honorary FOGI, Past President FOGSI, Organising Chairperson
Dr Maithuri Patel Secretary General FOGSI
Dr Vindhya T Organising Secretary
Dr Aruna Suman B Organising Secretary

meety aicog2024.com

AICOG2024.COM
AICOG 2024 | Conference of All India Congress of Obstetrics and Gynaecology 2024 Hyderabad Seminar Presentation Obs ...

Sign up

See insights Boost again

Post Insights

Boosted on Mar 2, 2023
Status: Completed · Boosted by: Akash Gupta
Budget: ₹900.00 lifetime · Duration: 5 days

Post reach ⓘ	Post Engagement ⓘ
60,736	858

Keep boosting to grow your audience.
Federation of Obstetric and Gynaecological Societies of India - FOGSI could reach 1977 more people for every ₹640 you spend.
[Learn More about reach estimates](#)

Boost again



AICOG 2024 Post Stats without Paid Marketing



Reach ⓘ

Total

662

Organic

662 (100%)

Paid

0 (0%)

Engagements ⓘ

Reactions

6

Comments

1

Shares

1

View details

Negative interactions ⓘ

Total

0

Unique

0

FOGSI

Federation of Obstetric and
Gynaecological Societies of India



FOGSI 

@fogsiofficial

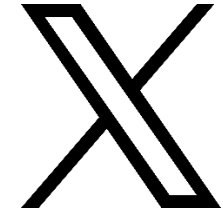
Official handle of the Federation of Obstetric and Gynaecological Society of India.
Represents over 43,000+ O&Gs in the country working towards women's health.

 Medical & Health  India  fogsi.org  Joined September 2018

119 Following

2,762 Followers

Edit profile



twitter 

FOGSI is actively engaged in posting and reposting content, especially when tagged by credible sources.

FOGSI



Federation of Obstetric and
Gynaecological Societies of India



Federation of Obstetric and Gynaecological Societies of India - FOGSI

Official handle of the Federation of Obstetric and Gynaecological Society of India. Represents over 40,000+ O&Gs in the

Hospitals and Health Care · Mumbai, Maharashtra · 2K followers · 11-50 employees

Message

Following



FOGSI is actively engaged in posting and reposting content, especially when tagged by credible sources.



Google
My Business



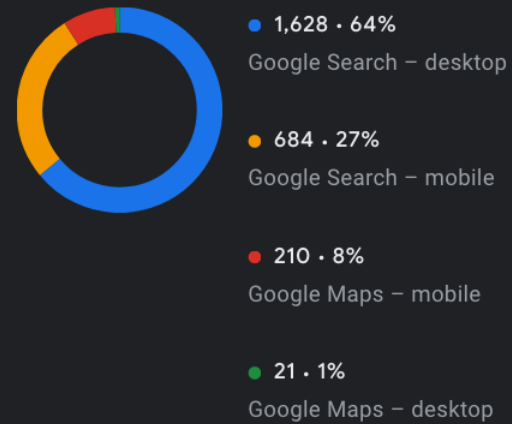
How people discovered you ⓘ

2,543

👁 People viewed your Business Profile

Platform and device breakdown

Platform and devices that people used to find your profile



1,107

🔍 Searches showed your Business Profile in the search results

Searches breakdown

Search terms that showed your Business Profile in the search results

- fogsi 975
- the federation of obstetric and gynecological societies o... 69
- the federation of obstetric and gynecological societies o... 63
- federation of gynecological and obstetric societies of i... < 15
- federation of obstetric and gynaecological societies of... < 15

[See more](#)

FOGSI

Federation of Obstetric and
Gynaecological Societies of India

You Tube



FOGSI

@fogsiofficial 2.63K subscribers · 212 videos

The Federation of Obstetric and Gynaecological Societies of India (FOGSI) is the professi...more

fogsi.org and 4 more links

 Subscribed 

- We ensure that all Narikaa videos are uploaded to the FOGSI YouTube channel only after thorough review and approval by the committee members.
- All comments are being monitored.
- From March 2023 we have started uploading some webinars videos provided by ICOG team on FOGSI YouTube channel.

Studio Search across your channel Create FOGSI You're a manager

Channel analytics

Advanced mode

6 Mar 2019 – 22 Sept 2024
Lifetime

Overview Content Audience Inspiration

Your channel has had 61,585 views so far

Views 61.6K	Watch time (hours) 3.7K	Subscribers Δ +2.6K
----------------	----------------------------	-------------------------------

See more

Realtime
Updating live

2,632
Subscribers

See live count

95
Views · Last 48 hours

Top content

	Management of Preterm La...	12
	Changes and variations in the...	7
	FOGSI ICOG Journal Club - 11...	6

As of September 2024, we've uploaded a total of 212 videos, garnering an impressive view count exceeding 63,000+.

Key moments for audience retention

Latest videos (last 365 days)

Intro Top moments Spikes Dips

Above typical intros Still watching at 0:30

	Empowering Women's Reproductive Rights: MTP Act 2021 Amendments	59%
	Dr. Jaydeep Tank's Presidential Speech at FOGSI AICOG Hyderabad 2024: A Vision...	53%
	Cervical Cancer Awareness FOGSI	53%

Below typical intros

	UTERINE AND ENDOMETRIAL CANCER SCREENING FOGSI	40%
	OVARIAN AND FALLOPIAN TUBE CANCER SCREENING FOGSI	39%
	Know all about what is First Trimester Important facts regarding First Trimester ...	38%

00:00 / 10:38

This video Typical retention not available Chart guide

Narikkaa Video Posted on FOGSI YouTube Channel



Video

- DIET FOR MANAGING PCOS/PCOD**
PCOD can lead to several health issues one m...
Add description
- SCREENING TESTS AND TREATMENT FOR PELVIC INFLAMMATORY DISEASES**
Pelvic inflammatory diseases have either mild or no symptoms at all hence often go undiagnosed...
- EXCESSIVE NICOTINE CONSUMPTION HAS ALSO BEEN LINKED WITH PELVIC INFLAMMATORY DISEASES. HENCE, ONE SHOULD QUIT SMOKING.**
Few methods for prevention from pelvic disea...
Pelvic inflammatory diseases are most commonly spread through sexual contact with an infected...
- WHAT CAUSES TINGLING EXTREMITIES DURING MENOPAUSE?**
What is tingling extremities? Do you know how...
A common menopausal symptom, tingling extremities, can be highly unsettling and...
- APART FROM ITCHY SKIN, MENOPAUSAL WOMEN MAY ALSO FACE OTHER SKIN-RELATED ISSUES SUCH AS RASH, PIGMENT AND V...**
From acne to age spots,women face all types ...
Skin problems in menopause may range from unexpected acne to dry skin and so-called age...
- EXERCISE THAT INCLUDES STRETCHING**
Is muscle tension a common symptom of me...
Tension in the muscle and joints is one of the most common symptoms of menopause. A...
- REMEMBER!**
Know what are causes of pelvic diseases|CAU...

Akrotics have started Uploading all Narikkaa Videos on our YouTube channel.

Akrotics have posted till 15th September 2024 we have uploaded more than 50+ video after carefully checking description which is approved by FOGSI team.

SEO

FOGSI.ORG

FOGSI STARTED SEO ACITVITES FROM SEPTEMBER 2023

- SEO efforts can help FOGSI attract a more targeted audience by optimizing for keywords and phrases related to their field. This can lead to an increase in relevant traffic, potentially attracting healthcare professionals, researchers, and individuals seeking reliable information.
- SEO involves optimizing website structure and content, which can lead to a better user experience.
- Higher search engine rankings can enhance FOGSI's credibility and reputation within the medical community and among the public, as top-ranking websites are often perceived as more trustworthy.

Improved Results:

Since the implementation of our SEO services, website traffic has skyrocketed from an initial 3,000-5,000 monthly visitors to an impressive 18,000-20,000 on average. This translates to a substantial increase of 300% to 500%.



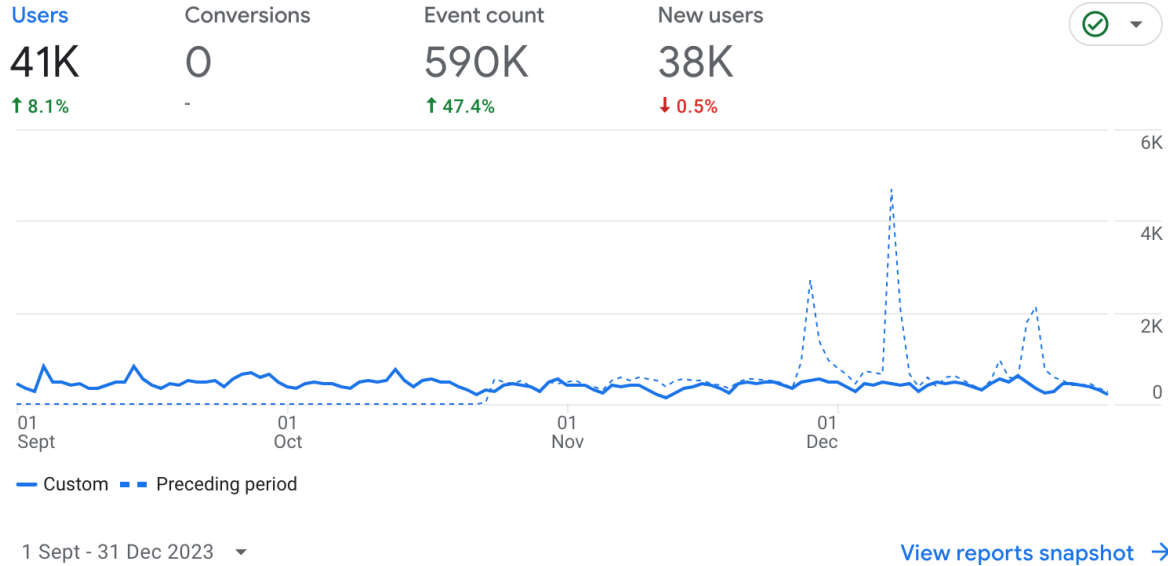
Before we started SEO Service

Google Analytics : 1st Jan 2023 – 30th Aug 2023

In past 8 months we got only 37,000 users with an average of 4,650 users per month.



After Implementing our SEO Activities

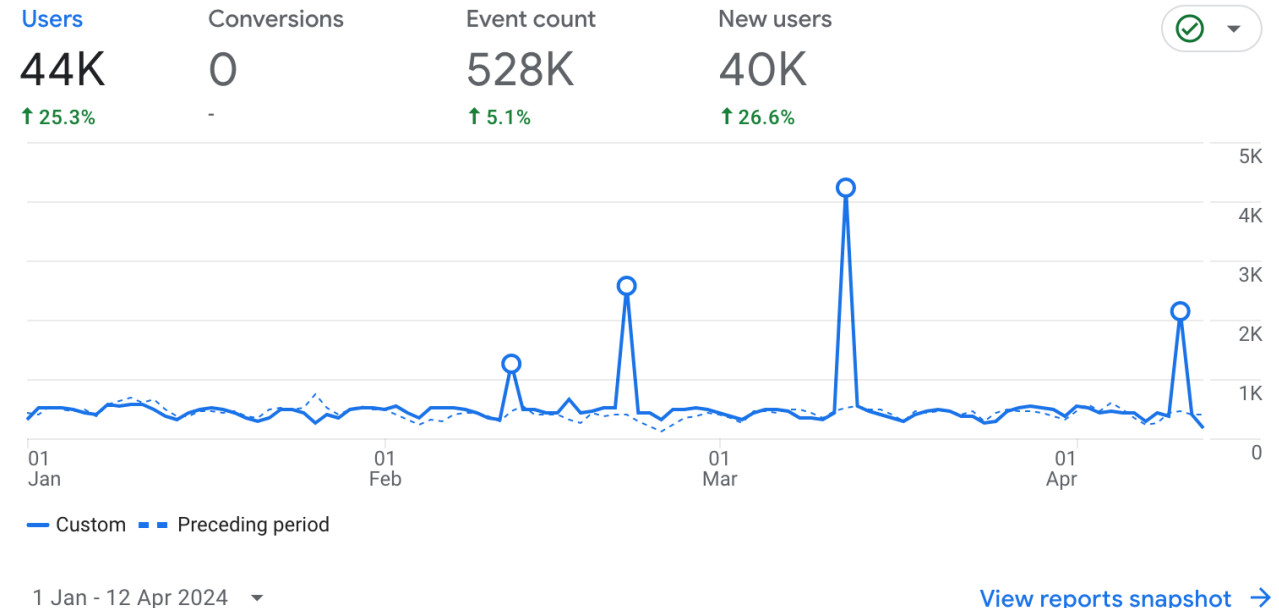


Google Analytics : 1st Sep 2023 – 31st Dec 2023

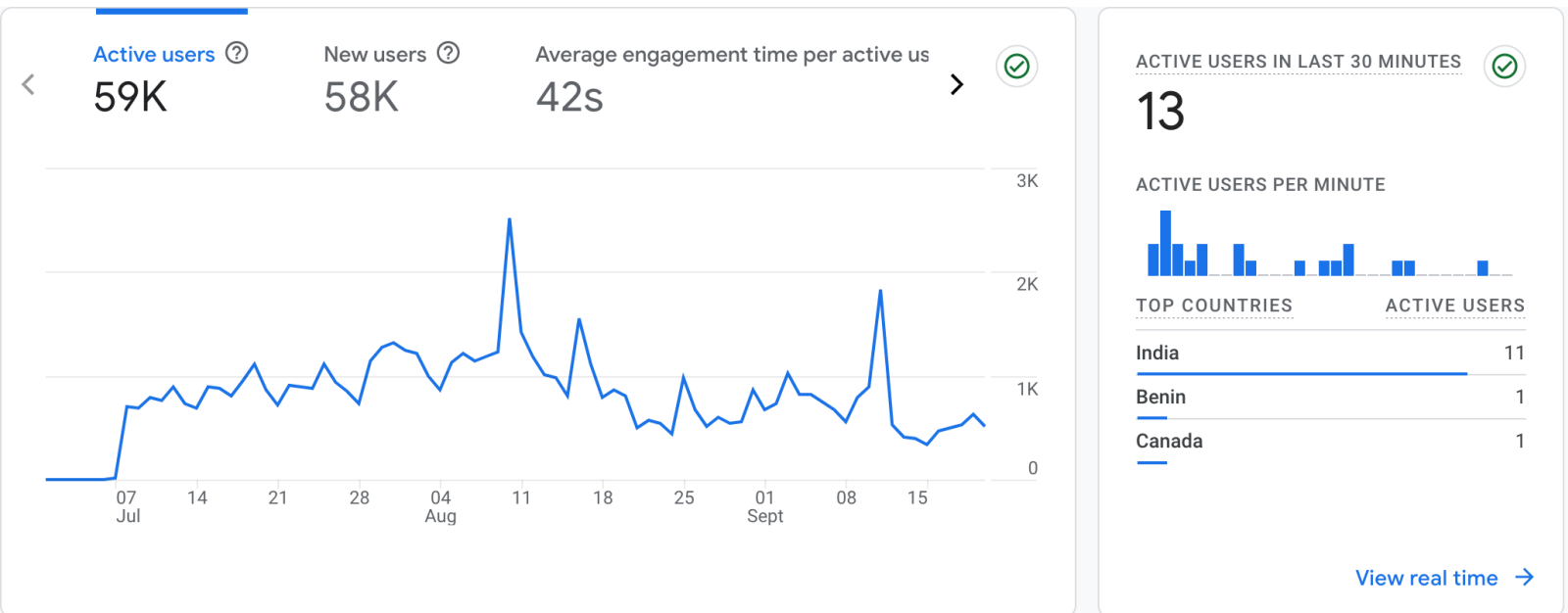
- Over the last four months, our visits have doubled compared to previous periods.
- **From September 2023 to December 2023, we consistently averaged 10,250 visitors each month.**

Google Analytics : 1st Jan 2024 – 10th April 2024

- Each month, our user base continues to expand globally with new additions from various parts of the world.
- **The average monthly visitor count from January 2024 to March 2024 stands at 14,666.**



After Implementing our SEO Activities



Google Analytics : 1st July 2024 – 15th Sep 2024

- Over the last 2 and half months, our visits have doubled compared to previous periods.

- From September 2023 to December 2023, we consistently averaged 16,000 to 18,000 visitors each month.

We are missing some data from May to June 2024, as our previous vendor did not provide access to the earlier Google Analytics account. The new agency has since created fresh Google Analytics and Google Search Console accounts, and all login credentials are now under our control.

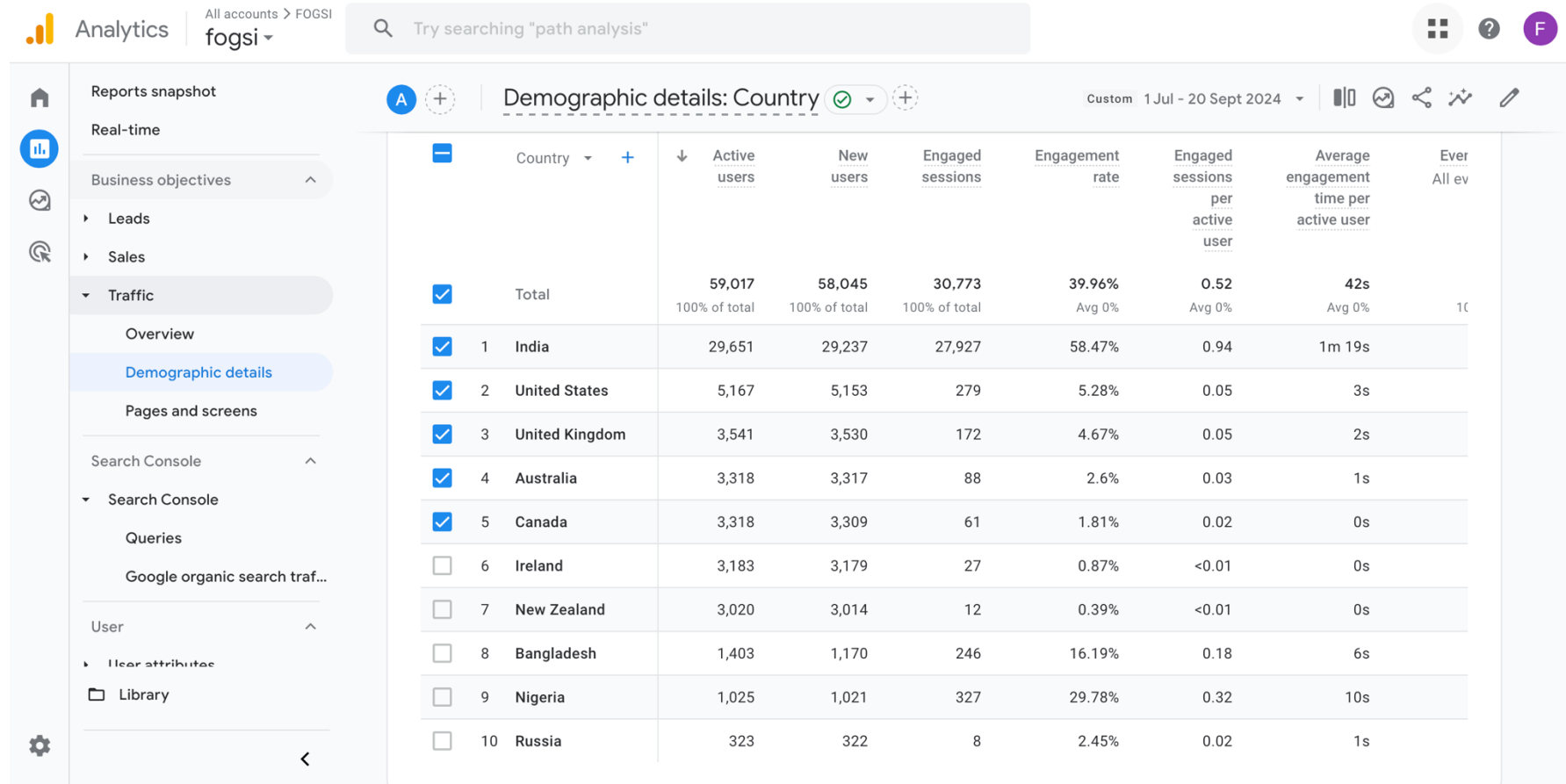
Most Search Pages

<input checked="" type="checkbox"/>	Total	145,051 100% of total	59,017 100% of total	2.46 Avg 0%	42s Avg 0%	440,669 100% of total
<input checked="" type="checkbox"/>	1 /	26,141	14,879	1.76	24s	83,832
<input checked="" type="checkbox"/>	2 /events/	10,461	6,257	1.67	57s	35,049
<input checked="" type="checkbox"/>	3 /membership/	8,229	3,244	2.54	46s	21,117
<input checked="" type="checkbox"/>	4 /zonal-grouping-fogsi-member-societies/	4,380	2,421	1.81	29s	10,892
<input checked="" type="checkbox"/>	5 /xxviii-aofog-congress-2024-busan-korea/	3,766	3,256	1.16	4s	14,045
<input type="checkbox"/>	6 /results-of-the-fogsi-elections-2024-for-office-bearers-president-vice-presidents/	3,447	2,476	1.39	20s	10,664
<input type="checkbox"/>	7 /training-program/	2,955	2,046	1.44	36s	12,457
<input type="checkbox"/>	8 /elections/	2,796	1,623	1.72	22s	7,943
<input type="checkbox"/>	9 /post-graduates-section/	2,702	1,735	1.56	14s	7,363
<input type="checkbox"/>	10 /fogsi-activities/	2,513	1,724	1.46	18s	6,629

Improved Results:

Since the implementation of our SEO services, website traffic has skyrocketed from an initial 3,000-5,000 monthly visitors to an impressive 18,000-20,000 on average.

This translates to a substantial increase of 300% to 500%.



The screenshot displays the Google Analytics interface for the 'fogsfi' account. The main view is 'Demographic details: Country' for the period '1 Jul - 20 Sept 2024'. The table shows the following data:

Country	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Ever
Total	59,017 100% of total	58,045 100% of total	30,773 100% of total	39.96% Avg 0%	0.52 Avg 0%	42s Avg 0%	100%
1 India	29,651	29,237	27,927	58.47%	0.94	1m 19s	
2 United States	5,167	5,153	279	5.28%	0.05	3s	
3 United Kingdom	3,541	3,530	172	4.67%	0.05	2s	
4 Australia	3,318	3,317	88	2.6%	0.03	1s	
5 Canada	3,318	3,309	61	1.81%	0.02	0s	
6 Ireland	3,183	3,179	27	0.87%	<0.01	0s	
7 New Zealand	3,020	3,014	12	0.39%	<0.01	0s	
8 Bangladesh	1,403	1,170	246	16.19%	0.18	6s	
9 Nigeria	1,025	1,021	327	29.78%	0.32	10s	
10 Russia	323	322	8	2.45%	0.02	1s	



Paid Ads Analytics



- FOGSI has sanctioned a paid marketing budget of Rs. 10,000 for a duration of 6 months on Facebook and Instagram, along with Rs. 20,000 for Google Ads, allocated for a 3-month period, to the agency. This budget is intended to bolster our website's ranking on Google and increase social media presence.
- Going forward, FOGSI plans to promote awareness posts on topics such as Narikaa, Women's Issues, Women's Healthcare Awareness, AICOG Events, and other upcoming events to effectively reach a wider audience.

All society office bearers should take the initiative to promote our social media pages among all registered members, encouraging them to like and follow us for updates, upcoming webinars and events.

FOLLOW US
ON OUR SOCIAL NETWORKS



/fogsiofficial



FOGSI

WHATSAPP CHATBOT

A *WhatsApp chatbot* is a computer program that can automatically reply to messages on WhatsApp.



Ask FOGSI



WhatsApp



Get information about **FOGSI** in just one touch at your convenience.

Scan To Get Started

About Chatbot

WhatsApp bots work 24/7 and can have multiple conversations with different persons, at the same time. They are often used to automatically answer questions and provide information about a company.

Why WhatsApp Chatbot?

1. Save time and money on customer service
2. Reply in seconds, instead of days
3. 24/7 available, everywhere
4. Messenger apps (like WhatsApp) become more popular
5. People are open to using chatbots



Ask FOGSI



Get information about **FOGSI** in just one touch at your convenience.

Scan To Get Started

process

Chat Bot on WhatsApp Steps

1. Scan the QR code or Send “Hi” message on FOGSI WhatsApp Number provided by the agency.
2. Predefined message from company will be displayed.
3. Questions with predefined answer will be shown to the user.
4. Any random message will get an auto reply with contact us details.

Example

1. General Categories – This will contain all info about FOGSI.
2. Membership – All information about Membership with Membership last date.
3. Training – All information about courses and training.
4. ICOG – Any info required will redirect to ICOG Website.
5. JOGI - Any info required will redirect to JOGI Website.
6. FOGSINET – Any info required about FOGSINET will redirect to FOGSINET Website.
7. Banking details can be shared
8. We can broadcast messages to 10,000 to 1,00,000 at once.



Ask FOGSI



Get information about **FOGSI** in just one touch at your convenience.

Scan To Get Started

I thank all FOGSI staff especially Kanchan & Sangeeta.

I also thank
for SMS service : Celusion,
for website & Social Media: Team Akrotics,
for membership server management :
Team Prometheus

Thanks all of you for patient hearing