

CASE STUDY · HEALTHCARE · IVF & FERTILITY

Gaudium IVF: Building a national content footprint for a fertility leader

City-targeted pages, a women's health blog series, and workshop content, all to YMYL clinical standards.

The brief

Gaudium IVF is one of India's most respected fertility clinics, known for clinical excellence and a patient-first approach. As they expanded beyond their Delhi NCR base, they needed content that could do three jobs at once: rank for local fertility searches in cities across India, educate women on sensitive gynaecological topics with clinical accuracy and warmth, and communicate their expertise to both patients and referring doctors.

They approached WriteShack for a partner who understood the sensitivity of YMYL (Your Money or Your Life) healthcare content, which is Google's highest-scrutiny content category.

What we wrote

Three connected content pillars, one unified clinical voice.

- **City-targeted webpages:** city-specific landing pages targeting fertility treatment seekers across India. Not cookie-cutter pages with swapped names, but pages built around what patients in each city actually search for, while maintaining clinical accuracy and reassurance.
- **Women's gynaecology blog series:** 200+ structured blogs covering the full spectrum of women's gynaecological health, from PCOS and endometriosis to fertility preservation and IVF myths. Planned as a connected knowledge path, not isolated posts.
- **Workshop brochures and taglines:** concise, motivating copy for Gaudium's patient-education workshops and outreach events. Resonant for anxious patients and evaluating referral doctors alike.

The hard part, and the real value

IVF content sits in Google's highest-scrutiny YMYL category. Inaccurate or sensationalist content not only fails to rank. It damages patient trust and the clinic's reputation.

Every piece we produced was written with dual accountability: to the patient reading it, and to the clinical standards Gaudium upholds. Writing for multiple Indian cities added a second challenge: patients in Bangalore search differently from patients in Patna or Mumbai. Each page needed authentic local relevance, not template plus city name.

What this proves

- **YMYL-grade healthcare content:** written to Google's strictest standards. Medically accurate, clearly attributed, free of the sensationalism that harms both rankings and reputation.
- **Multi-city content at scale:** distinct, locally-relevant pages across Indian cities, all maintaining one consistent brand voice.

- **Long-form patient education depth:** 200+ blogs in a structured knowledge path. The kind of library that establishes a clinic as a trusted source, not just a service provider.

“WriteShack understood our patients and our brand.”

Gourav, Marketing Manager, Gaudium IVF

Talk to us

If your healthcare brand, practice, or hospital needs content of this calibre, talk to us.

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