Care Health Insurance

Unlocking the Power of Web Optimization for
India's 2nd Largest Private Health Insurer

carē
HEALTH INSURANCE

Formerly Known as **Religare**

Care

Health Insurance

Care Health Insurance is one of the leading private health insurance firm in India.
The company offers a comprehensive health insurance benefits, including in-patient hospitalisation, pre and post-hospitalisation medical expenses, access to advanced medical treatments, daily allowances during hospitalisation and cover for AYUSH treatments.

92.83%
Claim Ratio

30 Lakh +
Insurance Claim Settled

#2
Largest Private Health Insurer in India

care
HEALTH INSURANCE

The Need For Web Optimization

There were 2 main trigger points which created the need for web optimization in Care Health Insurance website.

1.Rebrand

2.Competitive Edge

CHI website was going through a complete visual and verbal makeover. They wanted to keep up with the ever-changing SEO algorithms and the current user search intent throughout the rebranding journey.

Top 3 organic search results receive **more than two-thirds (68.7%)** of all clicks on the Google Search page *(First Page Sage)*. Insurance being an SEO-driven business, CHI wanted to stay ahead of the curve and rank high on Google Search Engine Page Results.

Mantra Labs has been a technology partner for Care Health since last 7 years. They entrusted us with their vision to improve their SEO ranking.

The Approach

Search engines give a great deal of importance to factors like page load time, responsiveness, mobile friendliness, etc. when ranking websites. Mantra Labs onboarded SEO experts who worked with CHI's team to do the complete website analysis and perform a site crawl to comprehend its structure, URL patterns, and template.

Objective

Action Taken

Retain SEO equity

Implemented **301 redirect** at DNS level to prevent any drop in SEO ranking; and **302 redirect** to keep the SEO of all URL intact.

Locate all the areas that needed modification

Created Checklist parameters for improving performance risks in care health insurance website.

Update content in real time

Used bulk upload and bulk update feature to update the content through CMS in real-time.

Web Optimization Techniques Used In Care Insurance Website

Mantra Labs implemented various optimization techniques to improve website performance, user experience, and content delivery.

Lazy Loading

To delay load/initialize resources or objects until they're actually needed and improve performance and save system resources.

Image Compression

To deliver quality images, while keeping the lowest image size and save server memory, reduce server load. Used PNG or bigger bits and SVG format to optimize larger images.

Microservice Implementation

Done as an alternative for the conventional approach where the code of an entire page will load if we skip following the section wise approach.

Script Optimization

To check the code periodically with functionality changes and update it accordingly to eliminate redundant code and improve the LCP (Loading Capacity of Page).

Picture Tags in Images

To give more flexibility in specifying image resources and give art direction in responsive designs (Device versions).

Image Optimization

To measure the number of bytes that could be saved and reduce the page weight, and the page load time.

Image Resolution

To maintain a balance between image quality and file size. (Used thumbnail to load the full image only when a user requests it in case of high resolution images.)

All console and alert messages removed

Removed all console and alert messages which were not implemented in the care health website.

Removed unwanted code

Removed the unwanted lines in code to improve load time of the front page of website and removed few windows on load scripts to reduce load time on first screen.

JavaScript/CSS Cleanup

Comments, extra spaces, crunch variable names were removed to minimize code and reduce file size.

Page Weight

Ensured that the website stayed under 1MB, so that the file downloads over a slow connection.

Added nofollow, noreferrer instructions to the code for external links

To ensure that the SEO parameters of third party codes or others which are referred from third party sources are not getting copied to the site.

Image Tag Optimization

To upload the same image with different properties as required for different devices.

Earlier: All types of images required for mobile, web etc were included in a single code and the other images other than the one required were hidden. This added lines in code and increased load time.

Now: Both small and large size images of different formats were included. The system could select the required one based on the device type - mobile, web or tablet.

Benefit: Reduced the load time and the enhanced the user experience.

Mobile First Strategy

Mobile First implementation was done in terms of speed index, page loading capacity and viewing experience etc. along with page redesign to achieve better performance.

Earlier: A conventional approach was followed where code was developed considering larger devices first.

Now: As the number of users of mobile increased drastically, Mantra implemented development of mobile version first and converted it to desktop and tab versions.

Benefit: Better user experience for mobile users.

Content Delivery Management

Before:

Care Health Insurance website was fully static till 2019.
It had limitations like,

➔   Difficulty in changing the content: A developer
    was needed to edit the codes for even small
    content change.

➔   Time Consuming process: Follow the entire
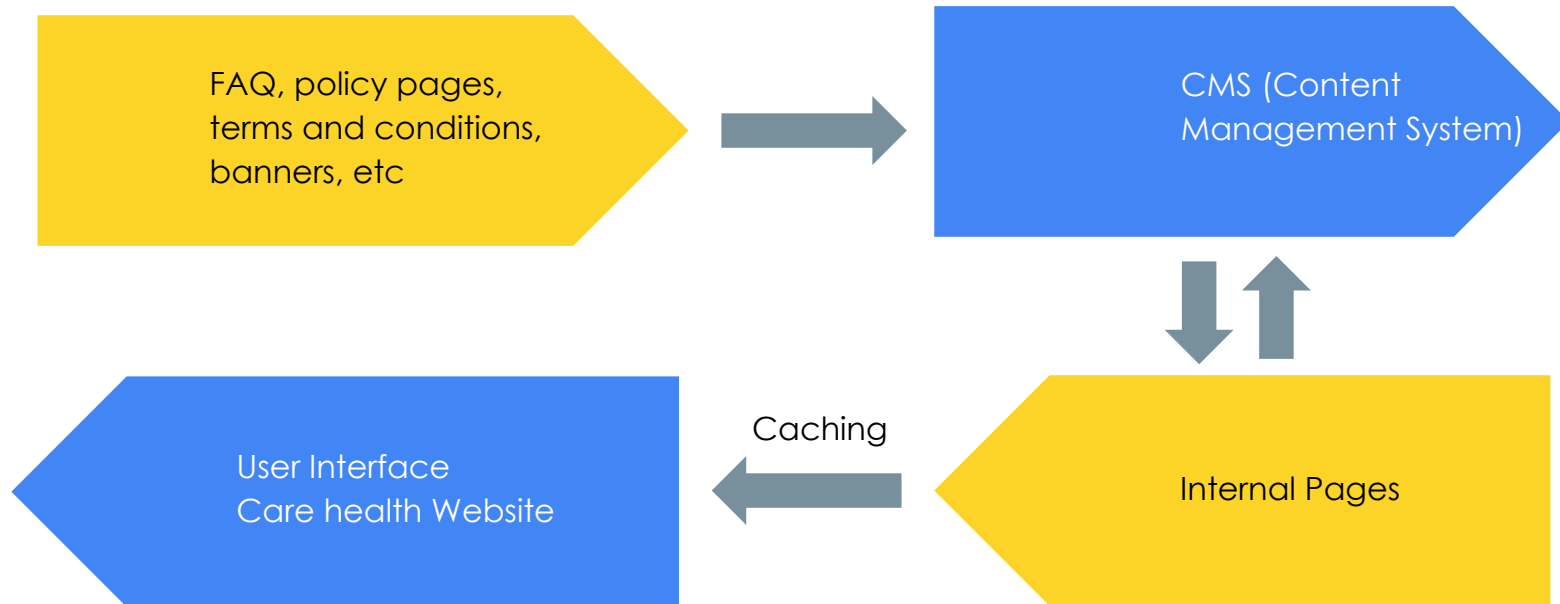   release process even for small content
    change.

Now:

Content Delivery happens with the following major
units through which information is synced and
displayed in the website/app, collectively called as
Content Delivery Network (CDN)

➔   CMS (Content Management System) and an
    internal page

➔   User website display

Any change done directly on the Internal page is accepted only if the same input has been fed on CMS and acknowledged. Through a **syncing process**, also called **'Caching'**, the SEO content could be updated through CMS, in real-time.

Steps followed in CDN(Content Delivery Unit)

Data to be displayed in the UI of Care Health website enters in CMS (similar to WordPress) and gets copied to the internal page like a prototype of the original website user interface, giving a complete view of how it'll be displayed to the end user.

FAQ, policy pages, terms and conditions, banners, etc → CMS (Content Management System)

CMS (Content Management System) ↕ Internal Pages

Internal Pages → Caching → User Interface Care health Website

The Checklist

Mantra created a checklist of parameters to reduce performance risks in Care Health Insurance website.

✓ Are Images optimized?

✓ Are Images put on lazy load if not in first screen?

✓ Are height and width tag added on images?

✓ Duplicate / unnecessary HTML, CSS or JS removed?

✓ Are all third party scripts added in DNS-prefetch?

✓ For custom fonts, are all font preloaded?

✓ Is third party script cross checked to avoid multiple inclusions?

✓ Are JS, CSS optimized and minified?

✓ Pages checked on lighthouse and updated accordingly before updating on production(LCP,CLS and TBT)?

✓

No image tag is used instead picture tags are used on responsive layout?

✓

Alt and Title attribute added for all images?

✓

Checked if meta details are present?

✓

Are the SEO guidelines followed using tools like SEO Meta one click in development?

✓

All console and alert messages removed?

✓

All missed tags or code guidelines checked using HTML checker?

✓

CMS based content updated if applicable?

✓

Animations removed from the website?

✓

Are all assets in public folder & do they crawl for robots using robots.txt?

Are Scripts not added on head tag
(exception provided from client GTM
and Adobe)?

Are Meta tags not duplicated?

Added nofollow, noreferrer for
external links?

Only one H1 tag added on page
(mandatory)?

Attached file names does not contain
capital letters or spacings?

Changes in common files validated with
team lead (CSS, JS, HTML)?

Type of images uploaded are PNG /
SVG/ WEBP?

Added page insight report before and
after (any new implementation)?

The Impact

Post-implementation, Care Health Insurance's website achieved a good CLS score, and content delivery became more efficient through the use of a Content Delivery Network. This led to real-time updates and an overall enhanced user experience on both mobile and desktop platforms. The impact was measured using the tools like Page Speed Insights, Yellow Lab Tool and GT Metrix.

Page Speed Insights

Before Implementation

25

https://www.careinsurance.com/

0-49   50-89   90-100 ⓘ

After Implementation

72
Performance

89
Accessibility

92
Best Practices

91
SEO

▲ 0-49   ▮ 50-89   ● 90-100

Website performance went up from **25% to 72%.**

Before Implementation

■ First Contentful Paint	3.4 s	▲ Time to Interactive	10.6 s
■ Speed Index	5.6 s	▲ Total Blocking Time	2,240 ms
▲ Largest Contentful Paint 🔳	7.2 s	▲ Cumulative Layout Shift 🔳	0.309

After Implementation

First Contentful Paint
1.4 s

Largest Contentful Paint
1.8 s

▲ Total Blocking Time
1,670 ms

Cumulative Layout Shift
0

Speed Index
2.6 s

Metrics like FCP, LCP, Speed Index are now in **Green** indicating a good score.

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Yellow Tab Tool

Before Implementation

Yellow Lab 🧪 Tools
Tested url: https://www.careinsurance.com/

New test | Test again | Dashboard

Global score

B
80/100

Lines in code **1000+**

After Implementation

Yellow Lab 🧪 Tools
Tested url: https://www.careinsurance.com/

New test | Test again | Dashboard

Global score

A
81/100
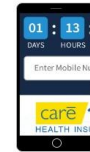
Lines in code **reduced** to **383**.

Global Score Went Up from **'B' to 'A'** after mobile first implementation in Care Health Insurance Website.

GT Metrix

Before Implementation

After Implementation

Page Load Time reduced from 4.8s to 1.9s.

Latest Web Vitals

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Mobile Friendly Test

To test if the web pages are Mobile responsive.

Mobile-Friendly Test

https://www.careinsurance.com/

st results

✅ **Page is usable on mobile**
This page is easy to use on a mobile device. Learn more
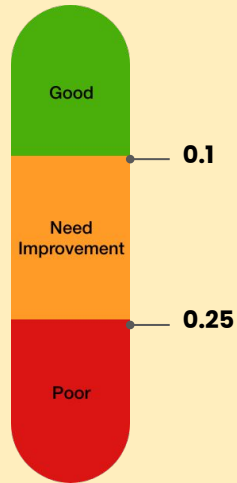
VIEW TESTED PAGE

Details

Crawl

✅ Crawled successfully on Nov 25, 2022, 9:27:46 AM

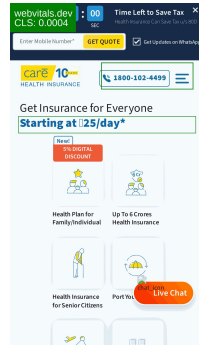|	
Crawled as	Googlebot smartphone
Crawl allowed?	Yes
Page fetch	Successful
Indexing allowed?	Yes

VIEW HTTP RESPONSE

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CLS Test (Cumulative Layout Shift)

CLS shows how much the layout shifts unexpectedly when users are viewing the webpage.

Good

0.1

Need
Improvement

0.25

Poor

For Mobile

webvitals.dev
CLS: 0.0004

For Desktop

webvitals.dev
CLS: 0.0054

The CLS score is *below 0.1 seconds* for both mobile and desktop versions which indicates a good user experience.

The Outcome

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Outcome

Before

🌐 **1513**
Total Backlinks

🔗 **56**
Linking Domains

37.46%

Direct Traffic

After

Backlink profile for https://www.careinsurance.com/
Domain including subdomains

Domain Rating
66

Backlinks
23K
70% dofollow

Linking websites
3.2K
86% dofollow

46.67%

Direct

Traffic & Engagement Last Month

Total Visits
2.1M

Last Month Change
39.38% ▲

Avg Visit Duration
00:03:43

Total Backlinks increased from 1513 to **23K**.

Better UX

Increase in Organic Search Result

Higher Traffic

Improved Page Speed

MANTRA LABS

Building Intelligent Experiences That Matter™ for Global Enterprises.

125+
PROJECTS

275+
GEEKS

04
OFFICES

Our Clients

Thank You

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