

Care Health Insurance

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



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

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

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.

2.Competitive Edge

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, norereferrer 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:

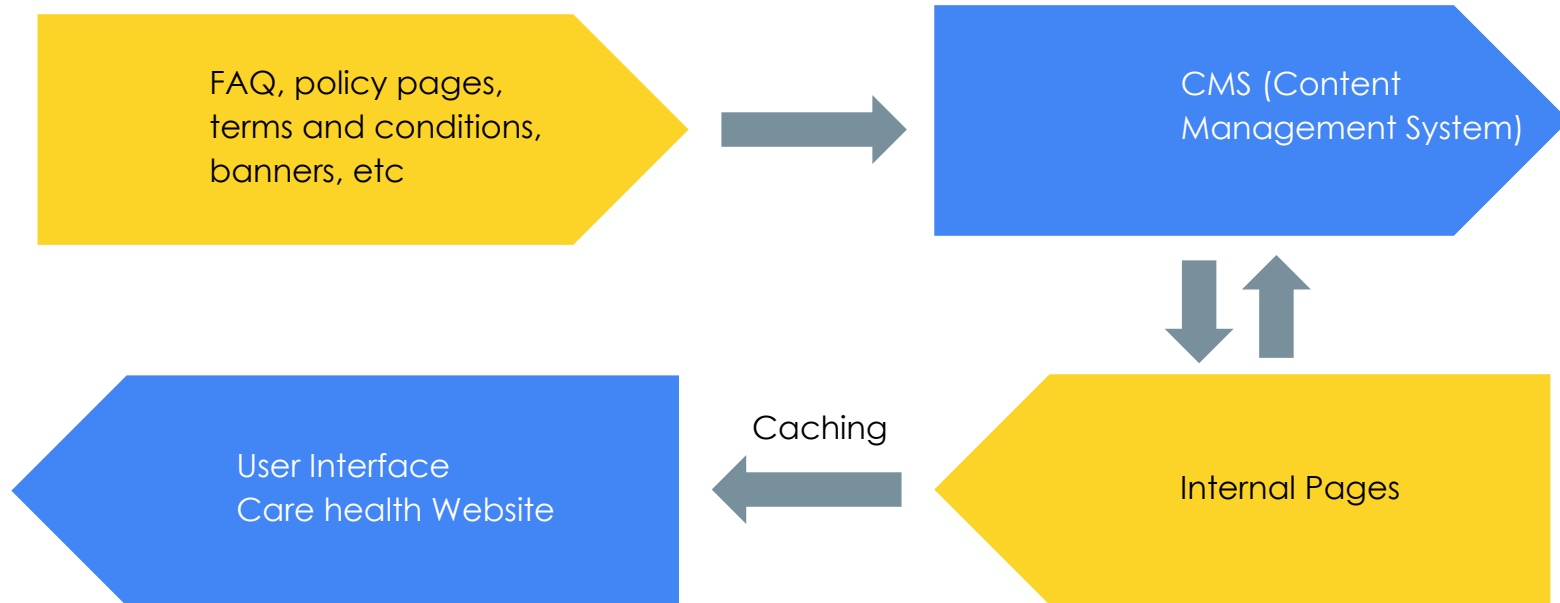
Content Delivery happens with the following major units through which information is synced and displayed in the website/app, collectively called as Content Delivery Network (CDN)

- 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.



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.

Website Performance

Before Implementation



After Implementation



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.

Global Score

Before Implementation

Global score



80/100



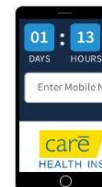
Lines in code **1000+**

After Implementation

Global score



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.

Page Performance

Before Implementation

PageSpeed Score B (84%) ⬆	YSlow Score C (78%) ⬆
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Page Details

Page Load Time 4.8s ⬆	Total Page Size 664KB ⬆	Requests 51 ⬆
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After Implementation

A	Performance ? 100%	Structure ? 87%
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Page Details ?

Your page content is broken down into the following:



Total Page Size - 847KB



Web Vitals ?

LCP ? 619ms	TBT ? 0ms	CLS ? 0.01
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Page Load Time reduced from **4.8s** to **1.9s**.

Latest Web Vitals


Mobile Friendly Test

To test if the web pages are Mobile responsive.

Mobile-Friendly Test

https://www.careinsurance.com/


Test 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

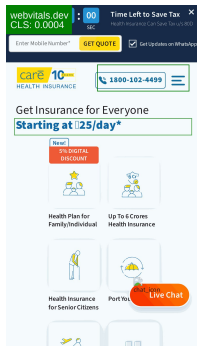
VIEW HTTP RESPONSE

CLS Test (Cumulative Layout Shift)



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

Before



37.46%

Direct
Traffic

After

Backlink profile for <https://www.careinsurance.com/>

Domain including subdomains



46.67%



Direct

Traffic & Engagement Last Month

Total Visits
2.1MLast Month Change
39.38% Avg Visit Duration
00:03:43Total 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

300+
GEEKS

04
OFFICES



Exp. Nov. 22, 2022 | Appraisal #5117

Our Clients



Thank You



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