

Report on IT initiatives

06-01-2024

September 2023 - January 2024

Dr. Suvarna Khadilkar

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

President : Dr. Hrishikesh D. Pai



Secretary General : Dr. Madhuri Patel



Dr. Madhuri Patel
Secretary General, FOGSI

Dr. Suvarna Khadilkar
Deputy Secretary General, FOGSI

Dr. C. N. Purandare



President Elect : 2024 – 2025 Dr. Jaydeep Tank



Website report

September 2023 to January 2024

FOGSI Website Management Committee

Website Committee:

- Dr. Hrishikesh Pai, President
- Dr. Madhuri Patel, Secretary General
- Dr. Suvarna Khadilkar, Deputy Secretary General And Website In Charge

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

Members : IT Initiatives

- Dr. S. Shantha Kumari, Immediate Past President
- Dr. Jaydeep Tank, President Elect
- Dr. Jaydeep Tank, Immediate Past Secretary General
- Dr. Manisha Takhtani, Joint Secretary
- Dr. Parikshit Tank, Treasurer
- Dr. Niranjan Chavan, Joint Treasurer
- 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

 <https://www.fogsi.org>



Websites linked to FOGSI Website

 <https://www.fogsi.org>



ICOG and JOGI websites are managed by FOGSI

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

022-24951648 fogs2007@gmail.com



Search ... SEARCH



THE FEDERATION OF Obstetric & Gynaecological Societies of India

fogsi.org

- About FOGSI
- FOGSI Website
- Office Bearers
- Committees
- Member Societies
- Prizes And Awards
- Archives
- Announcements
- Contact

The Federation of Obstetric and Gynaecological Societies of India



Hrishikesh D. Pai
President



Dr. Jaydeep Tank
President Elect



Dr. S. Shantha Kumari
Imm. Past President



Dr. Madhuri Patel
Secretary General



Dr. Suvarna Khadiik
Deputy Secretary Gener. & In charge of website & initiatives

- President Activities
- Narika
- Committee Activities 2022-2023
- Elections
- FOGSI Payment Gateway
- Training Program
- ICOG
- AICOG 2024
- AICOG 2023
- Photogallery
- JOGI
- Social Security Scheme
- Manyata
- International - News
- FOGSI'S Policy / Position / Advocacy



FOGSI Activities



Publications & GPCR



Membership



Post Graduates



Public Awareness



Healthcare Workers



Free Antenatal Check-ups for pregnant women with participation of Private Doctors At government health facilities on 9th of every month



Virtual Tumor Meeting



AICOG 2024



Cervical Cancer Awareness



AOFOG 2024



YOU CAN CALL ON 022-24951654 | 24951648 | 24948032 | 24948048

ABOUT FOGSI

The Federation of Obstetric and Gynaecological Societies of India (FOGSI) is the professional organization representing practitioners of obstetrics and gynecology in India. With 266 member societies and over 40,000+ individual members spread over the length and breadth of the country, FOGSI is probably one of the largest membership based organizations of specialized professionals.

QUICK LINKS

- Home
- FOGSI Activities
- Publications & GPCR
- Membership
- Post Graduates Section
- Public Awareness
- Healthcare Workers
- Disclaimer

CONTACT INFO

The Federation of Obstetric and Gynaecological Societies of India
C-5,6,7,9,12,13, 1st Floor, Trade World,
D-Wing Ent., S. B. Marg, Kamala City, Lower Parel (W), Mumbai-400013.
E-mail: fogs2007@gmail.com



OUR LOCATION



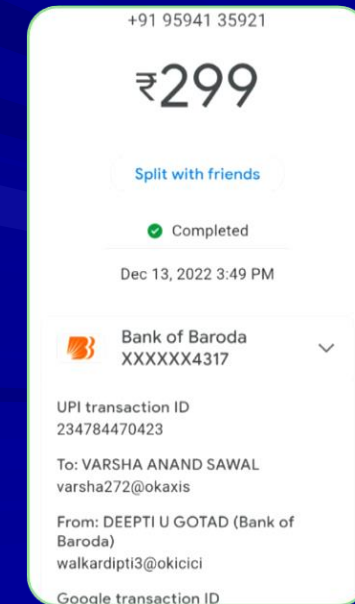
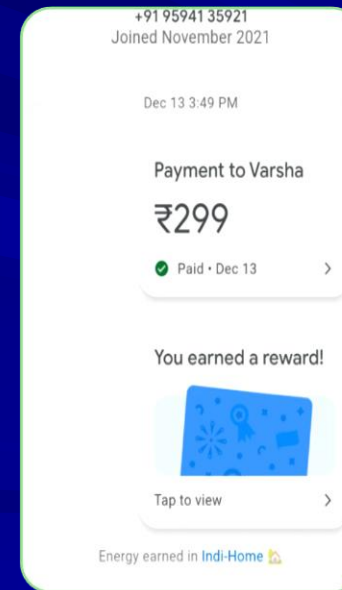
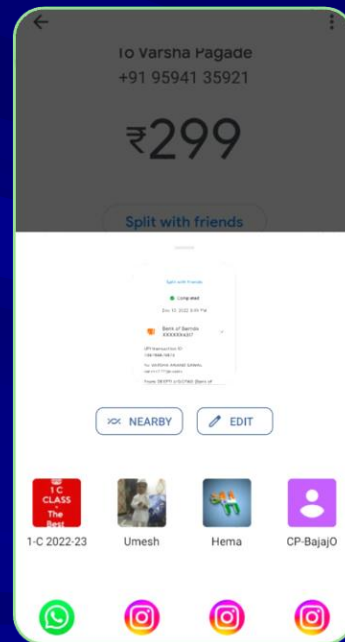
<https://member.fogsi.org>

- 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
–activated only when the course is
announced

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 only 7 members have responded and paid the amount
2 – QR code & 5 – Others



APPLICATIONS

SSS Online Enrollment App has been further upgraded – Please note new email id exclusively for SSS: sss@fogsi.org

- ❖ Social Security Scheme online Enrollment App : Already live and online enrollment is opened for members -
- ❖ **There are few updates in this system now:** Online payment options are created i.e. **NEFT / CHEQUE / GATEWAY** for both enrolment as well as DFC
- ❖ **please contact FOGSI OFFICE** If FOGSI has not yet approved your new enrollment
 - 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 :

- ❖ 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
- ❖ Software Tally Prime Gold Release 3.0 will ensure that our books are always accurate - from GST returns to reconciliation.
- ❖ We have already installed it in 3 Machines.

DIGITAL INITIATIVES



New Portal managed by
Prometheus

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

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, we will be promoting the portal on various digital platforms.





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



8976735079 WhatsApp Group Account

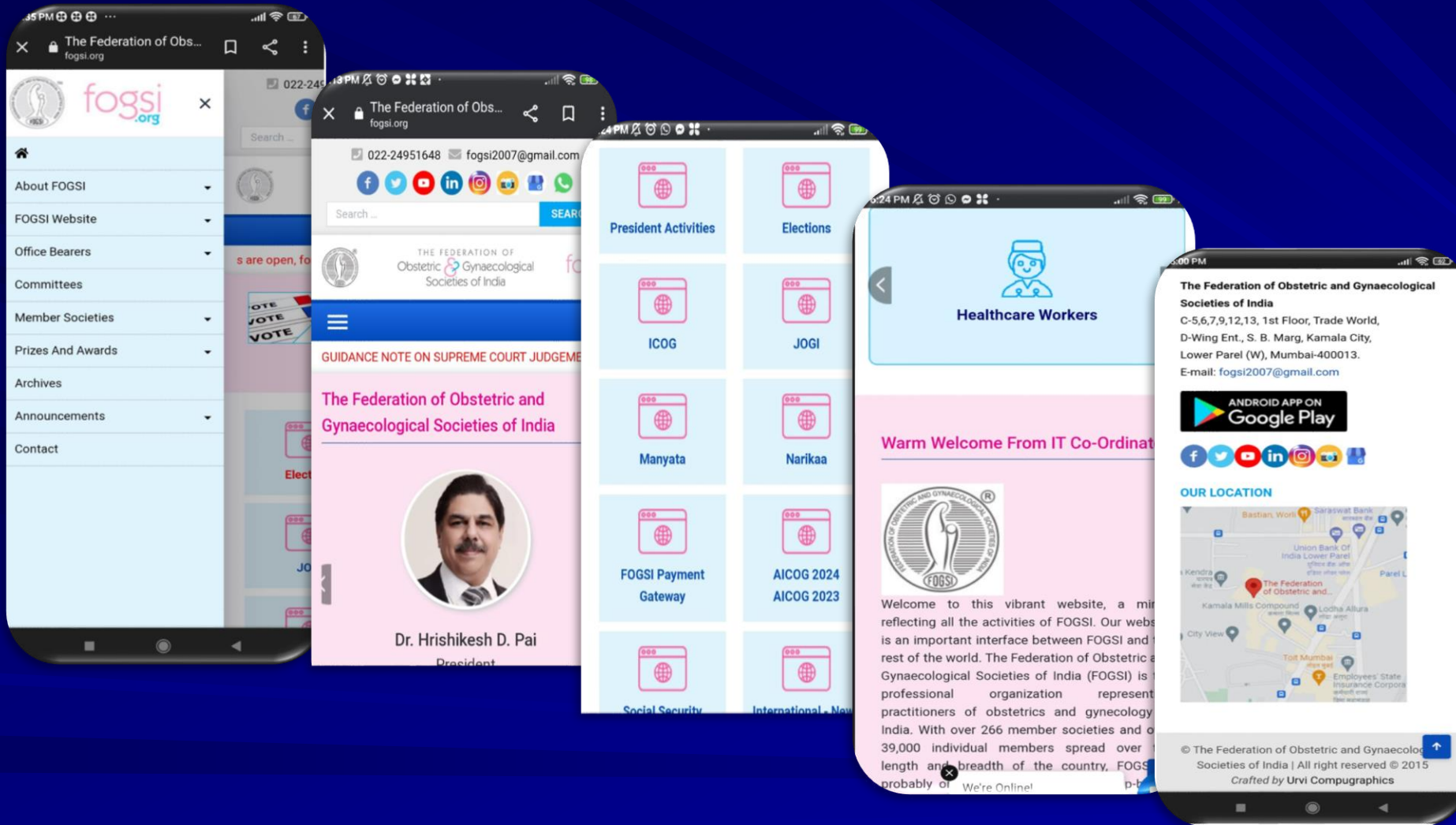
Performing very well

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

- : FOGSI Memb Societies Pres. - 270 societies**
- : FOGSI Memb Societies Secr. - 270 societies**
- : FOGSI Office bearers and & 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 and many more)

Website mobile interface



Network upgradation in office

- **The second floor premise: It is under cc tv surveillance, 4 Access points, 4 network boosters. set up of Audio visual system**
- **The first floor premise :** We are having internet plan of **Reliance JIO -50 MBPS 1:1 Internet Lease Line (ILL)** Commercial speed from September'2021, **5 Access points , 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.

Zoom platform owned by office

In past 12 months 112 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 most meetings.
- **HPV vaccine Digital Training for Master Trainers – by Dr. Priya Ganeshkumar (from November 80 meetings and few are in queue)**

FOGSI SMS Policy (Short Message Service)

Maximum 200 SMS per second

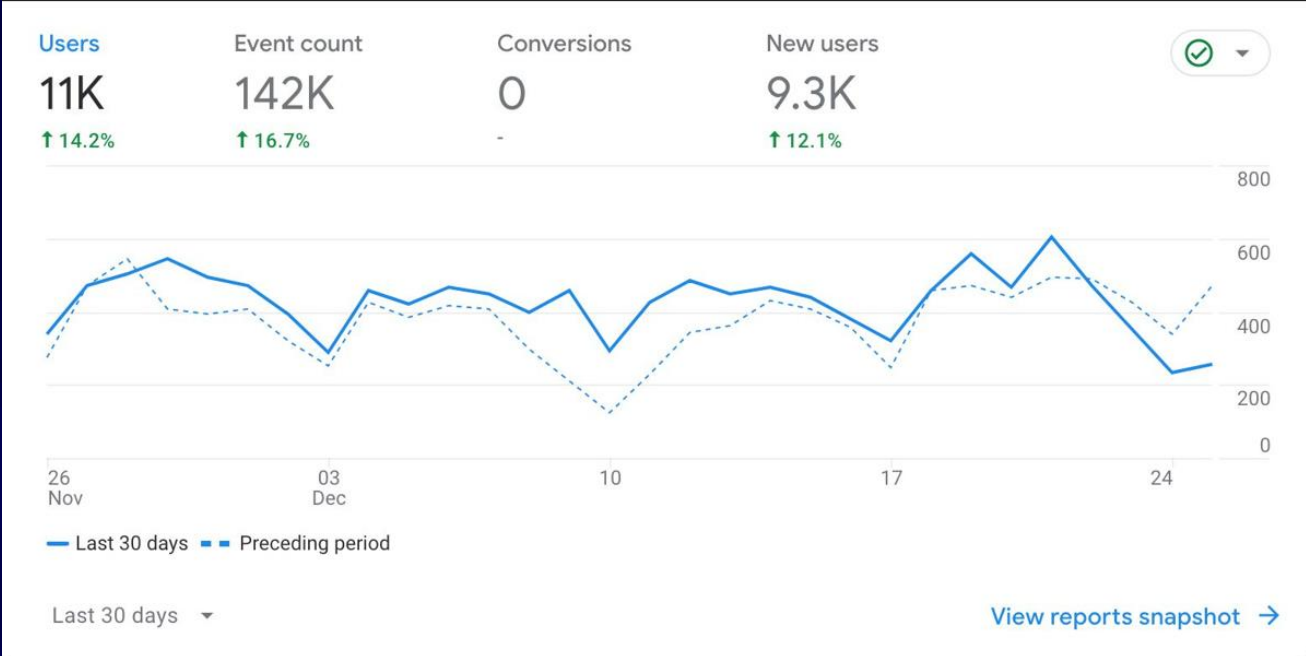
- ❖ **AICOG now has more no of allotted SMS per year.(from 20 increased to 30)**
- ❖ **It was decided that no individuals to be named in the SMS's.**
- ❖ **Only emails of the conference.**
- ❖ SMS sent for Agenda for FOGSI General Body Meeting, FOGSI Presidential Conference, release of the Sept/Oct 2023 issue of JOGI, Registration - AICOG 2024 Hyderabad, various applications of AOFOG, SAFOG & FIGO, Audited abridge FOGSI Balance Sheet, e-voting and election, applications for FICOG & MICOG and many more

<u>MONTH</u>	<u>2023</u>
April	3,06,680
May	3,45,012
June	4,13,597
July	3,00,791
August	3,32,974
September	3,62,784
October	5,19,598
November	1,21,218
December	40,403
<u>Total</u>	27,43,057.00

FOGSI bulk emails

- Total mailers conducted:
- FOGSI: 42
- ICOG: 82 (from Jan'23 to Dec'23)

Google Analytics : 26th Nov'23 - 3rd Dec' 23



Views by Page title and screen

PAGE TITLE AND S...	VIEWS
Federation of Obstet...	4.9K ↑ 13.5%
Membership - FOGSI	3.5K ↑ 32.4%
FOGSI Calendar of E...	1.8K ↓ 12.9%
AICOG 2024 Early Bir...	1.8K ↑ 37.6%
Zonal Grouping – FO...	1.5K ↑ 21.8%
Post Graduates Secti...	1.1K ↑ 17.7%
Training Program	1.1K ↑ 12.6%

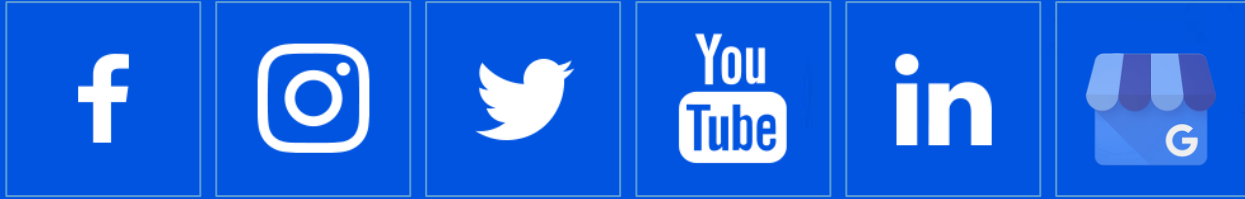


Sessions by Session default ch...

SESSION DEFAULT ...	SESSIONS
Organic Search	11K ↑ 11.3%
Direct	2.4K ↑ 40.4%
Referral	1.4K ↑ 4.7%
Unassigned	43 ↑ 34.4%
Organic Social	37 ↑ 5.7%
Organic Video	1 0.0%

- ❖ Please contact FOGSI office Sangeeta/ Kanchan/ myself for any query on phone /email.
- ❖ Presidents/Secretaries list will be updated on every first day of the month after we receive the information from Presidents/Secretaries of Member bodies.
- ❖ If you do not find your name as President/Secretary on Website after clicking on refreshing button then contact us.

❖ **Suggestions are welcome**



Social Media Report

Till December' 2023



AKROTICS
DIGITAL SOLUTIONS

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 Report till December' 2023

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 December 2023
	FOGSI @fogsiofficial	801	12,235,01 (Organic + Paid)	100%	7.034 Page Likes
	FOGSI @fogsiofficial	801	7,19,109 (Organic + Paid)	100%	10,550 Followers
	FOGSI @fogsiofficial	801	1,27,950 (Organic)	100%	2,376 Followers
	FOGSI @fogsiofficial	186	44,000 + Views (Organic)	100%	1,970 Subscribers
	FOGSI @fogsiofficial	801	68,477 (Organic)	100%	1,093 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>

 **SCAN ME! >>**

 **FOLLOW US ON FACEBOOK** 

 **SCAN HERE!**

 **FOLLOW US ON INSTAGRAM** 

 **SCAN HERE!**



 **Ask FOGSI**


 



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 like FOGSI posts.


 **FOLLOW US ON YOUTUBE** 

 **SCAN HERE!**

 **FOLLOW US ON TWITTER** 

 **SCAN HERE!**

 **FOLLOW US ON LINKEDIN** 

 **SCAN HERE!**

Summary

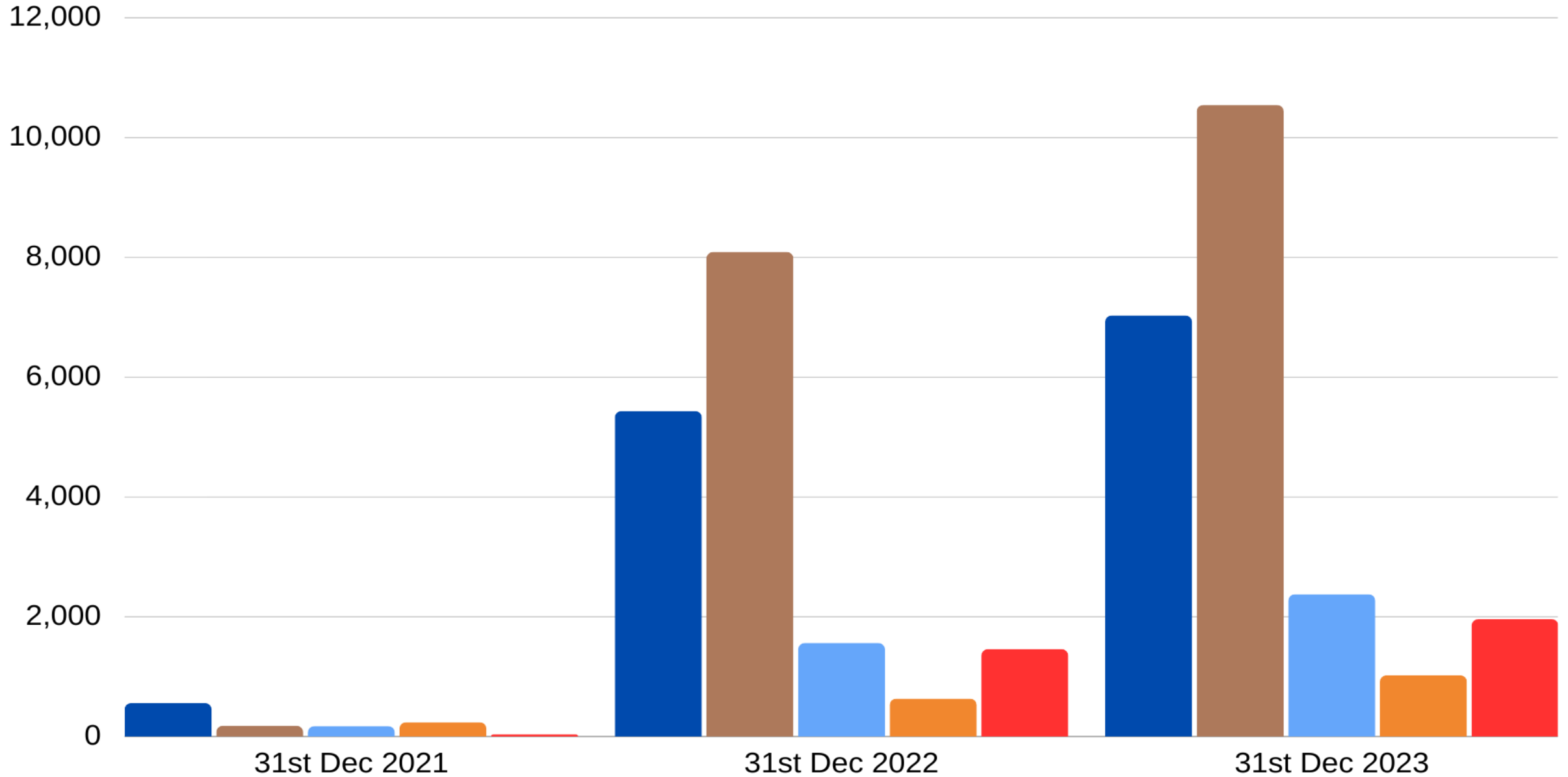
Sharing the social media report for FOGSI till now. We've made good progress and are seeing some good results right now. We're on the path to reaching our goals shortly. Everything is looking great!

Work Done till December 2023

- We've updated **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.
- 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 Forwarding question asked on google business to FOGSI team.
- All event information is being shared with registration links.
- ICOG webinar videos are now being uploaded to the FOGSI YouTube channel.
- Retweet posts from credible accounts in which the FOGSI handle is mentioned.
- Akrotics team have started Uploading all Narikaa Videos on our YouTube channel.

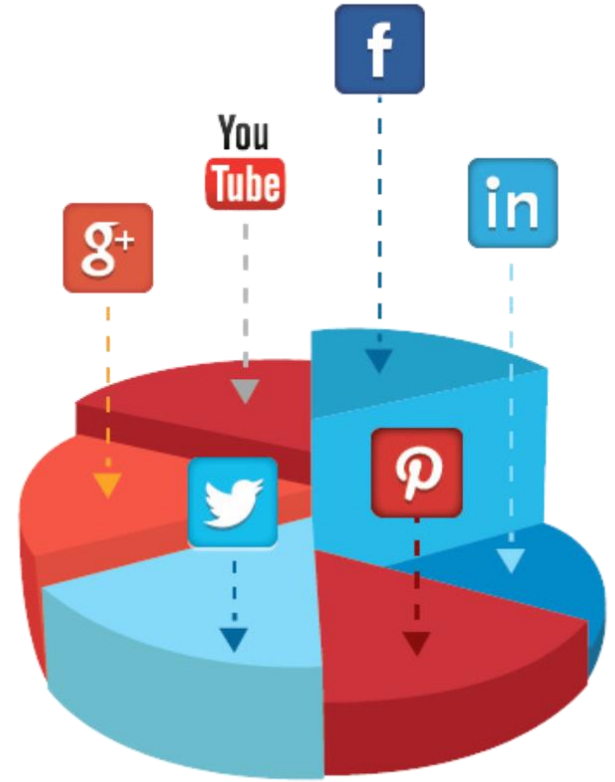
Growth Chart

■ Facebook ■ Instagram ■ Twitter (X) ■ LinkedIn ■ Youtube



FOGSI

Profile Analytics



- 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.

Oct 1, 2021 – Dec 25, 2023

Reach ⓘ

Compare your reach from this period to the previous one.

See more about your content performance

Facebook reach ⓘ
570,954 ↑ 100%

Instagram reach ⓘ
66,562 ↑ 100%

Paid reach ⓘ
652,547 ↑ 100%

Daily

Cumulative ⓘ

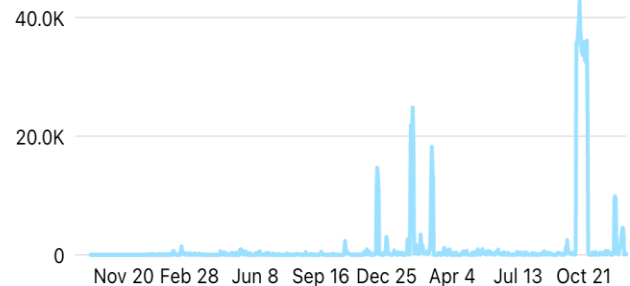
Export Visits

Export

Reach

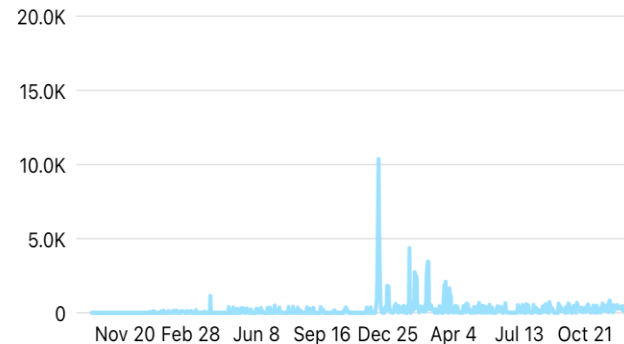
Facebook reach ⓘ

570,954 ↑ 100%



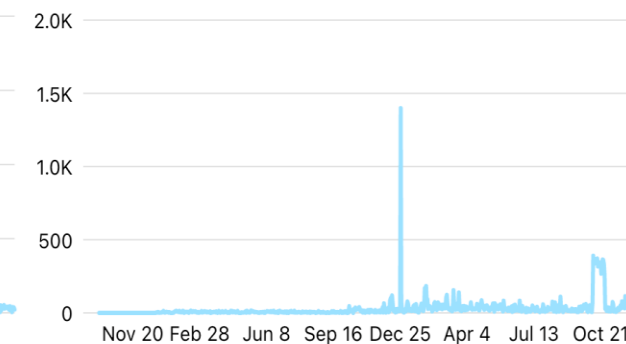
Instagram reach ⓘ

66,562 ↑ 100%



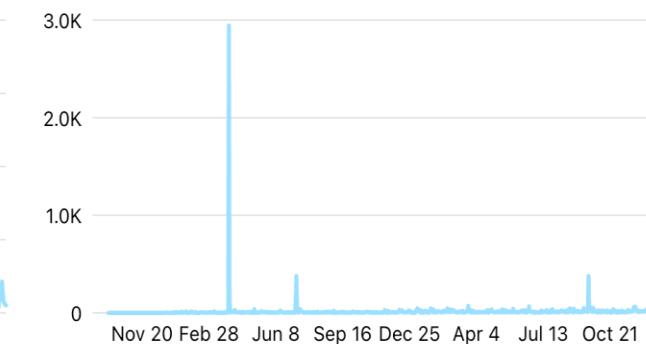
Facebook visits ⓘ

23,758 ↑ 100%



Instagram profile visits ⓘ

11,744 ↑ 100%



Paid Marketing Statistics



Ad trends

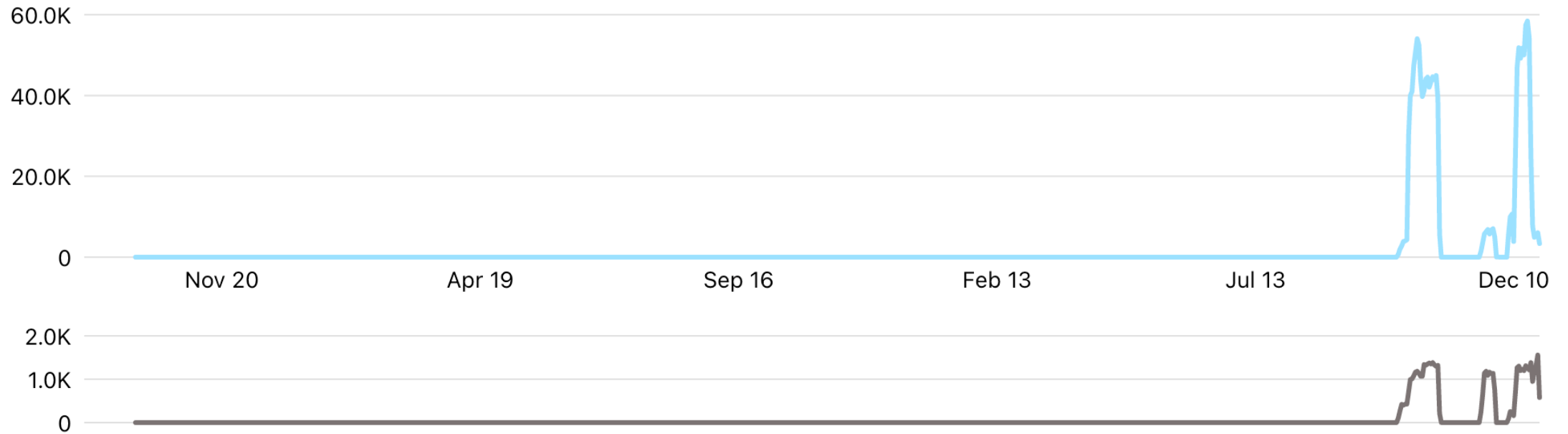
Export

Paid reach ⓘ

652,547 ↑ 100%

Paid impressions ⓘ

1,560,039 ↑ 100%



Content Statistics (Sep 2023- Dec 2023)



Content overview

Explore noteworthy trends from the content you recently created and shared.

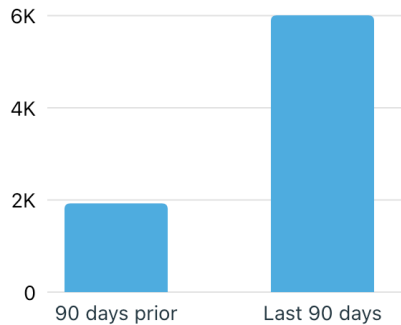
Facebook posts Facebook stories Instagram posts Instagram stories

Reach

Post reach ⓘ

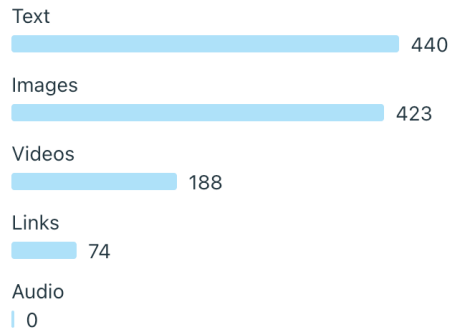
6K ↑ 212.1%

Total from last 90 days vs 90 days prior



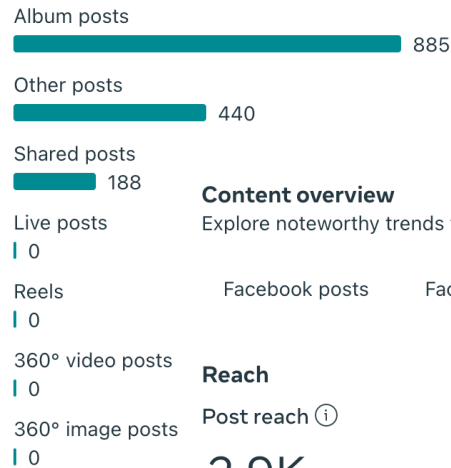
Median post reach per media type ⓘ

For posts created in the last 90 days



Median post reach per content format ⓘ

For posts created in the last 90 days



Last 90 days: Sep 26, 2023 – Dec 24, 2023

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

Content overview

Explore noteworthy trends from the content you recently created and shared.

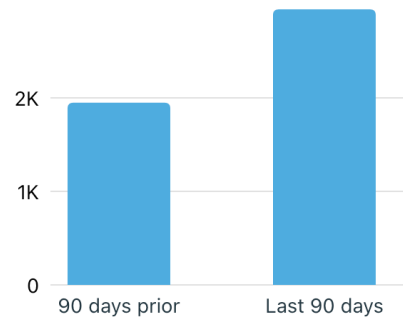
Facebook posts Facebook stories Instagram posts Instagram stories

Reach

Post reach ⓘ

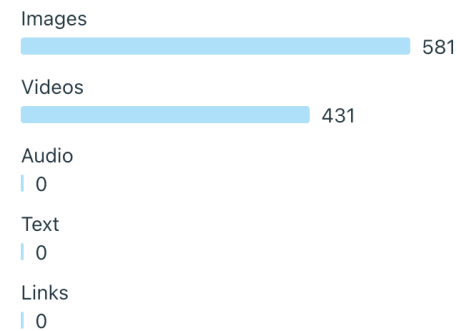
2.9K ↑ 51.2%

Total from last 90 days vs 90 days prior



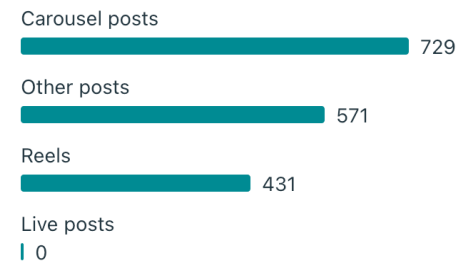
Median post reach per media type ⓘ

For posts created in the last 90 days



Median post reach per content format ⓘ

For posts created in the last 90 days



Comparison

(Paid Post vs Non – Paid Post)



Upcoming AICOG 2024 Post with Paid Marketing

Boost

Join us in Hyderabad for the highly anticipated 66th AICOG in 2024. Don't m...
October 9, 2023 at 2:56 PM
ID: 339819035235171

Interactions

248 reactions 1 comment 3 shares

Overview Performance **Paid results** Feed preview

Performance

Reach ⓘ		Engagements ⓘ		Negative interactions ⓘ	
Total 277,244		Reactions 248		Total 0	
Organic	560 (0%)	Comments	1	Unique	0
Paid	276,501 (100%)	Shares	3		
View details					

Post Insights

Total Insights
See more details about your post.

Post Impressions ⓘ 680,341	Post reach ⓘ 277,244	Engagement ⓘ 8,649
--------------------------------------	--------------------------------	------------------------------

Boosted on Oct 10, 2023
Status: Completed · Boosted by: Akash Gupta
Budget: ₹7,000.00 lifetime · Duration: 20 days


Post reach ⓘ 264,478	Post Engagement ⓘ 5,565
--------------------------------	-----------------------------------

Keep boosting to grow your audience.
Federation of Obstetric and Gynaecological Societies of India - FOGSI could reach 3611 more people for every ₹350 you spend.
[Learn More about reach estimates](#)



Upcoming AICOG 2024 Post Stats without Paid Marketing

Boost



The Countdown has Begun!
1 DAY LEFT
ABSTRACT SUBMISSION ENDS ON 13th OCTOBER 2023
HURRY UP!
meety

Time is of the essence! You have just 1 day left to submit your abstract for th...
October 14, 2023 at 9:00 AM
ID: 18391115719038127

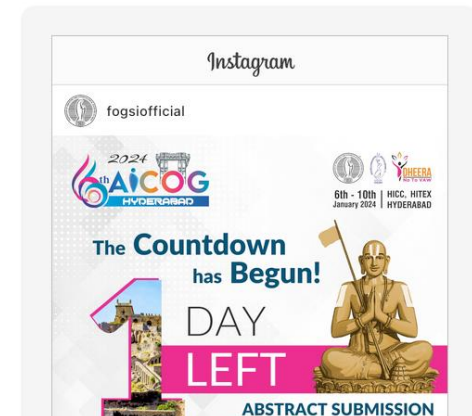
Interactions
9 likes 0 comments

Overview Performance Feed preview


Performance

Reach ⓘ	Engagements ⓘ	Negative interactions ⓘ
Total 466	Likes 9	
	Comments 0	Unique --

Feed preview



Boost



30 DAYS LEFT
meety

Gear up for the much-anticipated 66th All India Congress of Obstetrics and ...
December 6, 2023 at 5:30 PM
ID: 17963832326668832

Interactions
4 likes 0 comments

Overview Performance Feed preview

Performance

Reach ⓘ	Engagements ⓘ	Negative interactions ⓘ
Total 328	Likes 4	
	Comments 0	Unique --

Feed preview



FOGSI

Federation of Obstetric and
Gynaecological Societies of India

twitter



Edit profile

FOGSI 
@fogsiofficial

Official handle of the Federation of Obstetric and Gynaecological Society of India.
Represents over 38000 O&Gs in the country working towards women's health.

 Medical & Health  India  fogsi.org  Joined September 2018

122 Following 1,807 Followers

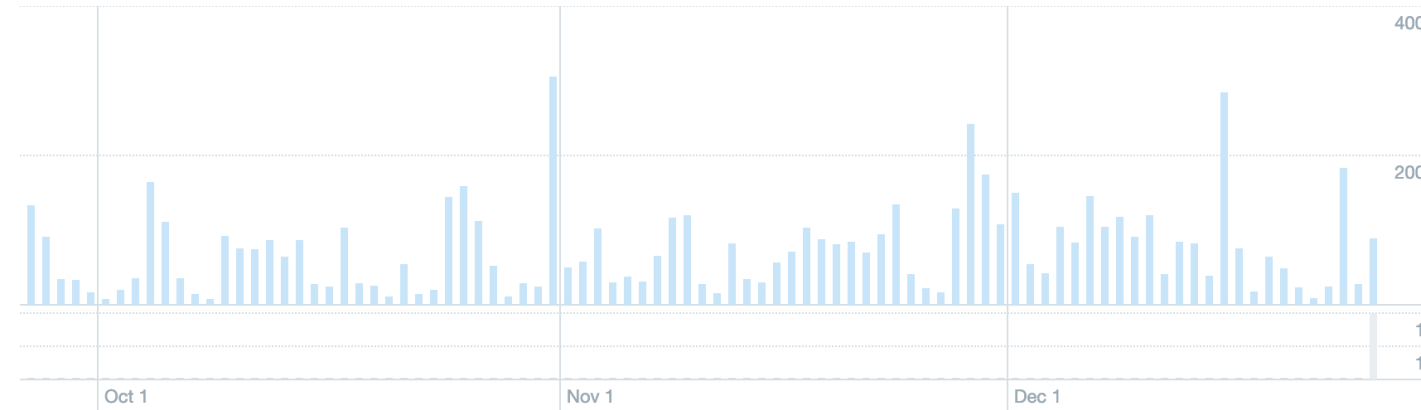
Our FOGSI
Twitter X Page is
now officially
Verified!

Tweet activity

📅 Sep 26 – Dec 25, 2023 ▾

📄 Export data ▾

Your posts earned **6.8K impressions** over this **91 day** period



YOUR POSTS

During this 91 day period, you earned **74 impressions** per day.

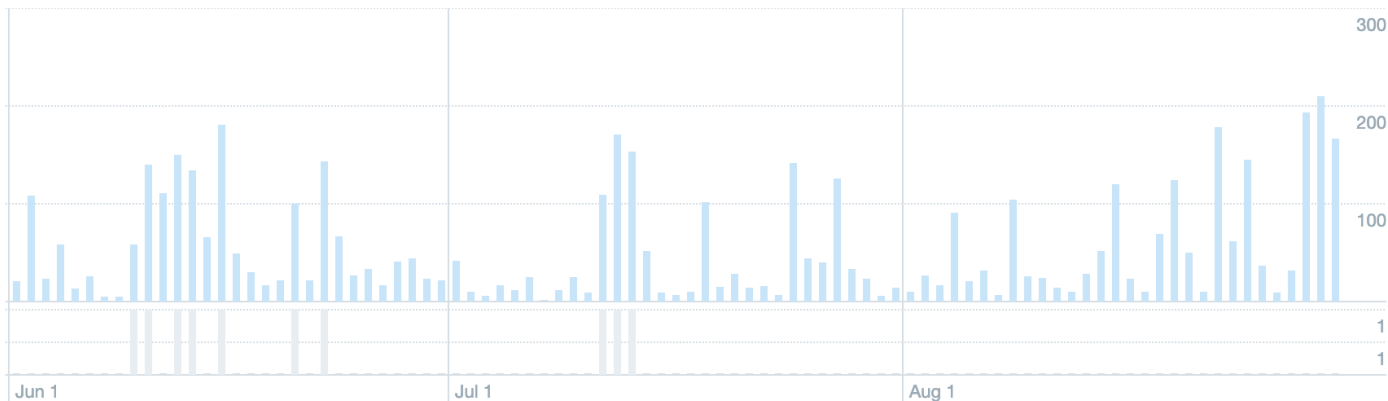


Tweet activity

📅 Jun 1 – Aug 30, 2023 ▾

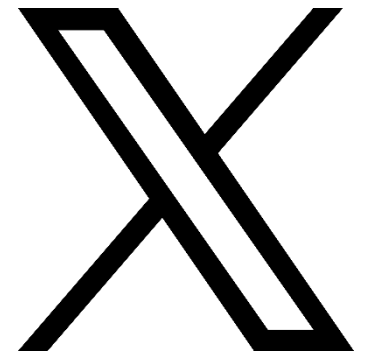
📄 Export data ▾

Your posts earned **4.9K impressions** over this **91 day** period



YOUR POSTS

During this 91 day period, you earned **54 impressions** per day.





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

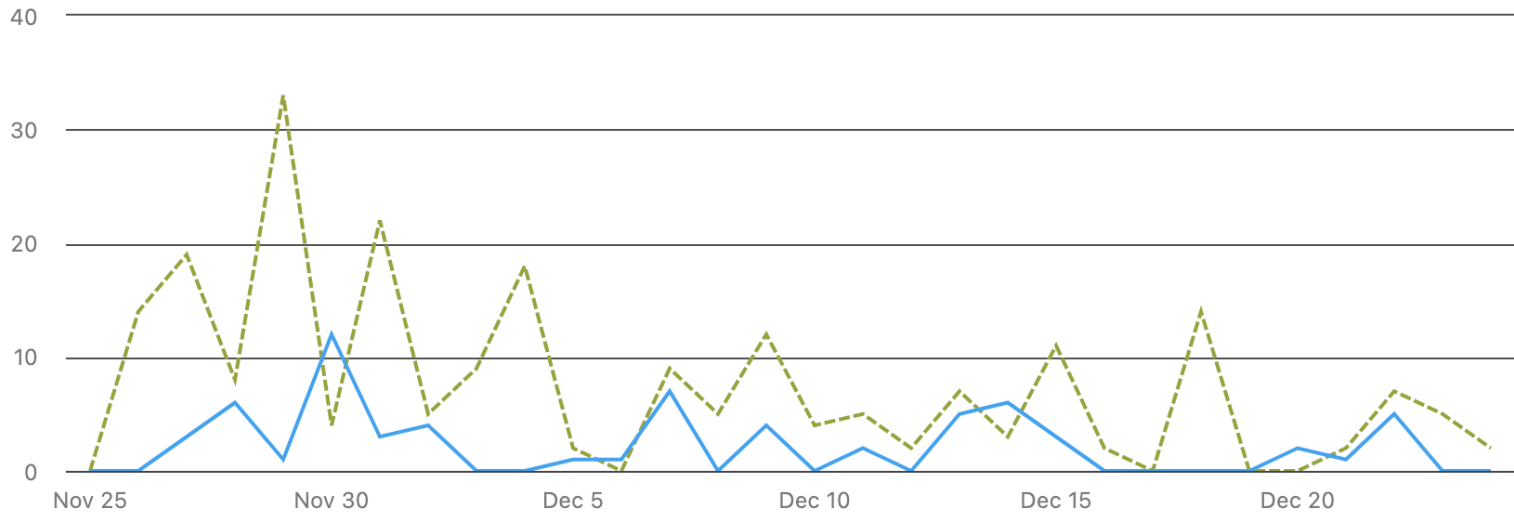
Hospitals and Health Care · Mumbai, Maharashtra · 1K followers · 501-1K employees

Visitor metrics ?

Page views ▾

All pages ▾

All filters



Desktop

66

Mobile

224

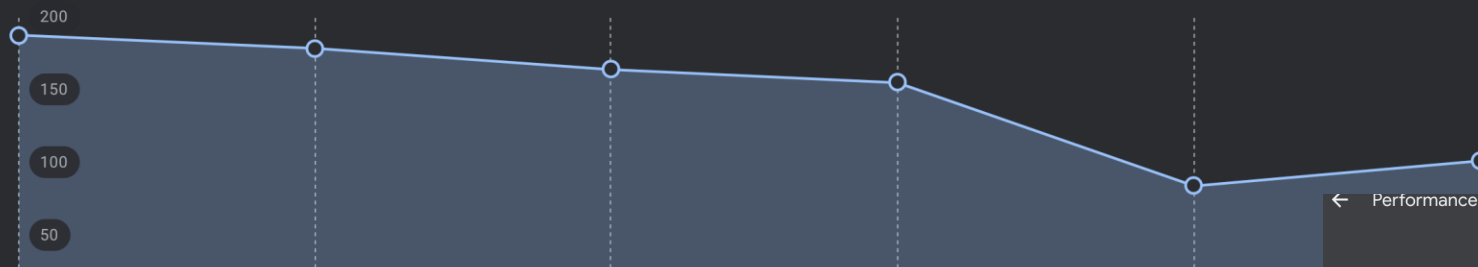
LinkedIn®

Time period
Jul 2023–Dec 2023

Overview Calls Messages Bookings Directions Website clicks

869

Business Profile interactions ⓘ



Google
My Business

Time period
Jul 2023–Dec 2023

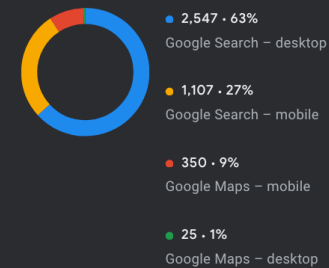
Overview Calls Messages Bookings Directions Website clicks

4,029

👁 People viewed your Business Profile

Platform and device breakdown

Platform and devices that people used to find your profile



1,771

🔍 Searches showed your Business Profile in the search results

Searches breakdown

Search terms that showed your Business Profile in the search results

- fogsi 1,550
- fogsi office 89
- the federation of obstetric and gynecological societies o... 67
- the federation of obstetric and gynecological societies o... 37
- the federation of obstetric and gynecological societies o... 28

See more



Google
My Business

FOGSI

Federation of Obstetric and
Gynaecological Societies of India

You Tube



FOGSI

@fogsiofficial · 1.96K subscribers · 186 videos

The Federation of Obstetric and Gynaecological Societies of India (FOGSI) is the professio... >

fogsi.org and 4 more links

Customise channel

Manage videos

- 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 all videos provided by ICOG team on FOGSI YouTube channel.



The 66th All India Congress of Obstetrics & Gynaecology”...

Severity of morning sickness varies among women | MORNING...

Women “ Spirit of the Nation” | FOGSI

Overcoming the Perimenopause & Menopause Challenges | FOGSI

153 views • 3 days ago

109 views • 12 days ago

13 views • 2 weeks ago

16 views • 2 weeks ago



Build Bone Mass For A Strong Future | FOGSI

Don't Let Premenstrual Days Stop Her | FOGSI

Goodbye Everyday Aches & Pain | FOGSI

High Demand Of Calcium During Pregnancy & Lactation | FOGSI

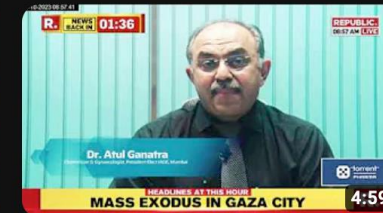
15 views • 2 weeks ago

24 views • 2 weeks ago

26 views • 2 weeks ago

47 views • 2 weeks ago

Till Dec'23 we have uploaded 186 videos with the view count of 43000 + (last year – 10,000)



Are you worried about constipation during pregnancy? | CONSTIPATIO...

Family sexual abuse is an abuse that happens within the family |...

A Gender role, also known as a sex role | GENDER ROLE PERCEPTION ...

High Fractures among Women | Dr. Hrishikesh Pai, Dr. Kiran Coelho, &...

68 views • 1 month ago

27 views • 1 month ago

34 views • 1 month ago

92 views • 2 months ago



Women the Multitasker Expert Insights by Dr. Hrishikesh Pai, Dr...

FOGSI Symposium

FOGSI President - Dr. Hrishikesh Pai Addressing on Expert Symposium

ONLINE CERTIFICATE COURSE ON MEDICAL DISORDERS DURING...

46 views • 2 months ago

88 views • 3 months ago

802 views • 3 months ago

357 views • 5 months ago

Narikaa Video Posted on FOGSI YouTube Channel



IRREGULAR MENSTRUATION CYCLE

FOGSI AWARENESS

FOGSI
Public

25 videos 6 views Updated today

Play all Shuffle

The Federation of Obstetric and Gynaecological Societies of India (FOGSI) is the professional organization representing practitioners of obstetrics and gynecology in India. With 270 member societies and over 43,011 individual members spread over the length and breadth of the country, FOGSI is probably one of the largest membership based

Sort

- Severity of morning sickness varies among women | MORNING SICKNESS & UPSET STOMACH | FOGSI**
FOGSI • 109 views • 12 days ago
- Women " Spirit of the Nation" | FOGSI**
FOGSI • 13 views • 2 weeks ago
- Don't Let Premenstrual Days Stop Her | FOGSI**
FOGSI • 24 views • 2 weeks ago
- Build Bone Mass For A Strong Future | FOGSI**
FOGSI • 15 views • 2 weeks ago
- Overcoming the Perimenopause & Menopause Challenges | FOGSI**
FOGSI • 16 views • 2 weeks ago
- Goodbye Everyday Aches & Pain | FOGSI**

We have started Uploading all Narikaa Videos on our YouTube channel.

Till December 2023 we have uploaded more than 26 video after carefully checking description which is approved by FOGSI team.

SEO

FOGSI.ORG

FOGSI STARTED SEO ACTIVITIES FROM SEPTEMBER 2023

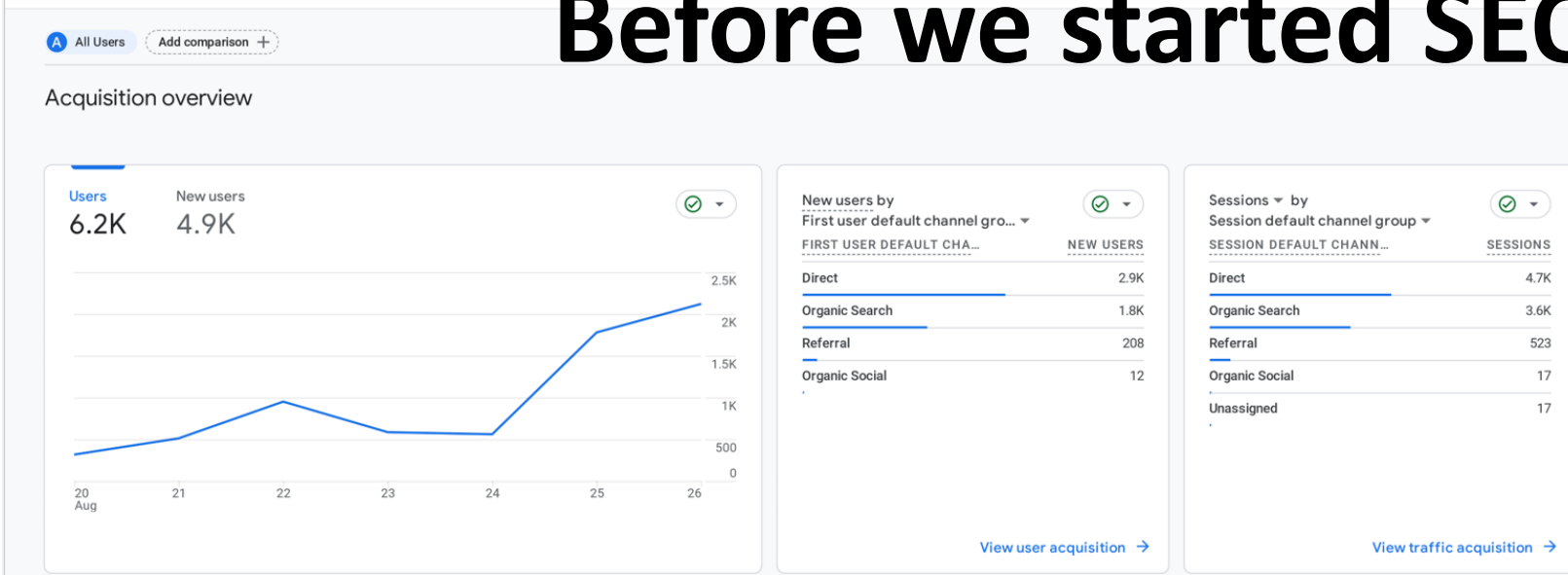
- SEO efforts can help FOGSI attract a more targeted audience by optimizing for keywords and phrases related to their field. This can lead to an increase in relevant traffic, potentially attracting healthcare professionals, researchers, and individuals seeking reliable information.- FOGSI can use SEO to ensure that its educational and informational resources are easily discoverable online. This can help disseminate knowledge and best practices in the field of obstetrics and gynaecology.

- 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.

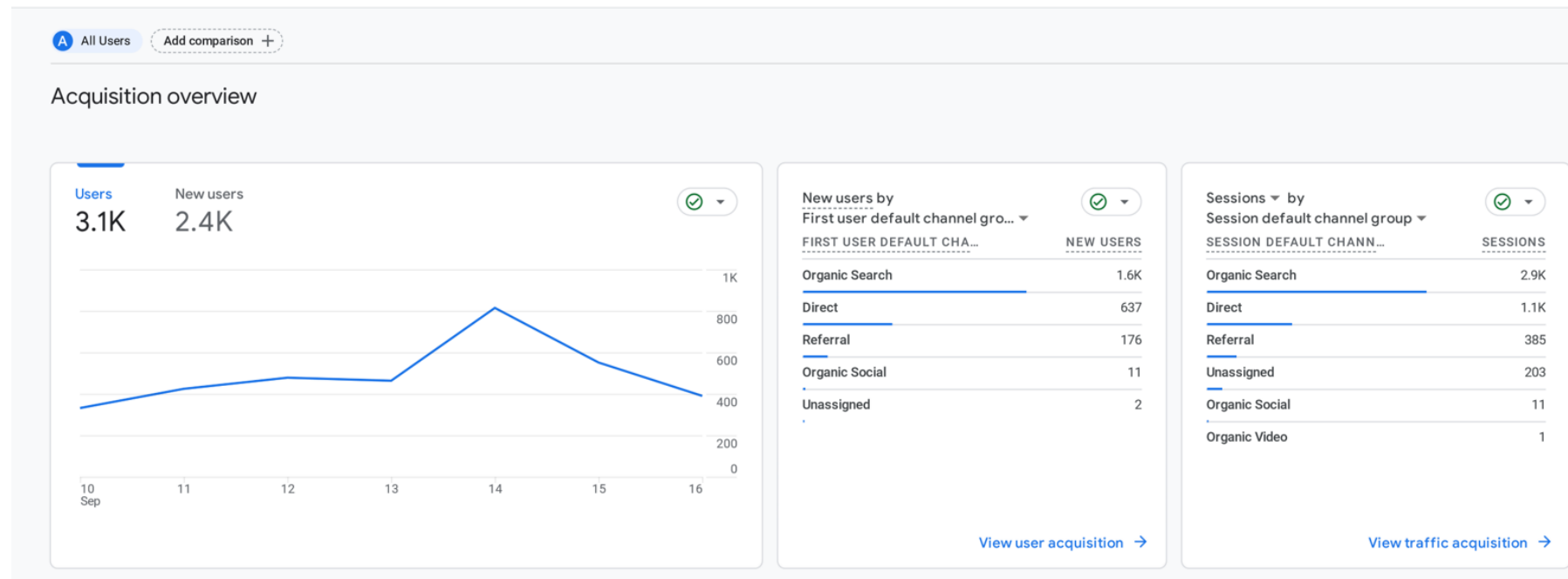
Improved Results: Since implementing SEO services, our website traffic has surged from an initial 4,000-5,000 monthly visitors to a remarkable average of 10,000 – 12,000. This represents an outstanding 120% boost in our monthly website traffic.

Before we started SEO Service

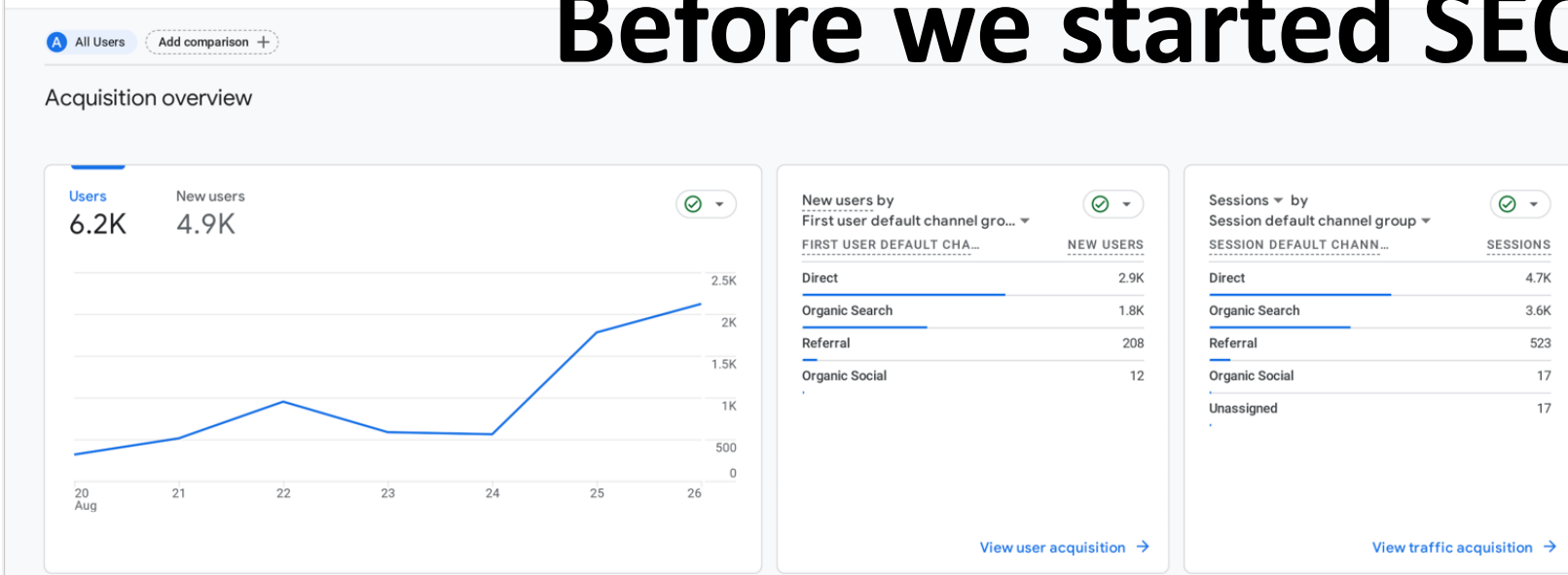


Google Analytics : 20th Aug – 26th Aug

Google Analytics : 10th Sep – 16th Sep

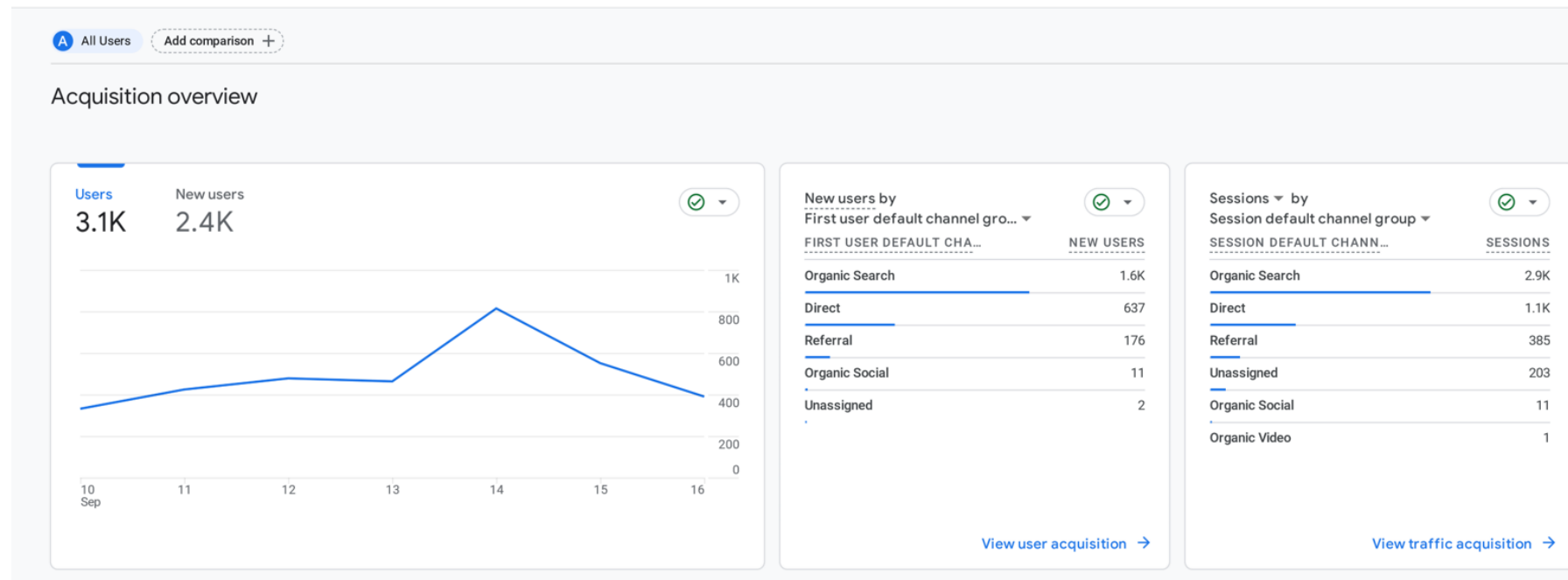


Before we started SEO Service



Google Analytics : 20th Aug – 26th Aug

Google Analytics : 10th Sep – 16th Sep



Current Progress

Users 9.9K
 New users 8.5K
 Average engagement time 1m 19s [?]
 Total revenue \$0.00 [?]



USERS IN LAST 30 MINUTES ✓

16

USERS PER MINUTE



TOP COUNTRIES

India 16

Sessions by Session default channel group ✓

SESSION DEFAULT CHANN... SESSIONS

Organic Search	11K
Direct	1.9K
Referral	1.4K
Organic Social	40
Unassigned	29
Organic Video	1

Google Analytics : 1st Nov – 30th Nov

Users by Country ✓

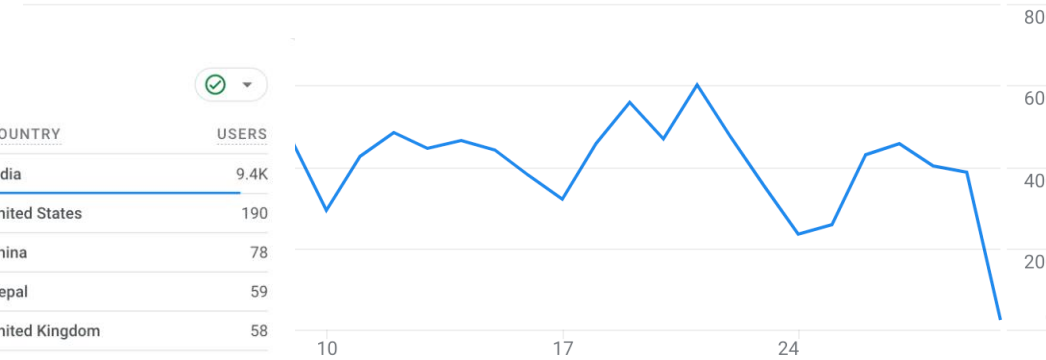


COUNTRY USERS

India	8.7K
United States	218
United Kingdom	80
Bangladesh	51
Nepal	47
Pakistan	47
China	45

Google Analytics : 1st Dec – 30th Dec

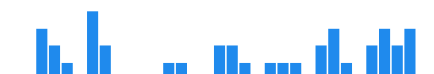
Users 11K
 New users 8.8K
 Average engagement time 1m 23s [?]
 Total revenue \$0.00 [?]



USERS IN LAST 30 MINUTES ✓

19

USERS PER MINUTE



TOP COUNTRIES

India 19

Sessions by Session default channel group ✓

SESSION DEFAULT CHANN... SESSIONS

Organic Search	12K
Direct	2.4K
Referral	1.4K
Unassigned	49
Organic Social	32
Organic Video	1

Users by Country ✓

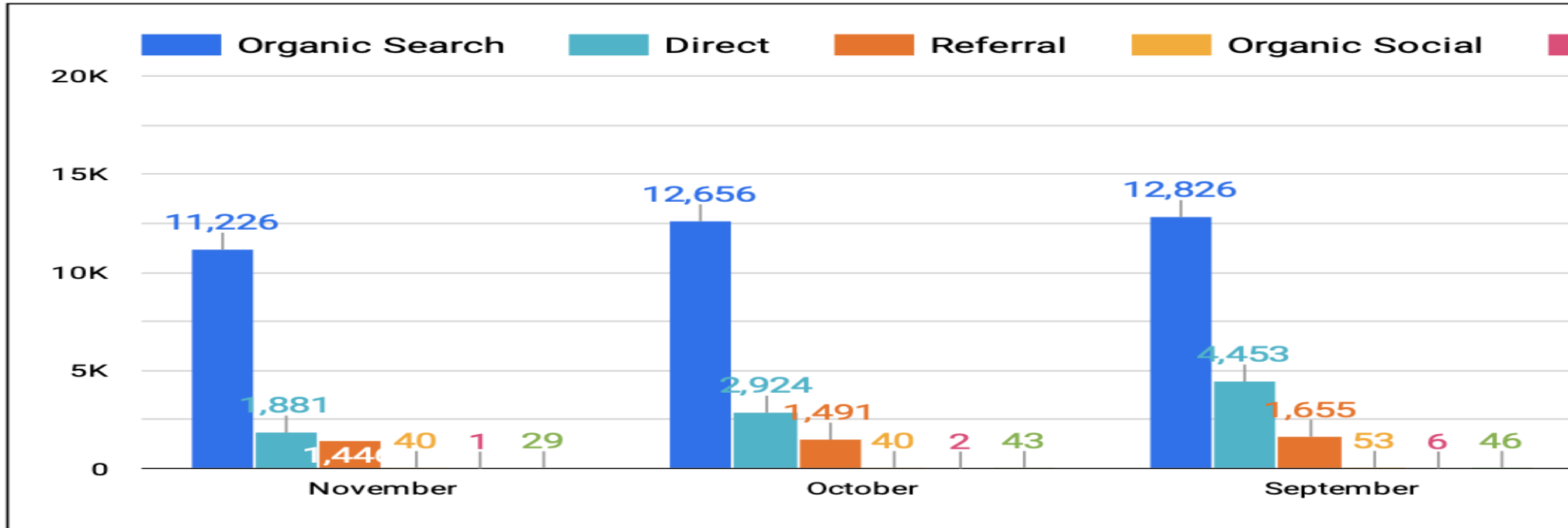


COUNTRY USERS

India	9.4K
United States	190
China	78
Nepal	59
United Kingdom	58
Bangladesh	54
Australia	34

Current Progress

FOGSI Website Traffic Channel Performance

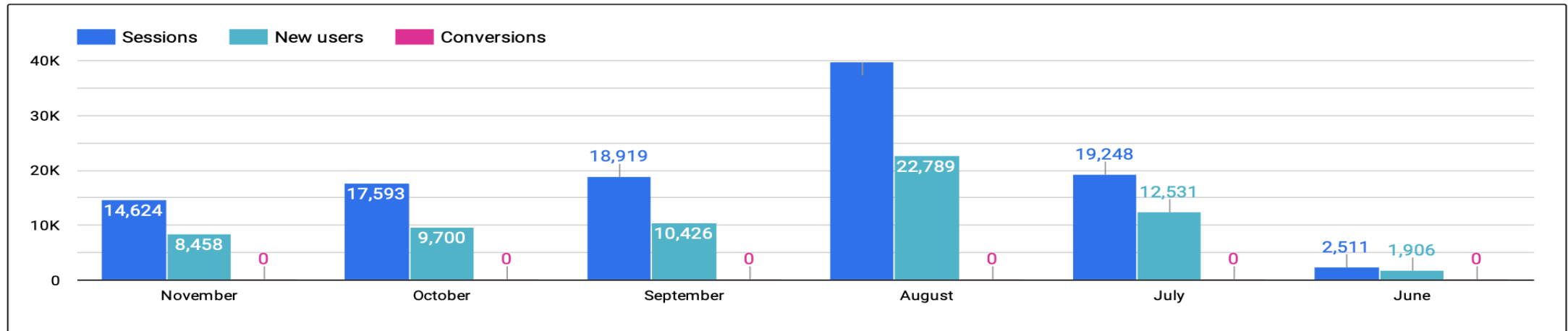


Session default channel group	Sessions
Organic Search	11,226
Direct	1,881
Referral	1,446
Organic Social	40
Unassigned	29

Improved Results:

Since implementing SEO services, our website traffic has surged from an initial 4k-5k monthly visitors to a remarkable of 10k-12k. This represents an outstanding 120% boost in our monthly website traffic average.

FOGSI Website Engagement Performance (November 2023 vs. October 2023) - Overall



Month ▾	Sessions	New users	Conversions
November	14,624	8,458	0
October	17,593	9,700	0
September	18,919	10,426	0
August	39,799	22,789	0
July	19,248	12,531	0
June	2,511	1,906	0



Paid Ads Analytics



- FOGSI has sanctioned a paid marketing budget of Rs. 10,000 for a duration of 3 months on Facebook and Instagram, along with Rs. 20,000 for Google Ads, allocated for a 2-month period, to the agency. This budget is intended to bolster our website's ranking on Google.
- 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.



For AICOG 2024 in Hyderabad, all attending doctors or delegates are encouraged to mention or tag FOGSI's social media accounts. This way, our agency can amplify the coverage of AICOG 2024 events by retweeting or reposting all the activities on our social media channels.

FOLLOW US
ON OUR SOCIAL NETWORKS



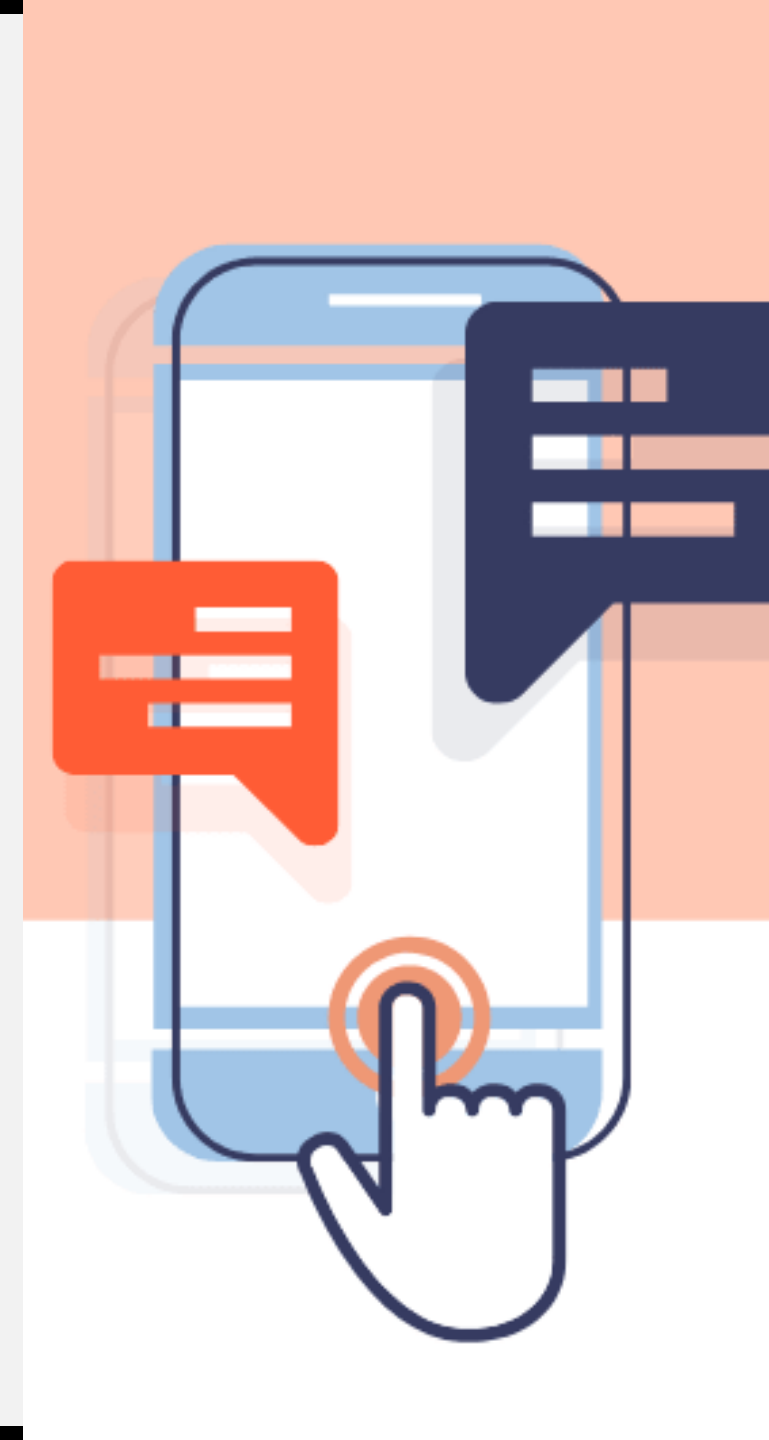
/fogsiofficial

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.
- Still this is development phase and will be live by end of Feb 2024.

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
6. We have the capability to update OR modify the WhatsApp chatbot by incorporating new questions and answers that frequently arise among our members.





Ask FOGSI



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

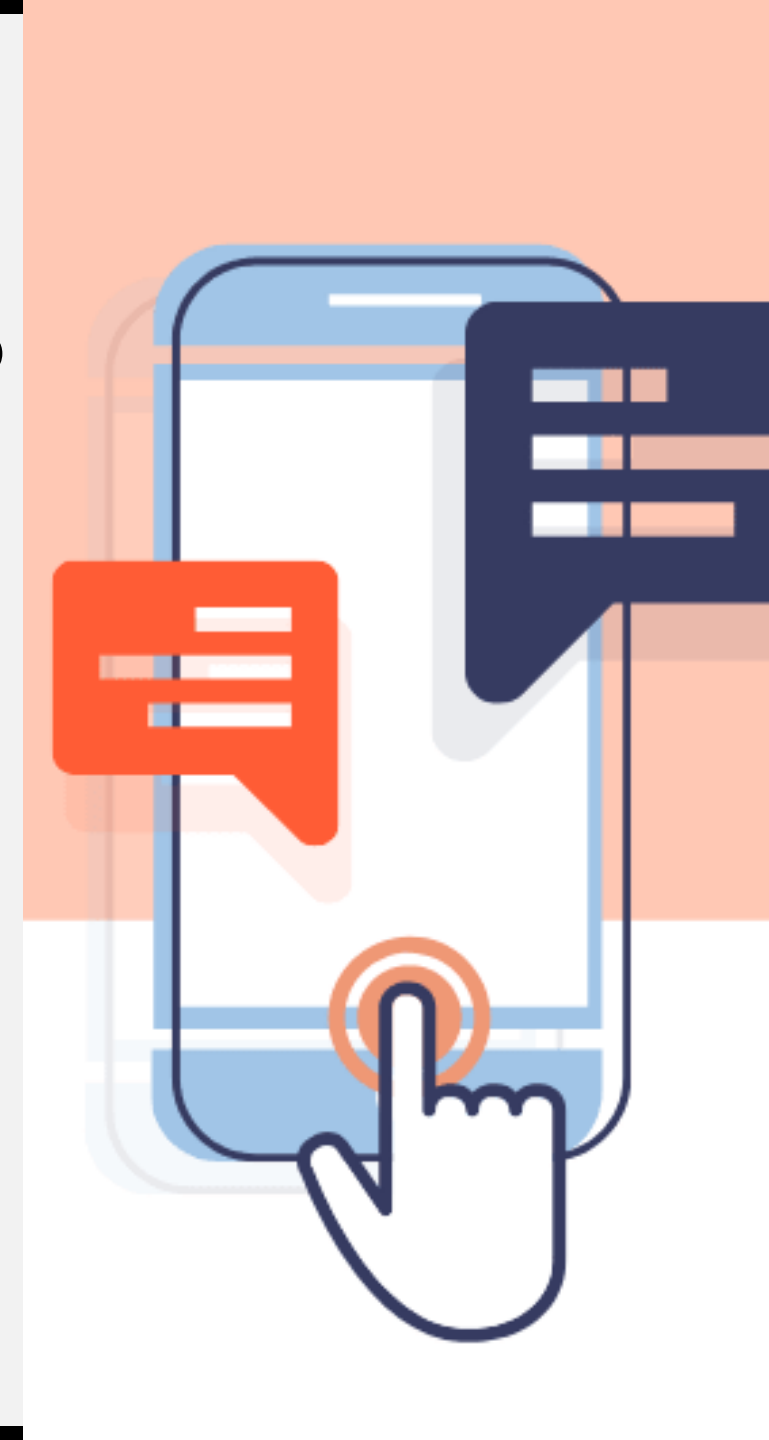
Scan To Get Started

Or

Say Hi on this number

+91 8879448888

Still this is development phase and will be live by end of Feb 2024.



I thank all FOGSI staff especially Kanchan & Sangeeta.

I also thank
for SMS service : Celusion,
for website : Team URVI,
for membership server management :
Team Prometheus
for social media: Team Akrotics.

Thanks all of you for patient hearing

Thanks

Get in Touch

www.fogsi.org



The latest updates from FOGSI IT team-Birthday of FOGSI : Flyer is sent on social media



As we mark the significant date of January 6, 2024, the Federation of Obstetric and Gynaecological Societies of India (FOGSI) proudly commemorates its 75th anniversary, underscoring a storied history enriched with impactful contributions to the realms of Obstetrics and Gynaecology.