

From Zero to 1.1M+ Impressions:

Building Organic Authority & Digital Growth for Hybrid Chronic Care

SEO Case Study





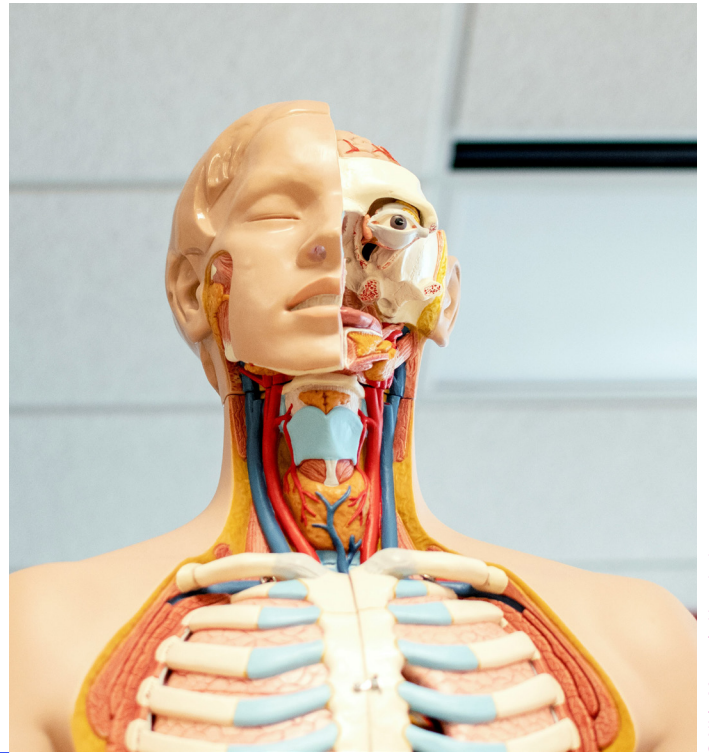
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Founded in 2022 and based in Frankfurt, Oska Health GmbH is a fast-growing European Digital Health / HealthTech company. They specialize in hybrid chronic care management, bridging the critical gap between periodic doctor visits and daily patient habits. Their platform combines an AI-supported digital therapy app and intelligent algorithms with human-centered care from certified health coaches. Oska Health focuses heavily on patients managing complex, overlapping chronic conditions, such as Chronic Kidney Disease, Type 2 Diabetes, and Hypertension, helping them implement long-term lifestyle, dietary, and medication routines to prevent severe complications and avoidable hospitalizations.

Operating on a B2B2C business model, Oska Health partners directly with B2B clients – including over 20 public statutory health insurance funds (GKV) and private health insurers – to offer its digital coaching platform at no extra cost to eligible members. On the end-user side, Oska delivers personalized support, habit-building tools, and daily care management to patients navigating these conditions. Over our two-year partnership, we had the privilege of supporting Oska Health as their digital marketing partner, delivering targeted Search Engine Advertising (SEA) and Search Engine Optimization (SEO) strategies. By building high-intent campaign funnels and improving organic search visibility, we helped educate patients with complex chronic conditions and connect them with Oska's digital therapy app.





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The Challenge

Overcoming Market Obstacles from Ground Zero.

We started working with Oska Health on a completely new domain and website, meaning there was no established organic visibility or authority to build on. The initial challenge was therefore to build search visibility from virtually zero. One of the first priorities was ensuring that people specifically searching for Oska Health could actually find the company in Google. The website needed to communicate that Oska Health is a legitimate, trustworthy, and credible company to potential customers. This was particularly challenging because several other companies have very similar names, making it harder to establish authority and relevance around the Oska Health brand name.

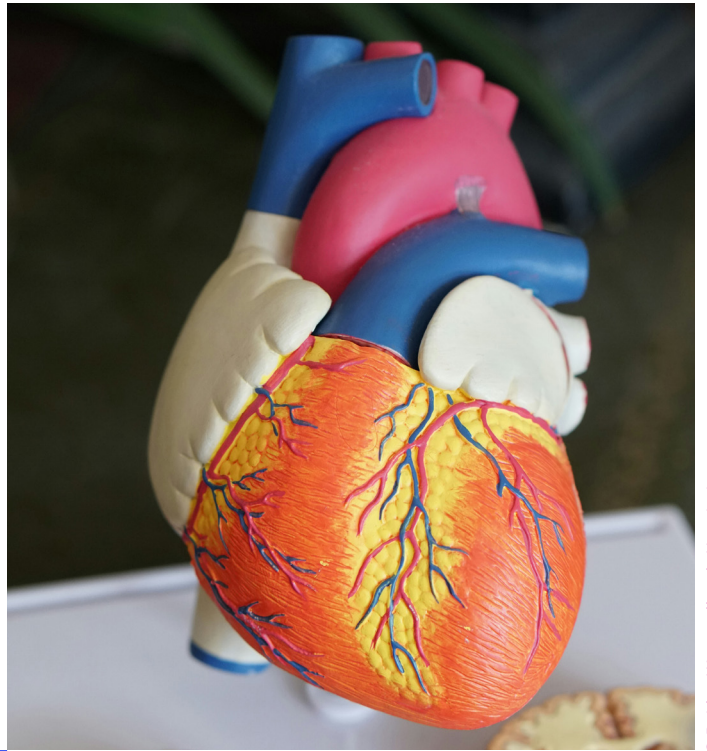
Once the basic brand presence was established, the next challenge was to increase awareness among people who were not yet looking for Oska Health specifically. The goal was to reach people searching for health-related questions, symptoms, and problems that Oska Health could help them with. This meant shifting from primarily brand visibility towards building broader non-branded, informational visibility across search engines.

Core Objectives & Scope

- ▷ Establish Oska Health as a visible and trustworthy brand in Google.
- ▷ Build organic visibility and authority for the new domain. Increase rankings and traffic for branded searches.
- ▷ Expand visibility for relevant non-branded health-related searches.
- ▷ Build Oska Health's reputation as a credible source of health information.

Services Delivered:

- Search Engine Optimization (SEO Strategy & Implementation)
- Search Engine Advertising (SEA / Google & Microsoft Ads Management)
- Content Strategy & Editorial Planning
- E-E-A-T Medical Content Briefings & Optimization



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Our Solution



Building the SEO Foundation

- Created a clear and intuitive main navigation to help users easily find the information most relevant to them.
- Identified and created the necessary supporting pages and subpages to provide a comprehensive website structure.
- Developed content that clearly communicates Oska Health's expertise, credibility and value proposition.
- Focused on creating a strong foundation that could support both user journeys and organic search growth.



Strengthening Brand Visibility and Authority

- Optimized Oska Health's presence in Google, including recommendations around the Google Business Profile.
- Provided recommendations for the PR team to strengthen the website's authority and build relevant external signals.
- Focused on establishing stronger associations between the Oska Health brand and the relevant health services/topics, particularly given the competition from similarly named companies.



Building Topical Authority Through Content

- Developed an editorial plan focused on informational medical content.
- Identified relevant health topics and search opportunities where Oska Health could provide useful expertise.
- Created detailed content briefings for medical articles, with a strong focus on E-E-A-T, expertise, credibility and trust.
- Monitored article publication and organic performance after launch.
- Used performance data to identify opportunities for further optimization and recommended updates to articles where needed, allowing the content strategy to evolve based on actual search performance rather than relying solely on initial keyword research.

Supporting Strategic Growth and Venture Funding

While the remarkable €11 million Seed funding round was ultimately driven by Oska Health's brilliant team, groundbreaking care model, and strong leadership, we are proud that our performance marketing efforts – which helped improve user acquisition efficiency and demonstrate steady user adoption – played a small supporting role in showcasing the company's strong traction to investors.

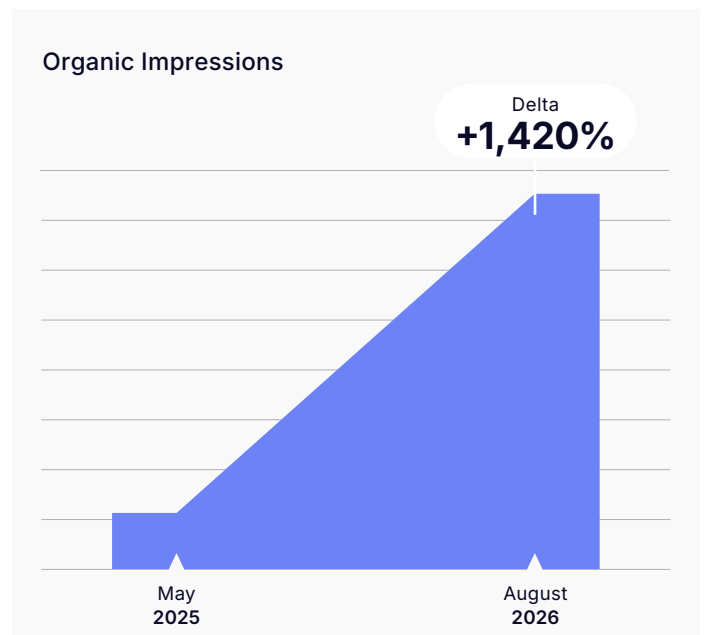
In early 2026, Oska Health closed a high-profile €11 million Seed funding round co-led by Capricorn Partners and SwissHealth Ventures, alongside prominent venture capital firms including Revent, LBBW Venture Capital, BMH, GoHub Ventures, Calm Storm, and Aurum Impact. The capital is designated to scale their AI-powered care platform, expand clinical and coaching teams, and extend their strategic coverage across Germany and Europe.



Our results:

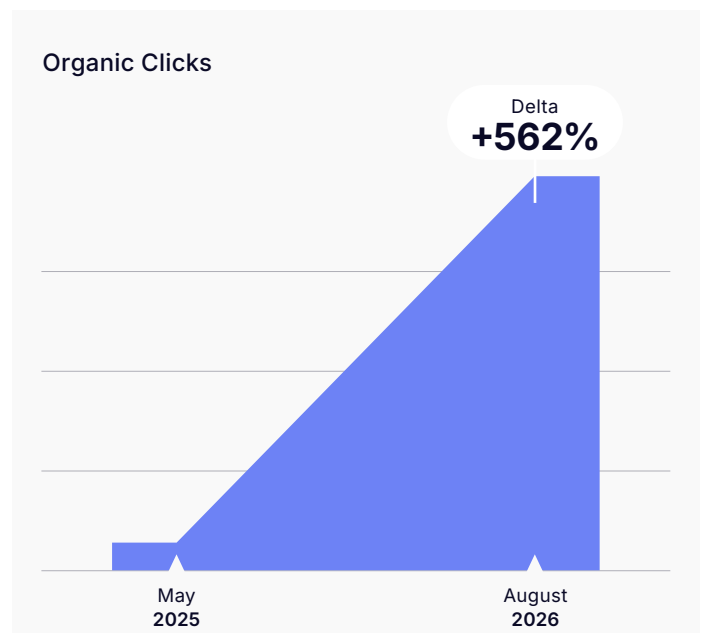
Exponential Organic Impressions Growth

Monthly organic impressions increased from May 2025 to August 2026 about ~1,420%.



Massive Organic Clicks Lift

Monthly organic clicks increased from May 2025 to August 2026 about ~562%.





Who We Are

Based in Berlin, Muhlert Digital is a global digital marketing agency delivering exceptional results across the funnel.

With thousands of hours of international experience and a portfolio spanning continents, our team is a powerhouse of experts in Paid Search, SEO, Programmatic, Display, and more.



Our Mission

Here, there's no "junior" tier – every strategist, creator, and analyst at Muhlert Digital is a seasoned professional, united by a relentless drive to outperform expectations.

Our mission is simple: to drive impactful results and exceed your marketing goals.



Our POV

We are committed to transparency – about who we are, what we do, and what we've achieved.

Our extensive experience shapes our identity and guides every business decision we make.

We treat your growth like our own.

Who Trusts Us

Over the years, we've had the privilege of earning the trust of some of the world's most respected brands, partnering with them to achieve their most ambitious business goals.

Ranging from Fortune 500 giants to agile startups navigating uncharted business landscapes – below showcases a glimpse of our diverse client portfolio. Our growth has been entirely organic.

We've never relied on a sales team or outbound outreach. Instead, our clients come to us – and stay with us – because of our senior-only team, ensuring every project benefits from deep expertise and seamless execution.



Our Team

Behind every campaign is a team of analysts, creatives, and strategists united by data and innovation.

We master paid media (Google, Meta, LinkedIn, Programmatic), organic SEO, and conversion-driven creative – seamlessly merging disciplines to fuel measurable growth. Case study-proven, we turn cross-channel synergy into your competitive edge.



Our team is made up exclusively of highly experienced marketing professionals who drive your campaigns with top-level expertise.

Our Services

We have assembled a team of online marketing experts dedicated to measurable business development. With extensive expertise in campaign management, strategy and creation – we convert clicks into customers at every stage of the sales funnel. Our strategic approach ensures that your campaigns achieve maximum impact and long-term success.

► Strategy

- Market Analysis
- Audience Research
- Personalization Strategy
- Customer Journey
- Analytics & Attribution
- BI & Data Science
- Conversion Rate Optimization (CRO)

► Campaign Management

- Paid Search (SEA)
- Organic Search (SEO/GEO)
- Paid Social
- Programmatic & Display Advertising
- Native Advertising
- CRM & Marketing Automation
- Affiliate Marketing
- Account Based Marketing (ABM)
- Google Marketing Platform

► Creation

- UI / UX Design
- Website Development
- Conversion Rate Optimization
- Graphic & Motion Design
- Asset Creation
- Content Production & Localization



Want to build efficient digital growth for your brand?

Learn more & reach out to us at muhlertdigital.com