BRIGHTEDGE

Healthcare Marketing & SEO

Universal SERP Appearance

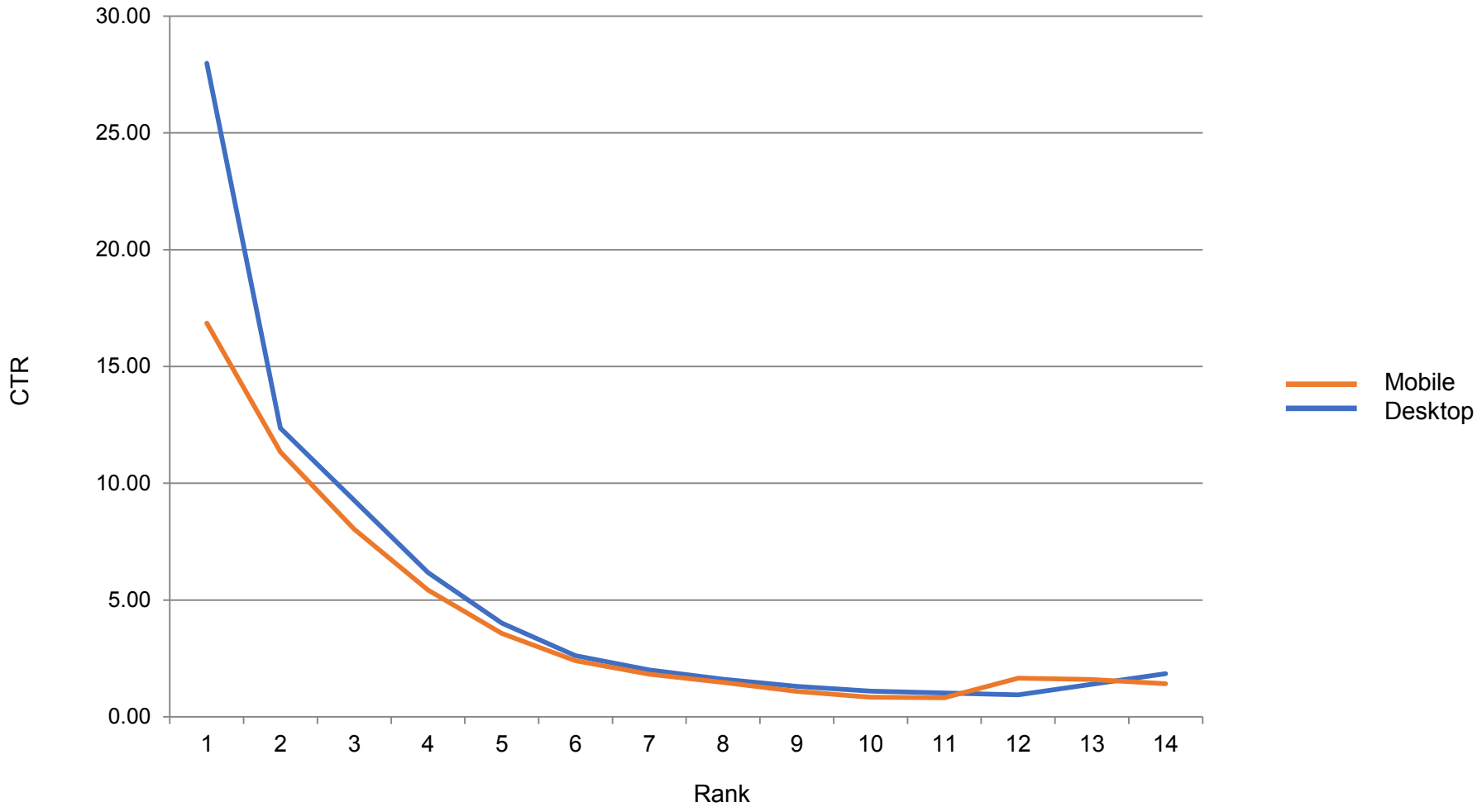
Images and Videos have grown in both Mobile and Desktop, while Quick Answers has declined in Desktop from a peak of 24.5% in February 2018

In Mobile Local 3-Pack is up dramatically

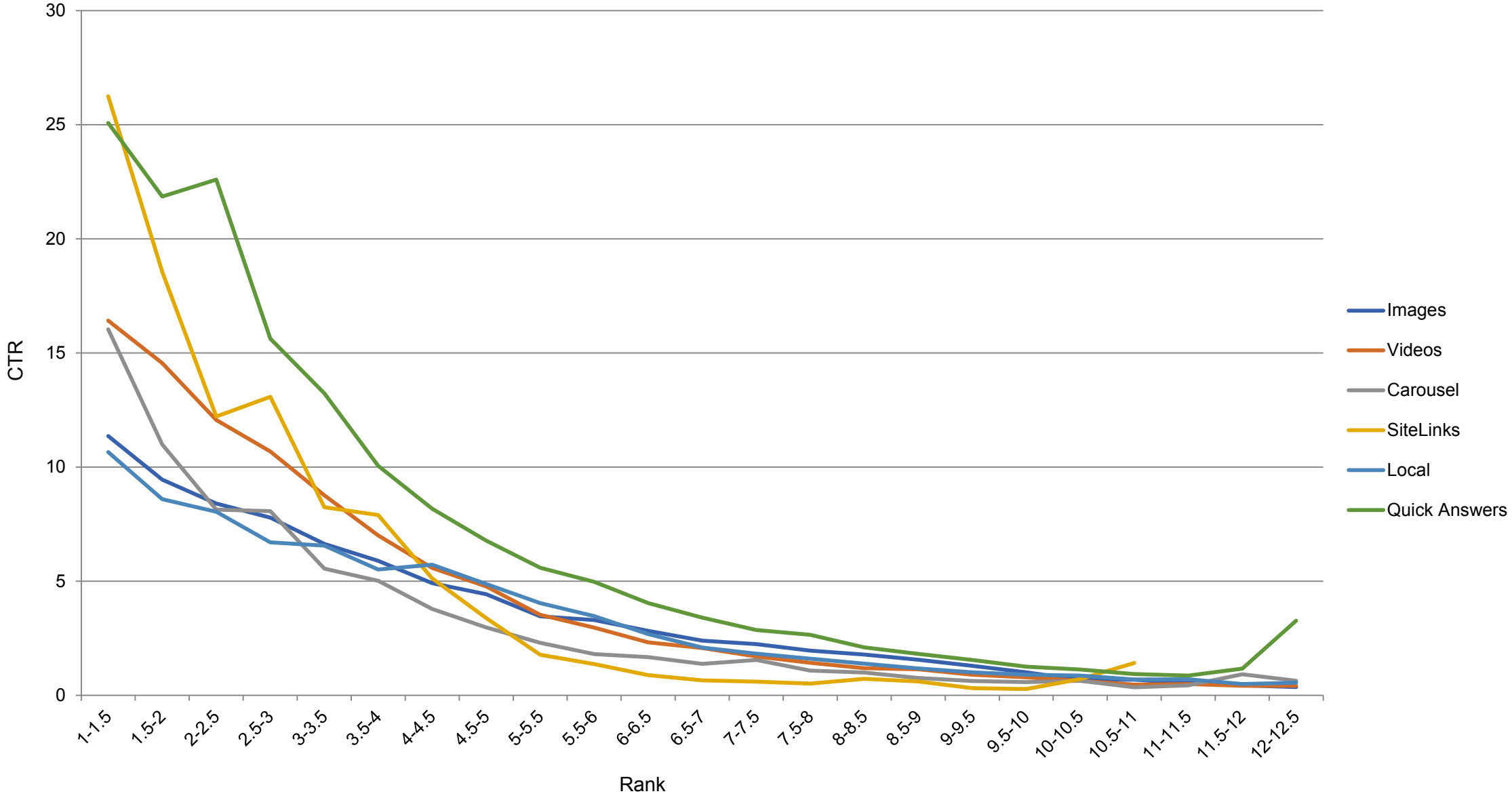
US MOBILE	
Quick Answers:	19.83%
Images:	22.99%
Videos:	24.21%
Local Three-Pack:	22.72%
Carousel:	0.84%
SiteLink:	**4.25%**

US DESKTOP	
Quick Answers:	21.61%
Images:	26.03%
Videos:	27.24%
Local Three-Pack:	13.54%
Carousel:	1.22%
SiteLink:	5.39%

Desktop and Mobile Cross-SERP Click Curves



Mobile Click Curves by SERP Type



Click-to-Query Ratios Vary Between Device and SERP Type from 55% to 107%

- Users have different needs for info depth, for example between Local 3-Pack at 55% on Mobile and Quick Answers on Desktop at 107%
- Voice on Mobile is also a big factor influencing and dampening clicks

Healthcare Digital Media Ecosystem Facts According to Think with Google's

The Digital Journey to Wellness: Hospital Selection:

- 77% of patients use search engines prior to booking appointments.
- Search drives nearly three times visitors to hospital sites, compared to visitors from other referral sites.
- 44% of patients who research hospitals on a mobile device schedule an appointment.
- 94% of respondents said reputation of facility is important to selection.
- After an appointment patients discuss and recommend to family or friends 50% of the time, 12% post a review in social, and 6% posted a review on a website.
- Online sources are about 3X more used for research and discovery than offline.
- Before the moment of conversion, patients typically search on non-branded symptoms and condition terms.
- Nearly half of patients finish their journeys with a branded term.
- Patients who booked an appointment online conducted 3X as many searches as people who did not.
- 1 in 8 patients watched an online video before scheduling an appointment.
- 30% of patients who watched an online video scheduled an appointment.

Digitization

Channel Integration and Mobile

Personalization

Video Marketing and Journey

Video Types:

- **Practice explainer video**
- **Physician introduction**
- **Treatment explainer**
- **Procedure prep**
- **Health maintenance**

Reputation

COMPLIANCE
STRATEGY
GOVERNANCE
LAWS
POLICY
RULES
STANDARDS
CONTROL
RISK
SECURITY

Healthcare-Compliant Marketing

The Healthcare Success blog provides guidelines on healthcare-compliant marketing:

- **Be very accurate and truthful**
- **Avoid revealing previous-patient detail**
- **Advertise the doctor not the device**
- **Use “specialist” carefully, often requires certification**

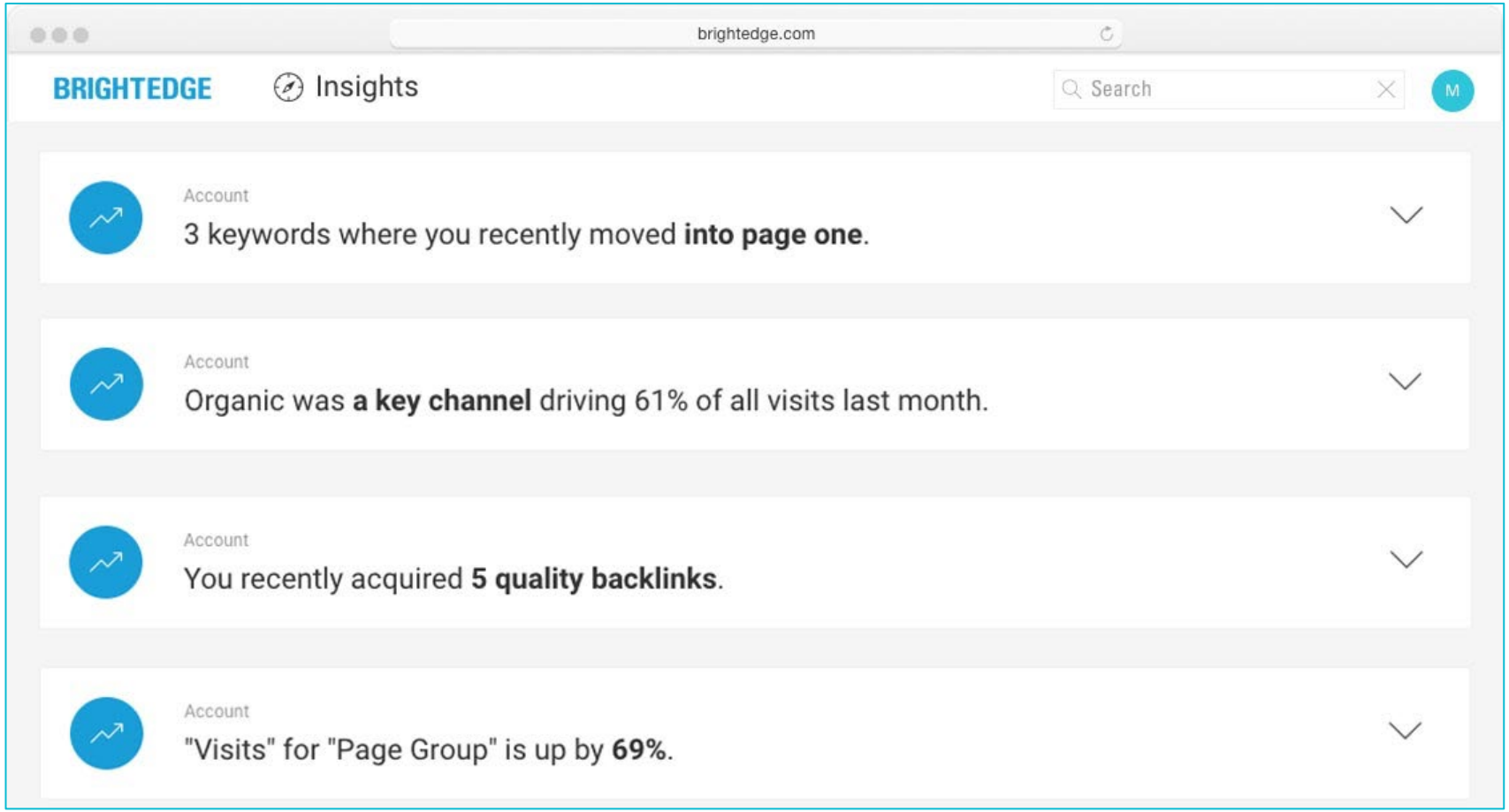
PATTERN RECOGNITION
AI
ARTIFICIAL INTELLIGENCE
MACHINE LEARNING
AUTOMATION
NEURAL NETWORKS
100110
DATA MINING
ALGORITHM
PROBLEM SOLVING

Conclusions

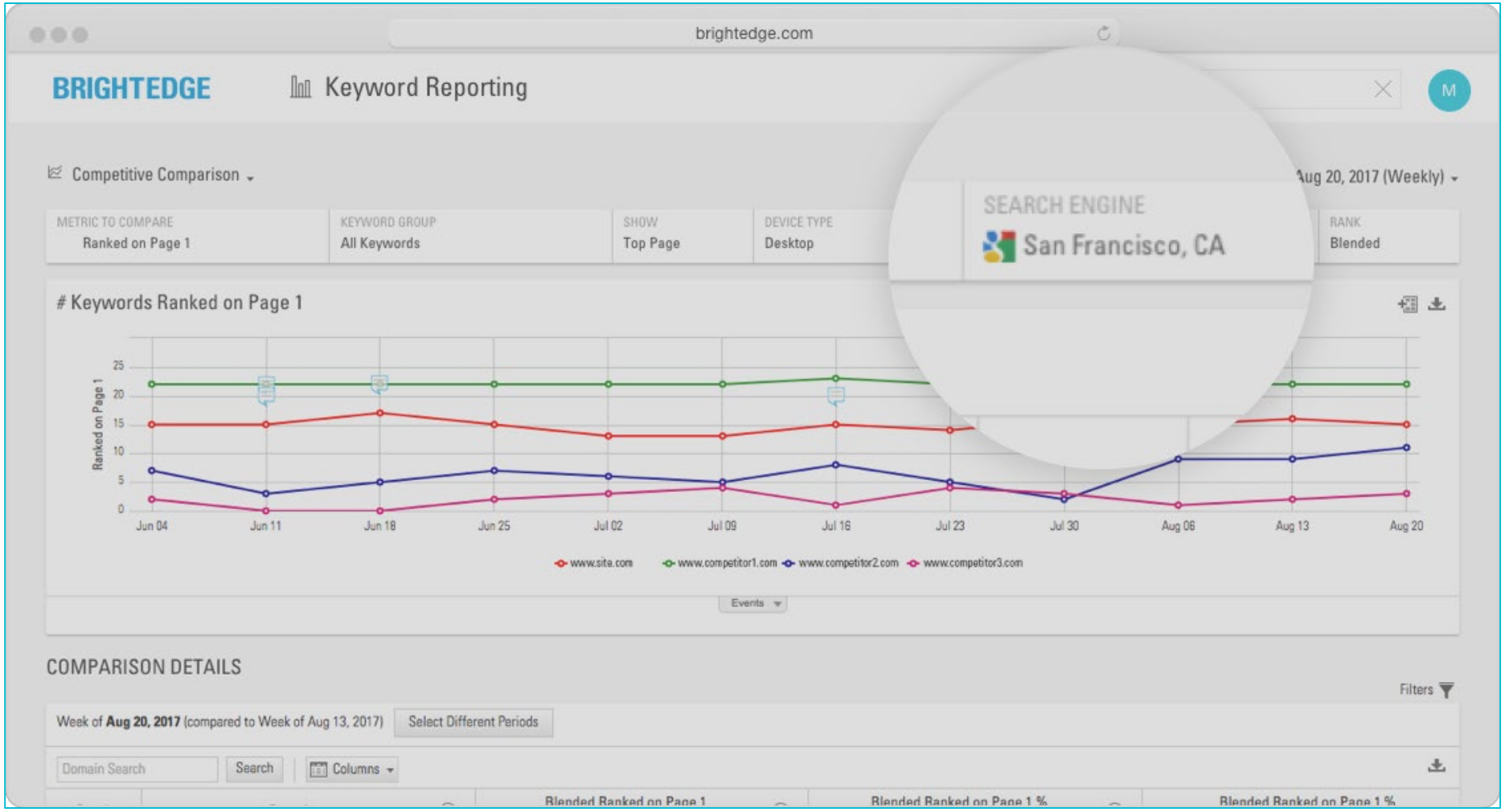
- Healthcare services trends:
  - Digitization
  - Patient-centric care, personalization
  - Channel integration, mobile
  - Video and journey
  - Reputation
  - Compliance
  - AI and Machine Learning

- SEO and content marketing even more critical skills in healthcare

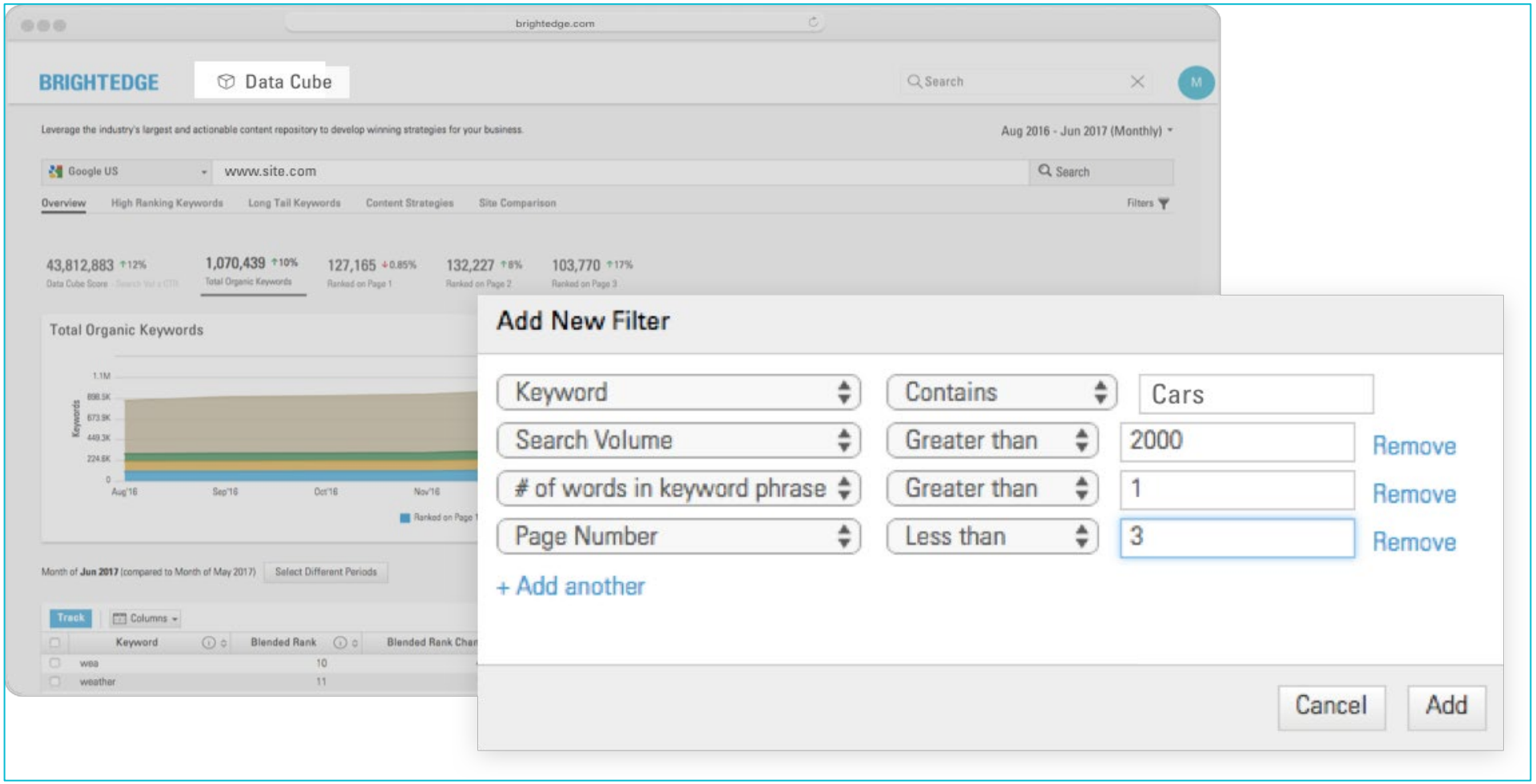
Use Case 1: Insights to Manage Complexity



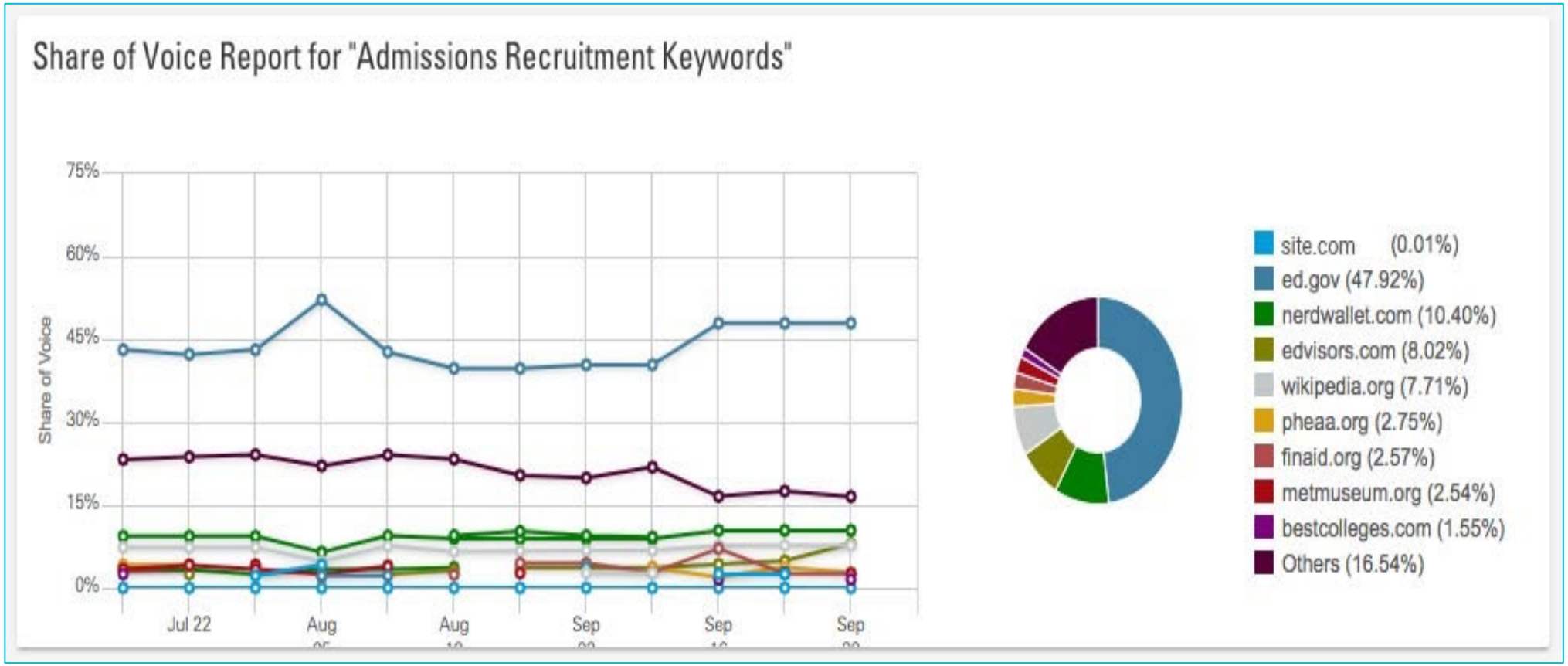
Use Case 2: Hyperlocal and Location



Use Case 3: Data Cube for Keyword Research



Use Case 4: Share of Voice to Identify Competition



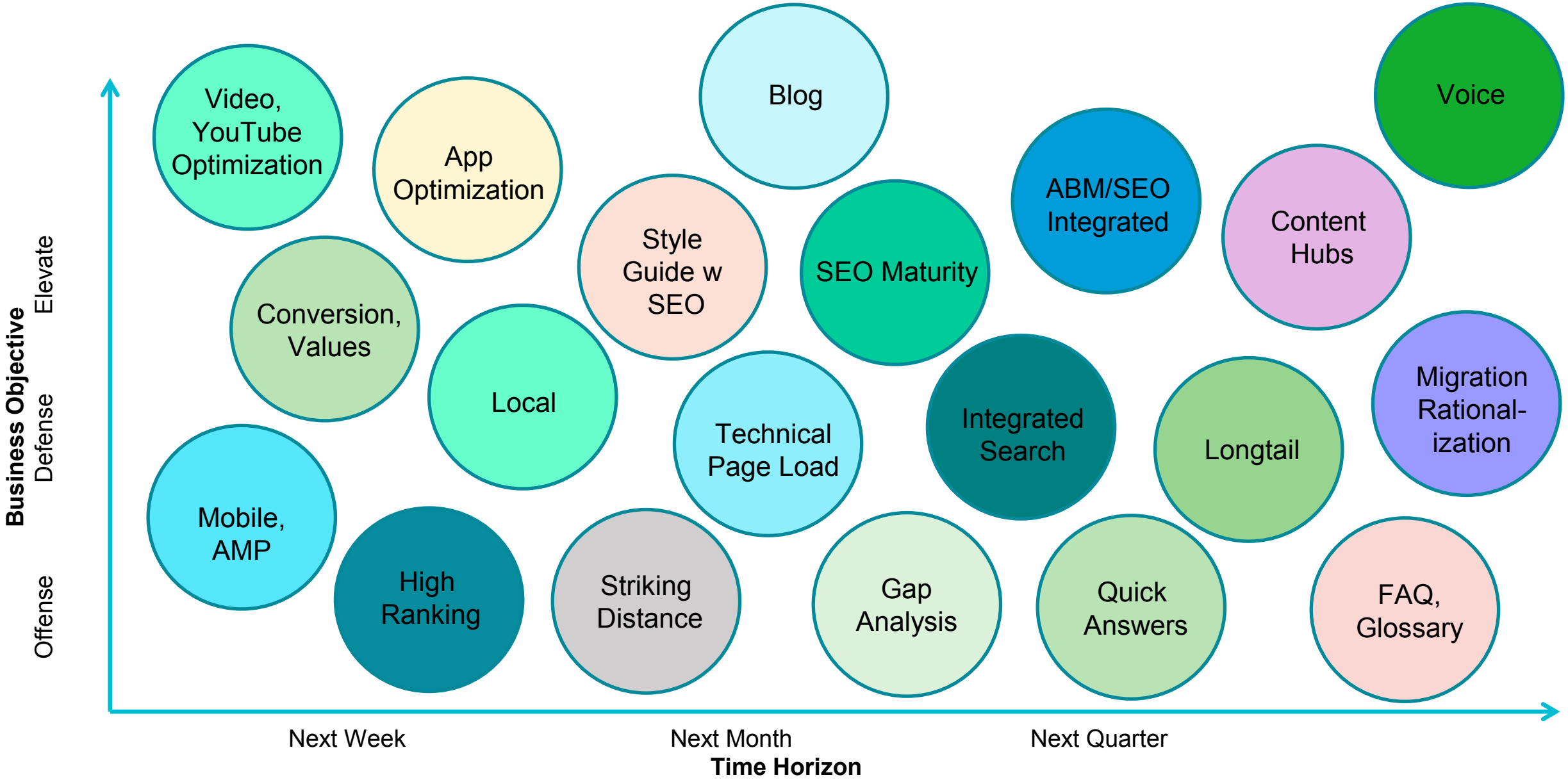
Healthcare Content Benchmark

BrightEdge Data Cube Metrics	Avg for Industry
The average Data Cube score for the industry is:	85,360
The average number of position one listings is:	334
The average page 1 listings is:	2576
The average total universal content results is:	482
The average number of images is:	24
The average number of Quick Answers is:	90

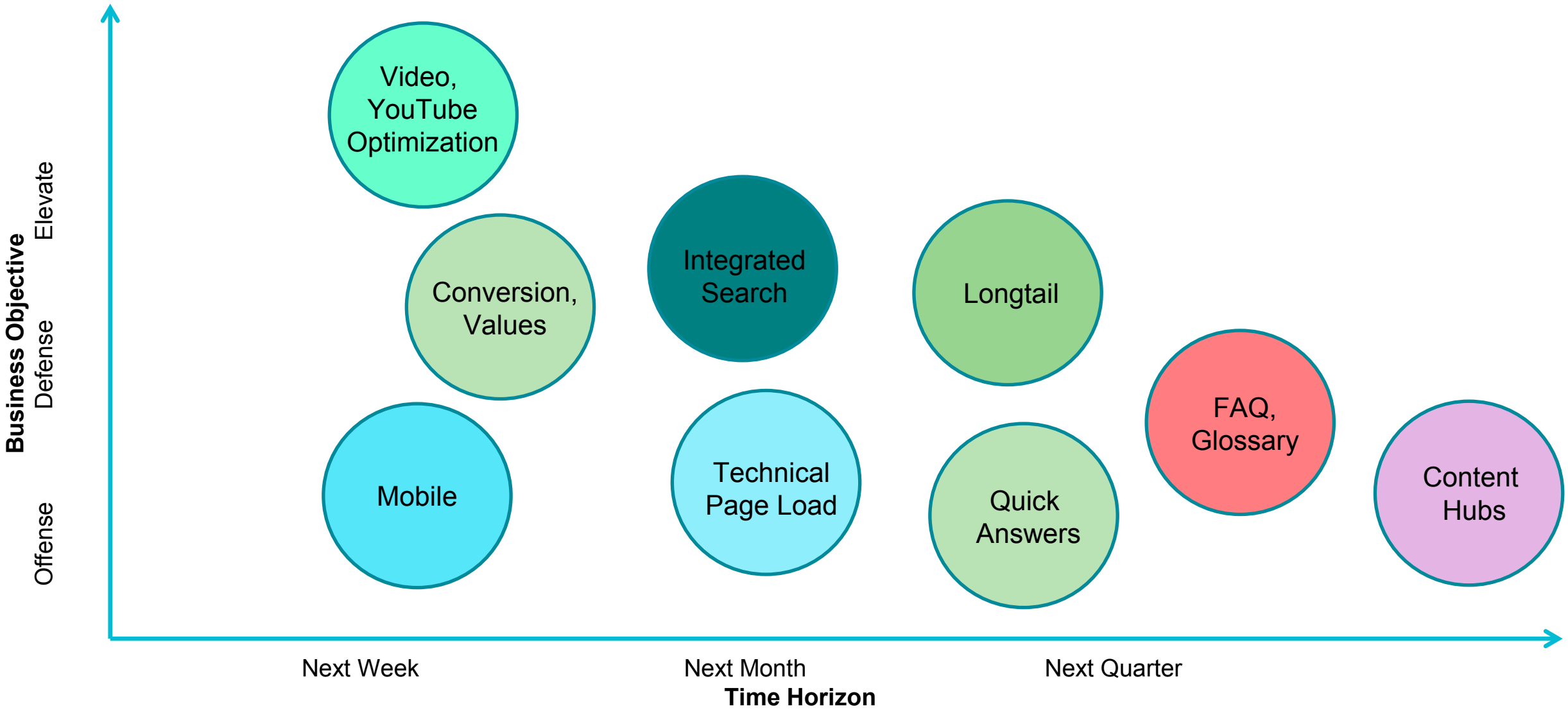
Healthcare Click Curves

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Mobile	18.7%	12.8%	9.6%	5.9%	3.8%	2.6%	1.8%	1.4%	1.1%	0.8%	0.7%	0.7%	1.0%	1.0%
Desktop	22.8%	11.7%	10.4%	7.0%	4.1%	2.7%	1.8%	1.6%	1.3%	1.0%	1.1%	0.8%	1.1%	2.3%

2019: Map 20 SEO Strategies to Business Objectives and Capacity



2019: SEO Strategies for Healthcare



NextGen Achieves Major Wins on High-Value Healthcare Keywords

Web & Interactive Manager James O'Brien and Digital Marketing Manager Janine Beck gain insights on competitors and...

NEXTGEN

Molecular Devices Increases Page 1 Keywords by Over 40%

Eric Olson, digital marketing manager for Molecular Devices, uses Content Recommendations and defines website...

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SEO and Content Performance

BrightEdge Industry Focus: Healthcare Marketing and SEO

Healthcare Industry Overview

The topline numbers in the US healthcare industry are noteworthy: The total U.S. healthcare expenditure was more than $3.5 trillion, per the Centers for Medicare and Medicaid Services. At that level, it accounted for 17.9% of gross domestic product (GDP). The U.S. spent about $9,990 per person on healthcare. Japan, with a longer life expectancy (83.1 years vs. 79.1 years) and universal coverage, spent just $3,816 per person. 85 publicly-traded healthcare companies made $47 billion in profit on $545 billion in global sales. Pharmaceutical companies generated 22% of the revenue and 60% of the profit.

Those levels of spending and profit make the industry ripe for disruption in all areas and processes. This streamlining creates opportunities to connect previously disparate data sources and deliver higher degrees of personalization, consistency in care, overall capacity utilization, patient satisfaction, and outcomes.

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