

BRIGHTEDGE

Healthcare Marketing & SEO

An abstract graphic consisting of several thin, light blue lines connecting small circular dots. The lines and dots are scattered across the blue background, creating a network-like pattern that suggests connectivity and data flow.

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

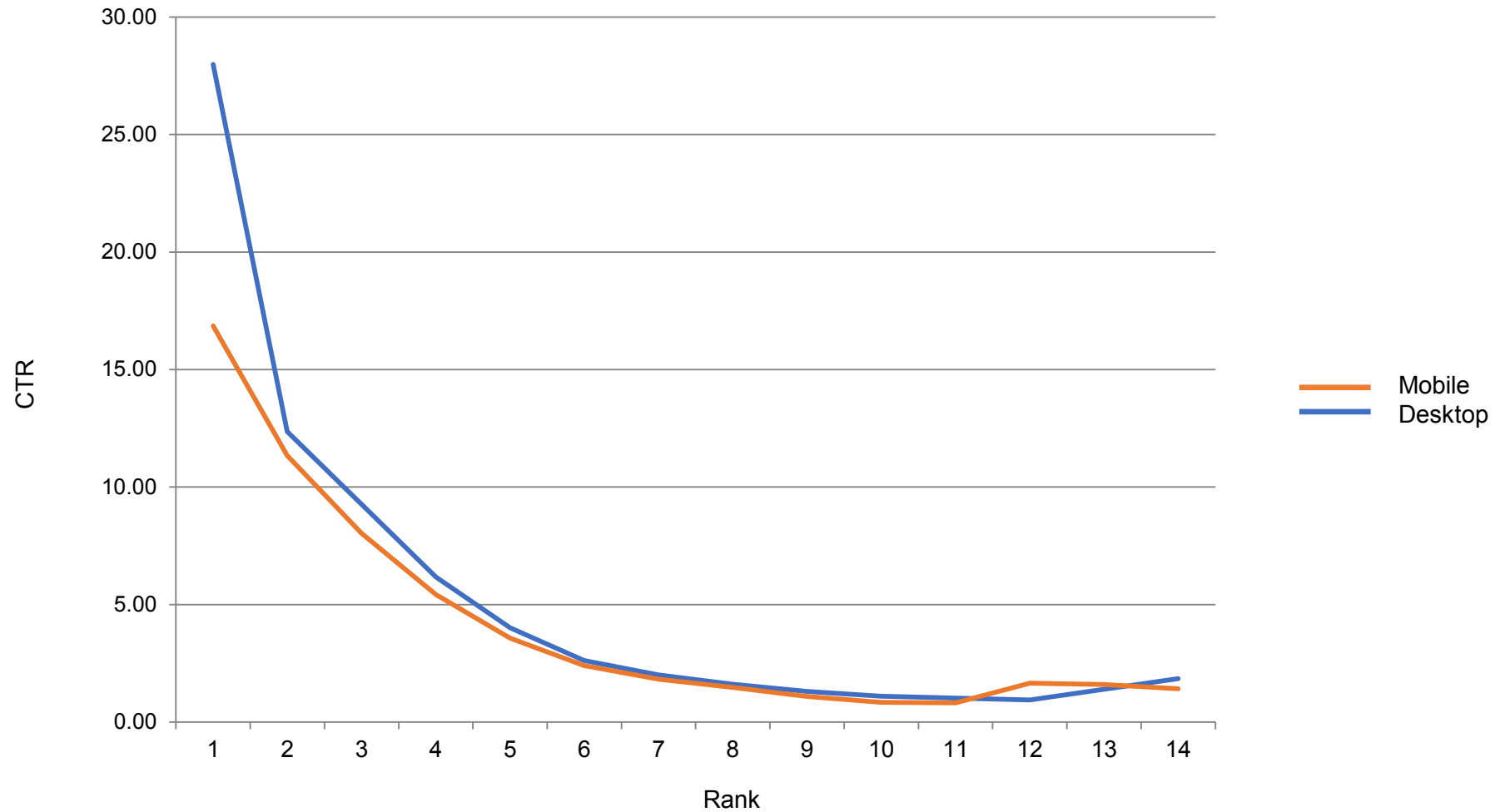
US MOBILE

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

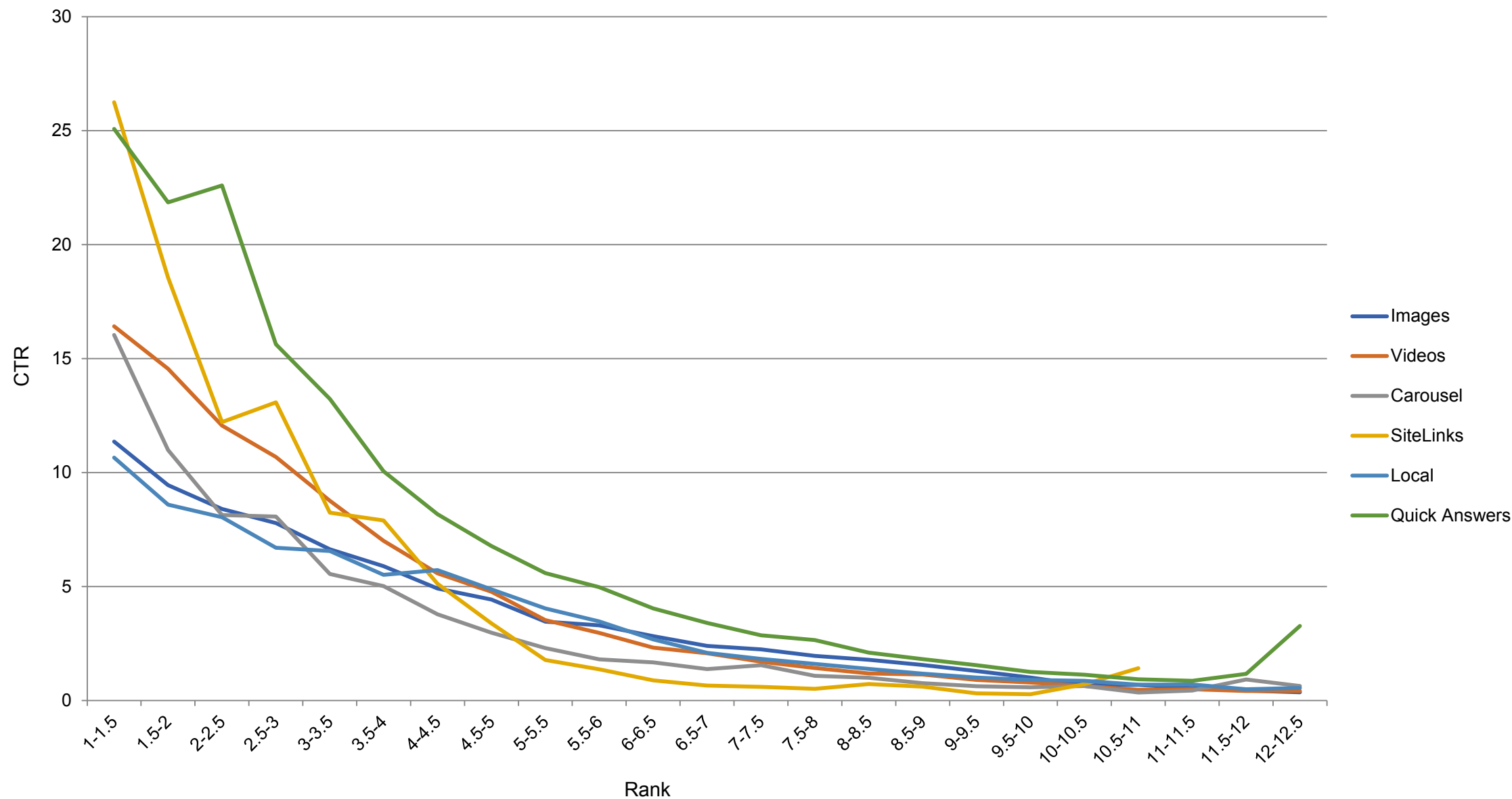
US DESKTOP

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

The image is a conceptual representation of digital reputation. It features a central figure, a man, whose silhouette is filled with a dense, glowing blue cloud of digital data points and particles. He stands in a modern office with large windows overlooking a city. To his left, another man is seated at a desk, looking at a laptop. To his right, a third man is seated, looking towards the central figure. The entire scene is overlaid with a complex network of glowing blue lines and various digital icons, including a house, a smartphone, a location pin, a shopping cart, a cloud, a camera, and a magnifying glass. The overall color palette is dominated by blues and greys, creating a high-tech, digital atmosphere.



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



ARTIFICIAL
INTELLIGENCE



AUTOMATION



NEURAL
NETWORKS



ALGORITHM



DATA MINING

**MACHINE
LEARNING**



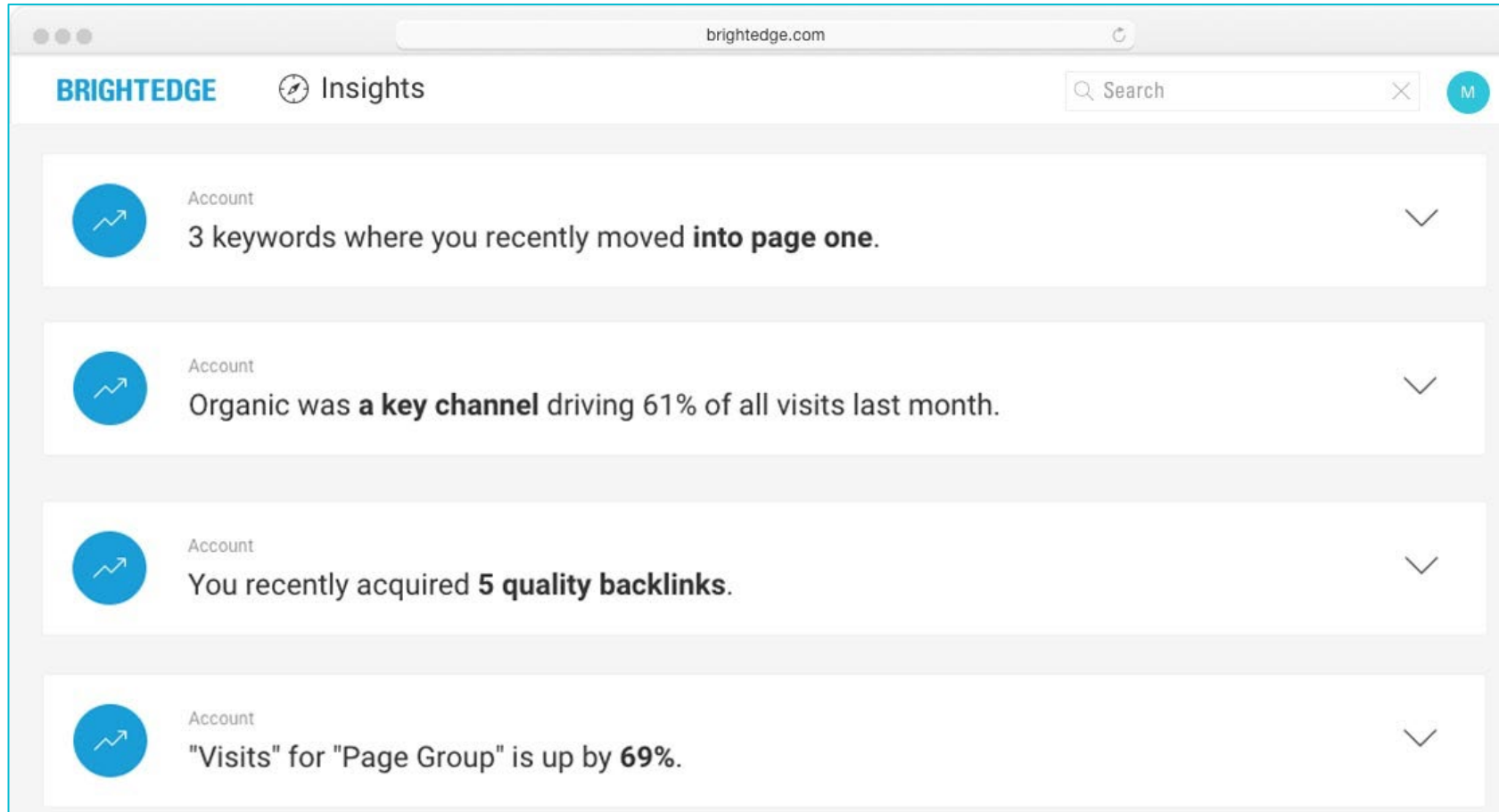
PROBLEM
SOLVING

Conclusions

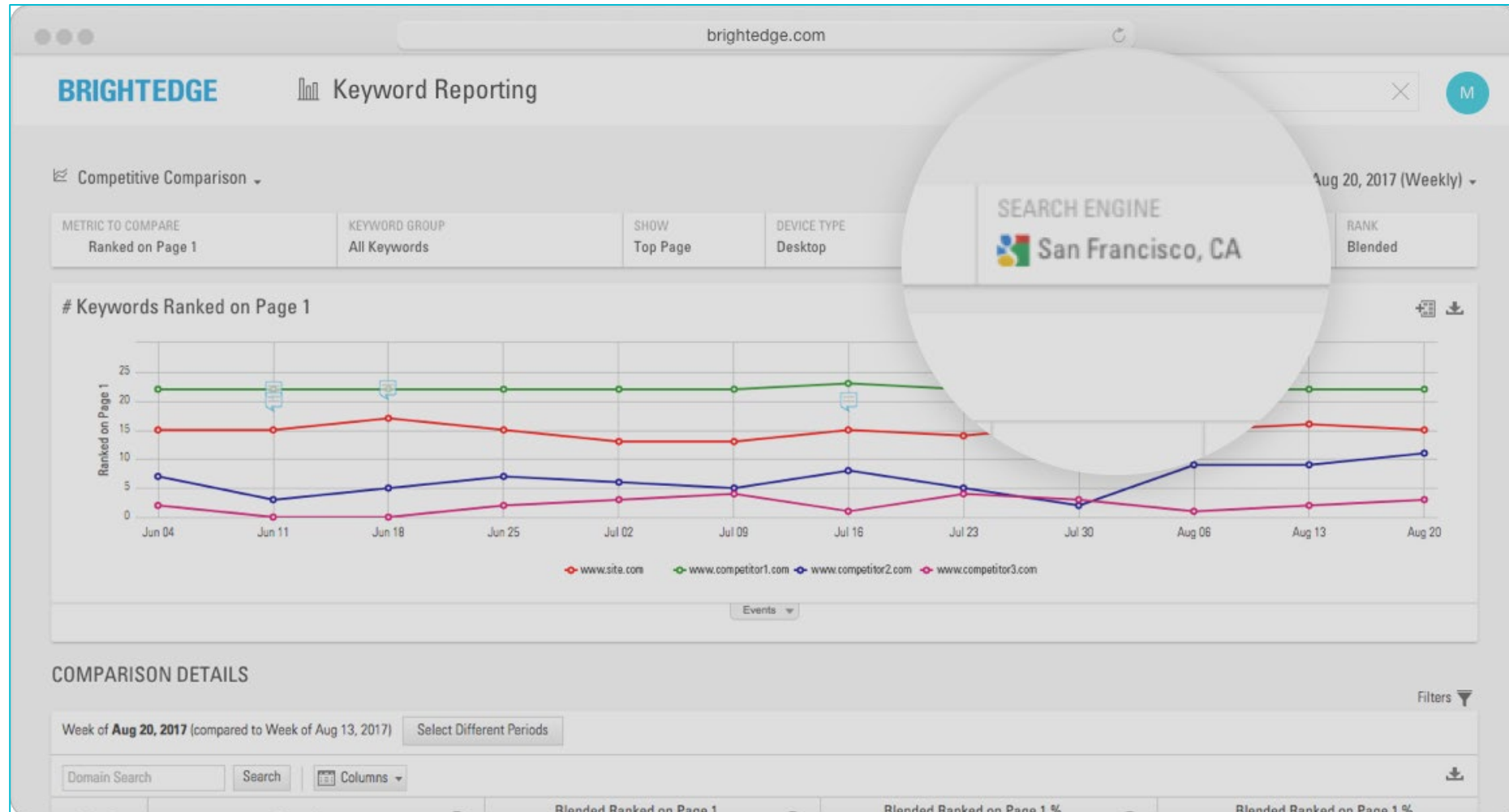
- Healthcare services trends:
 - Digitization
 - Patient-centric care, personalization
 - Channel integration, mobile
 - Video and journey
 - Reputation
 - Compliance
 - AI and Machine Learning
- SEO and content marketing even more critical skills in healthcare



Use Case 1: Insights to Manage Complexity



Use Case 2: Hyperlocal and Location



Use Case 3: Data Cube for Keyword Research

The screenshot displays the Brightedge Data Cube interface. The main dashboard shows a 'Total Organic Keywords' chart and a table of keyword data. An 'Add New Filter' modal is open, allowing users to refine their search results.

Brightedge Data Cube Interface:

- Search Bar:** Google US, www.site.com
- Filters:** Aug 2016 - Jun 2017 (Monthly)
- Overview:** High Ranking Keywords, Long Tail Keywords, Content Strategies, Site Comparison
- Key Metrics:**
 - 43,812,883 (+12%) Data Cube Score
 - 1,070,439 (+10%) Total Organic Keywords
 - 127,165 (+0.85%) Ranked on Page 1
 - 132,227 (+8%) Ranked on Page 2
 - 103,770 (+17%) Ranked on Page 3
- Chart:** Total Organic Keywords (Aug'16 to Nov'16)
- Table:** Month of Jun 2017 (compared to Month of May 2017)

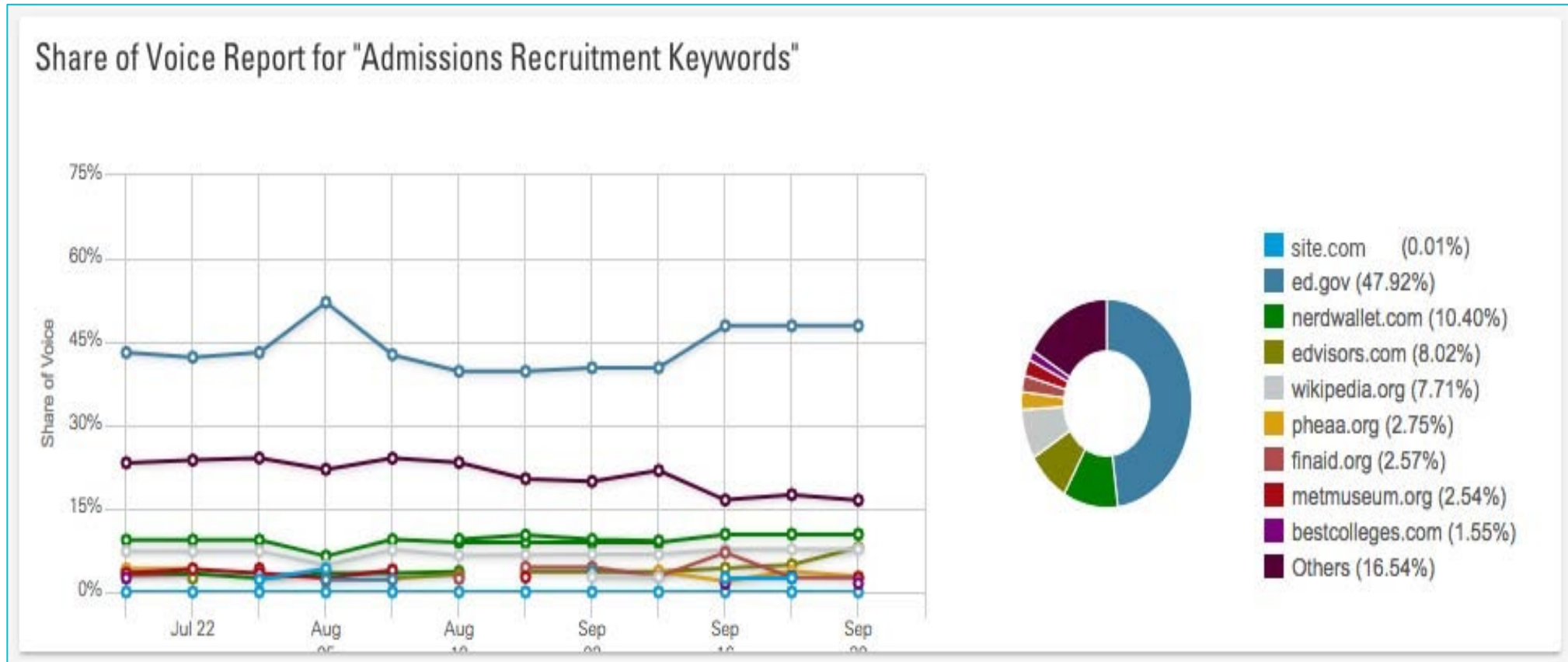
Add New Filter Modal:

Filter Type	Operator	Value	Action
Keyword	Contains	Cars	
Search Volume	Greater than	2000	Remove
# of words in keyword phrase	Greater than	1	Remove
Page Number	Less than	3	Remove

[+ Add another](#)

Buttons: Cancel, Add

Use Case 4: Share of Voice to Identify Competition



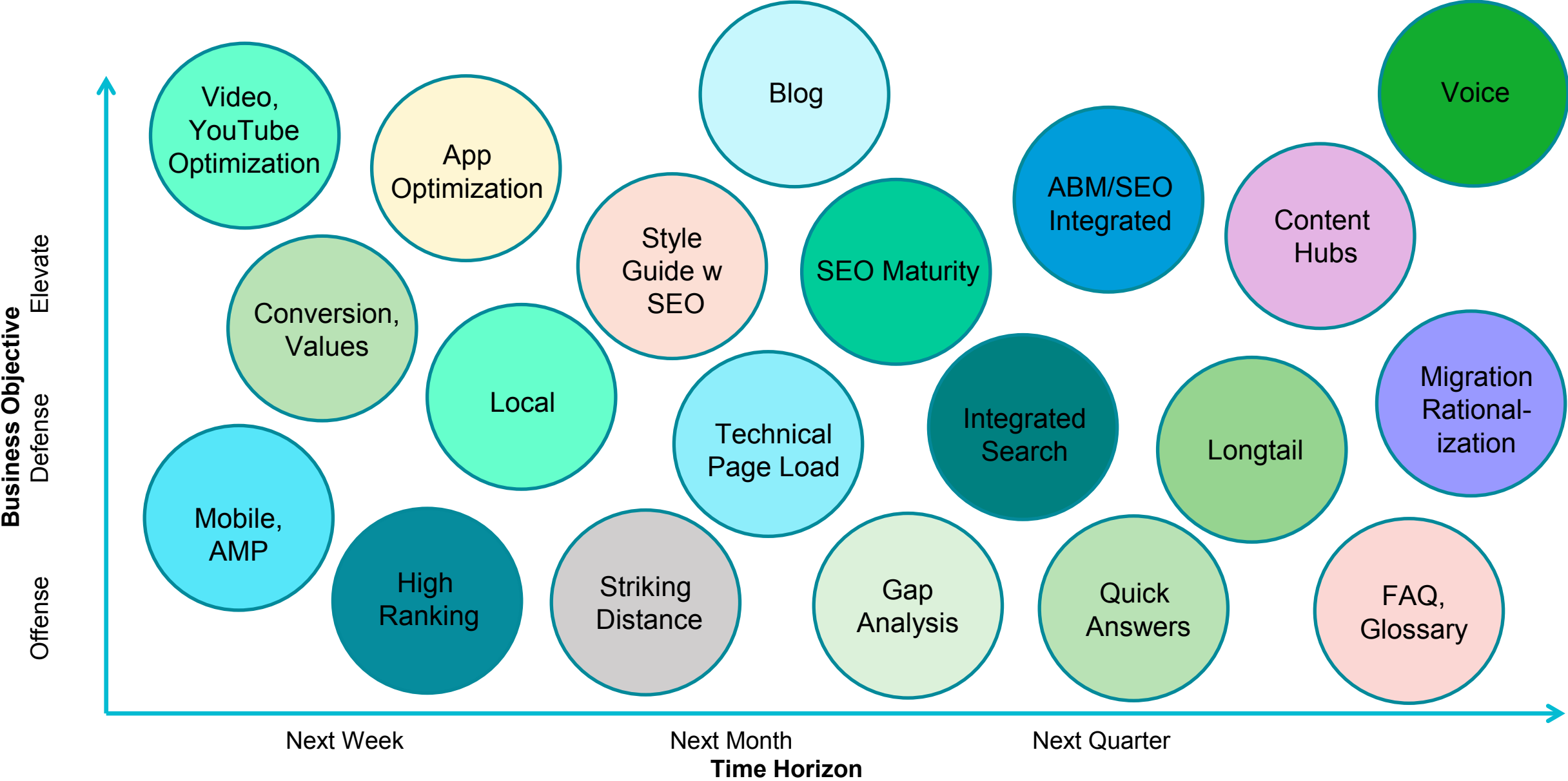
Healthcare Content Benchmark

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

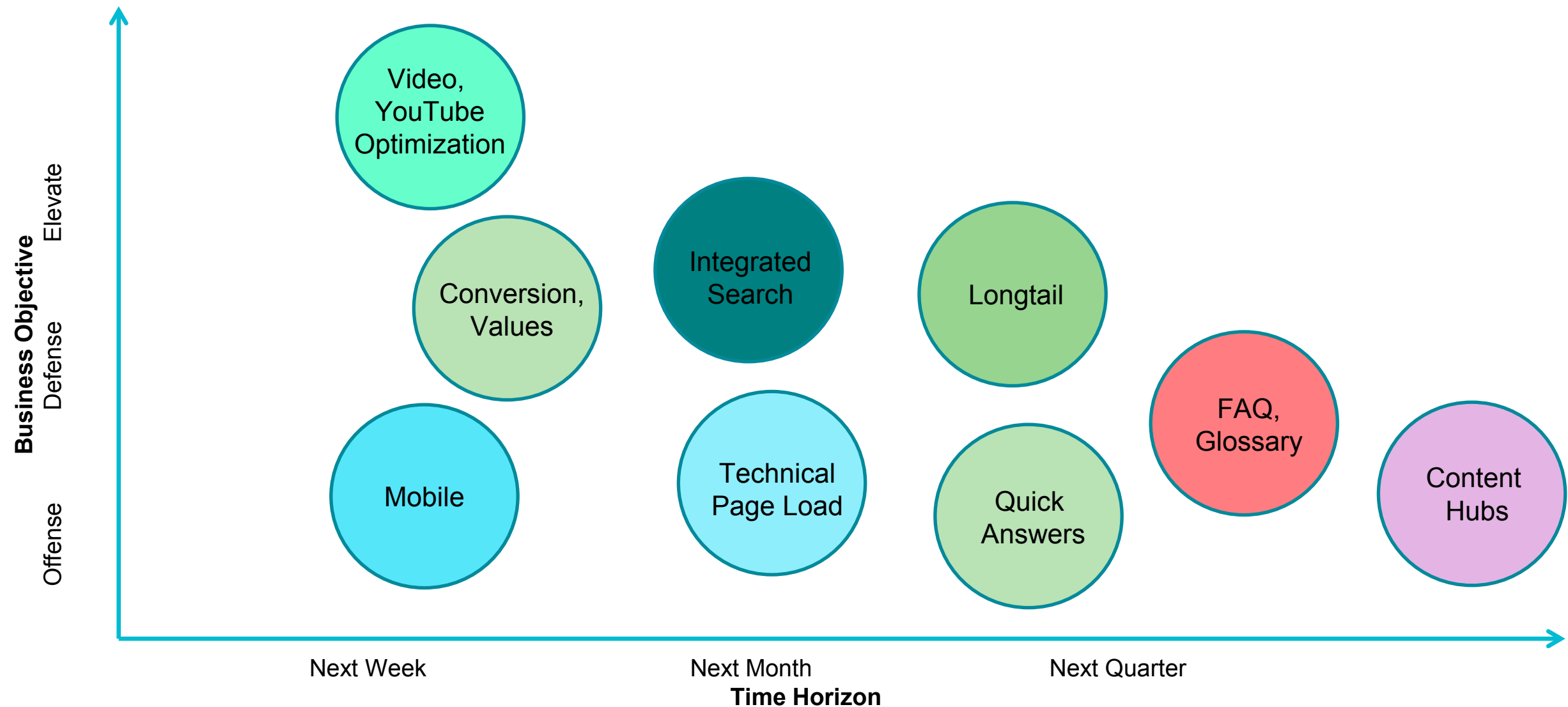
Healthcare Click Curves

	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



Eric Olson
Digital Marketing Manager
Molecular Devices



Molecular Devices Increases Page 1 Keywords by Over 40%

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

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.

BRIGHTEDGE

FIND MORE WEBINARS AT:

[HTTPS://WWW.BRIGHTEDGE.COM/RESOURCES/WEBINARS](https://www.brightedge.com/resources/webinars)