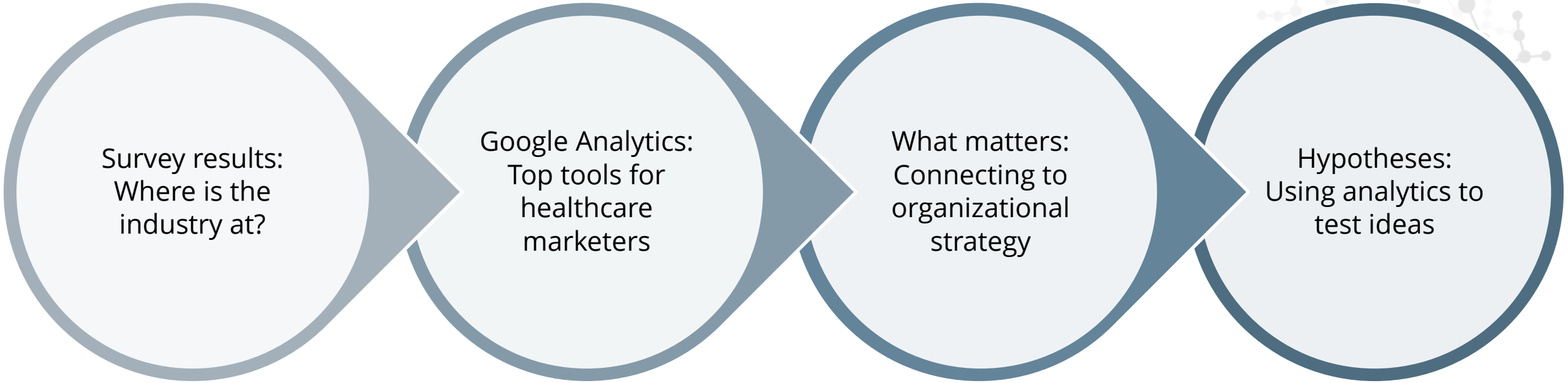
Beyond Site Traffic: Tracking Success Metrics

GEONETRIC®

5776

Going beyond site traffic



Survey results

Where is the industry at?

GEONETRIC® | eHealthcare STRATEGY & TRENDS

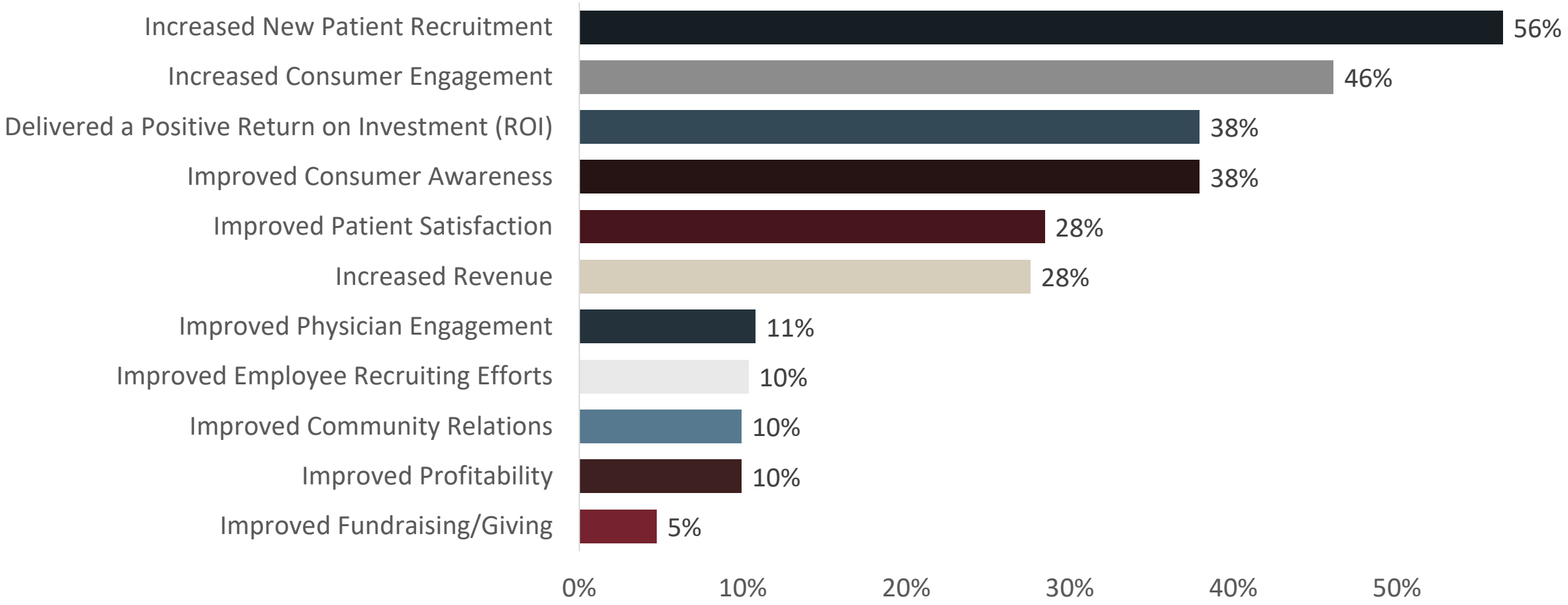
2018

HEALTHCARE DIGITAL MARKETING TRENDS SURVEY

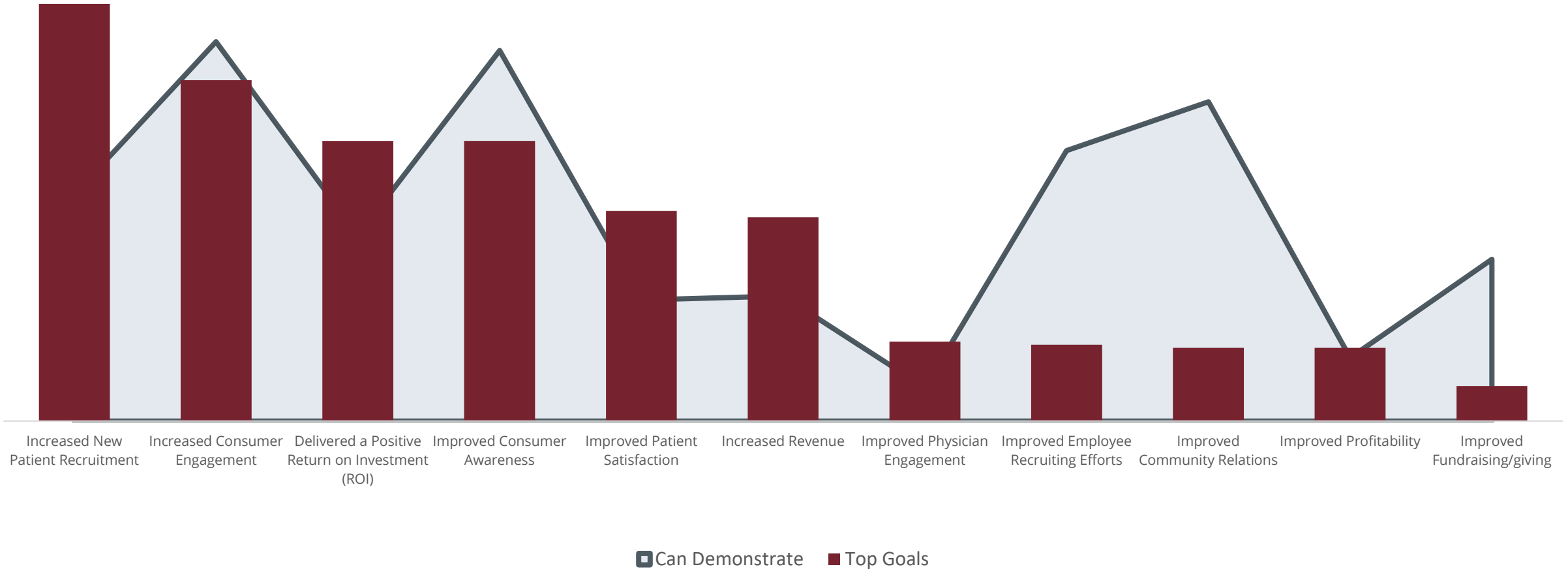
www.geonetric.com/survey-2018

Chart a Path to Digital Marketing Success

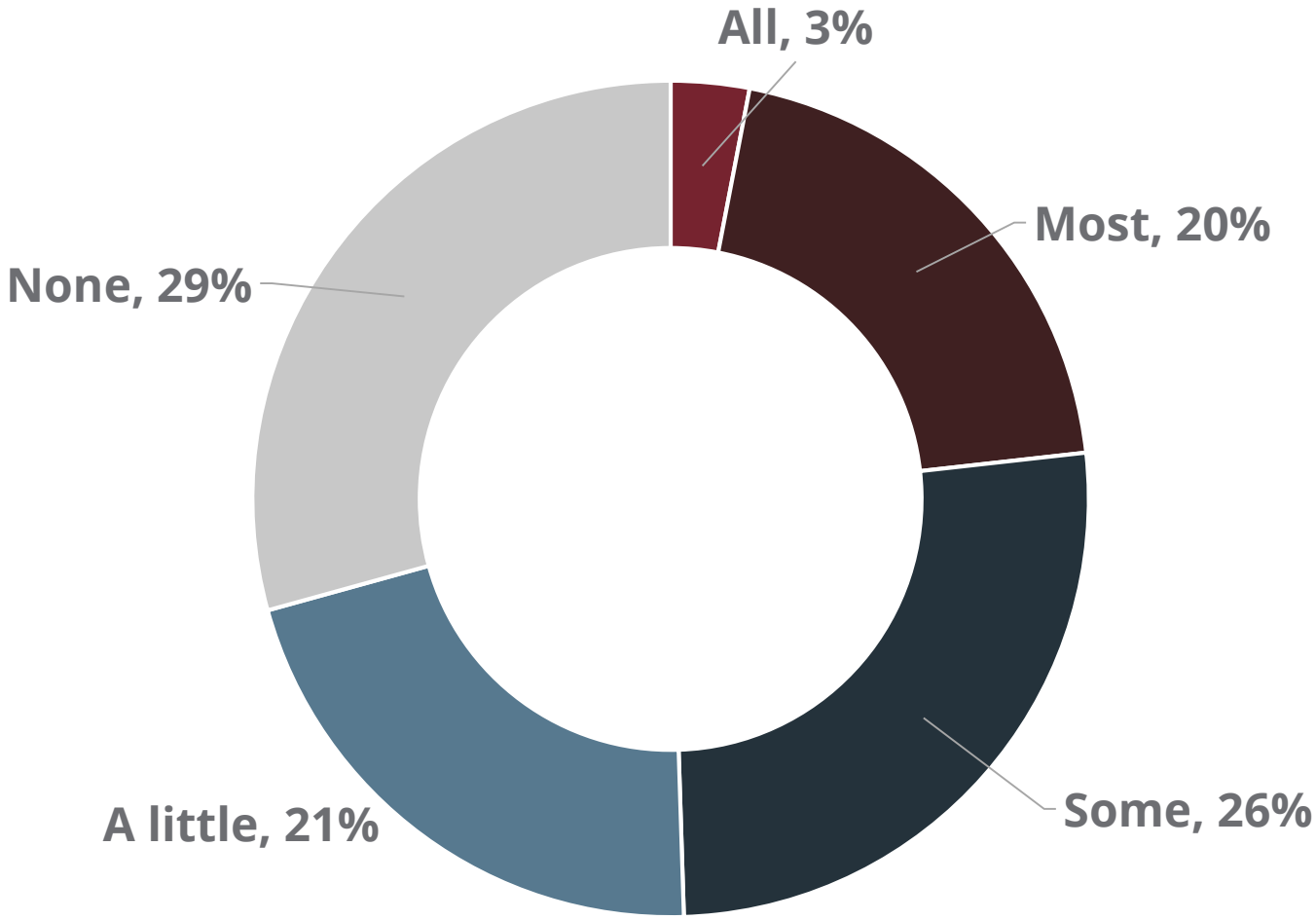
Top Digital Marketing Goals



Comparing Goals with Ability to Demonstrate



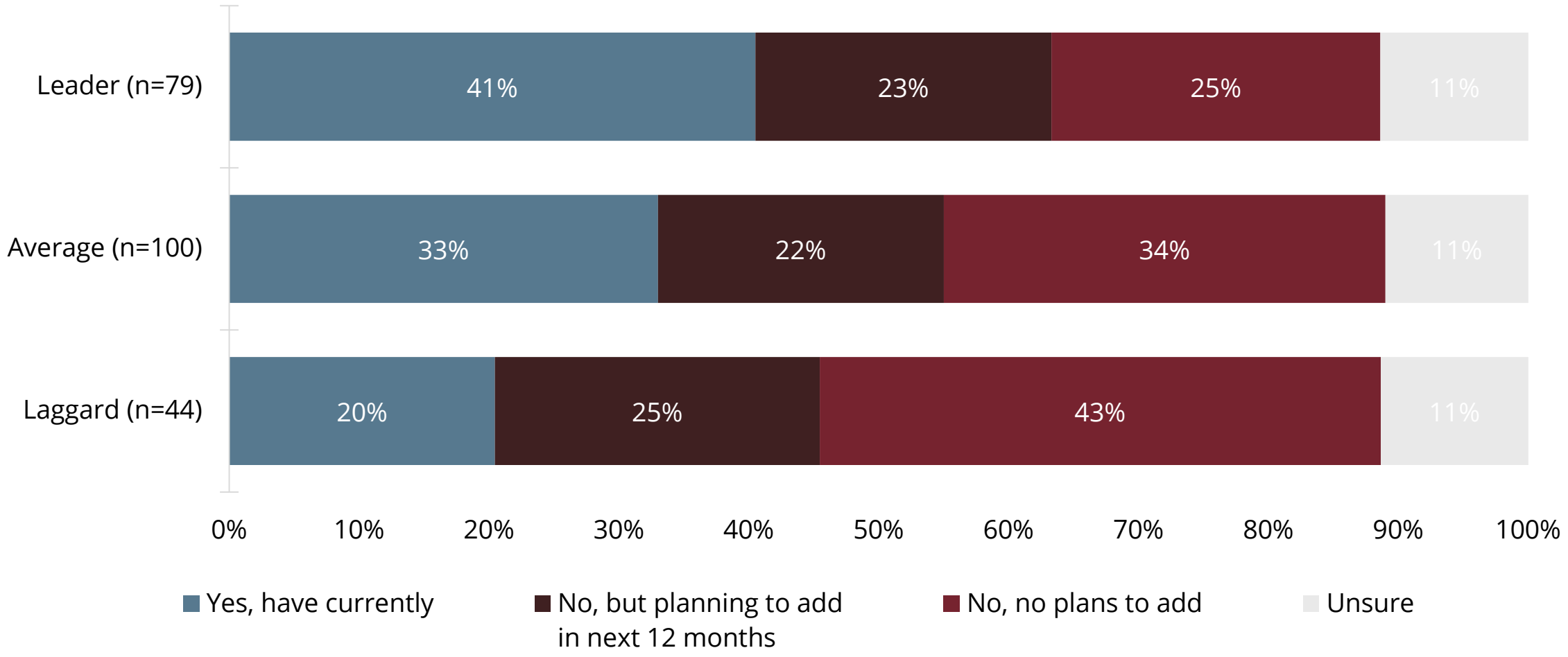
Effort outsourced to vendors: Analytics or CRM Administration



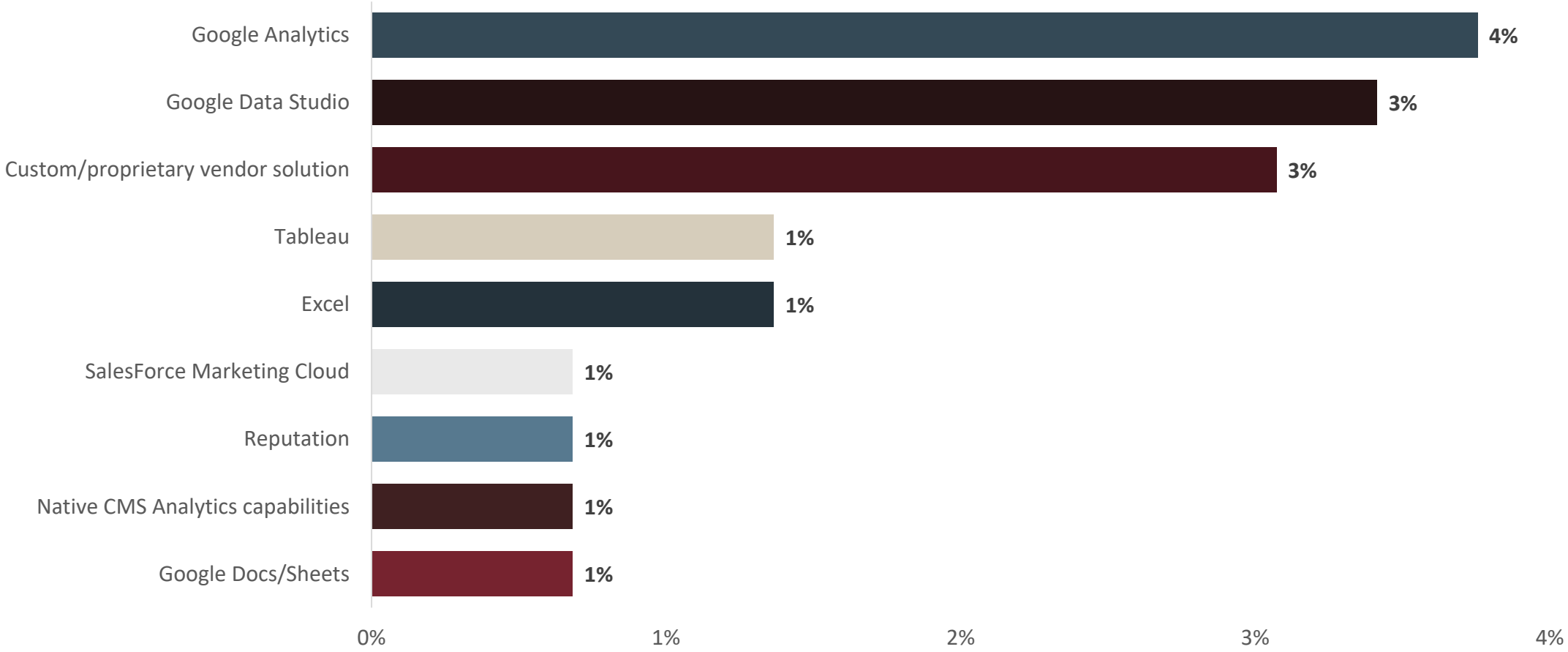
Roles with Greatest Planned Investment Growth

	Copywriting / content development	Analytics or CRM administration	Social media and community management	Email or marketing automation
Avg FTE	1.27	0.78	0.98	0.66
Expected net staff growth	16%	14%	11%	11%
Insourcing ("none" or "a little")	62%	50%	82%	67%
Outsourcing ("all" or "most")	8%	23%	4%	12%
Insufficient investment	57%	65%	37%	52%
Adequate investment	37%	30%	61%	48%
Over investment	7%	4%	2%	0%

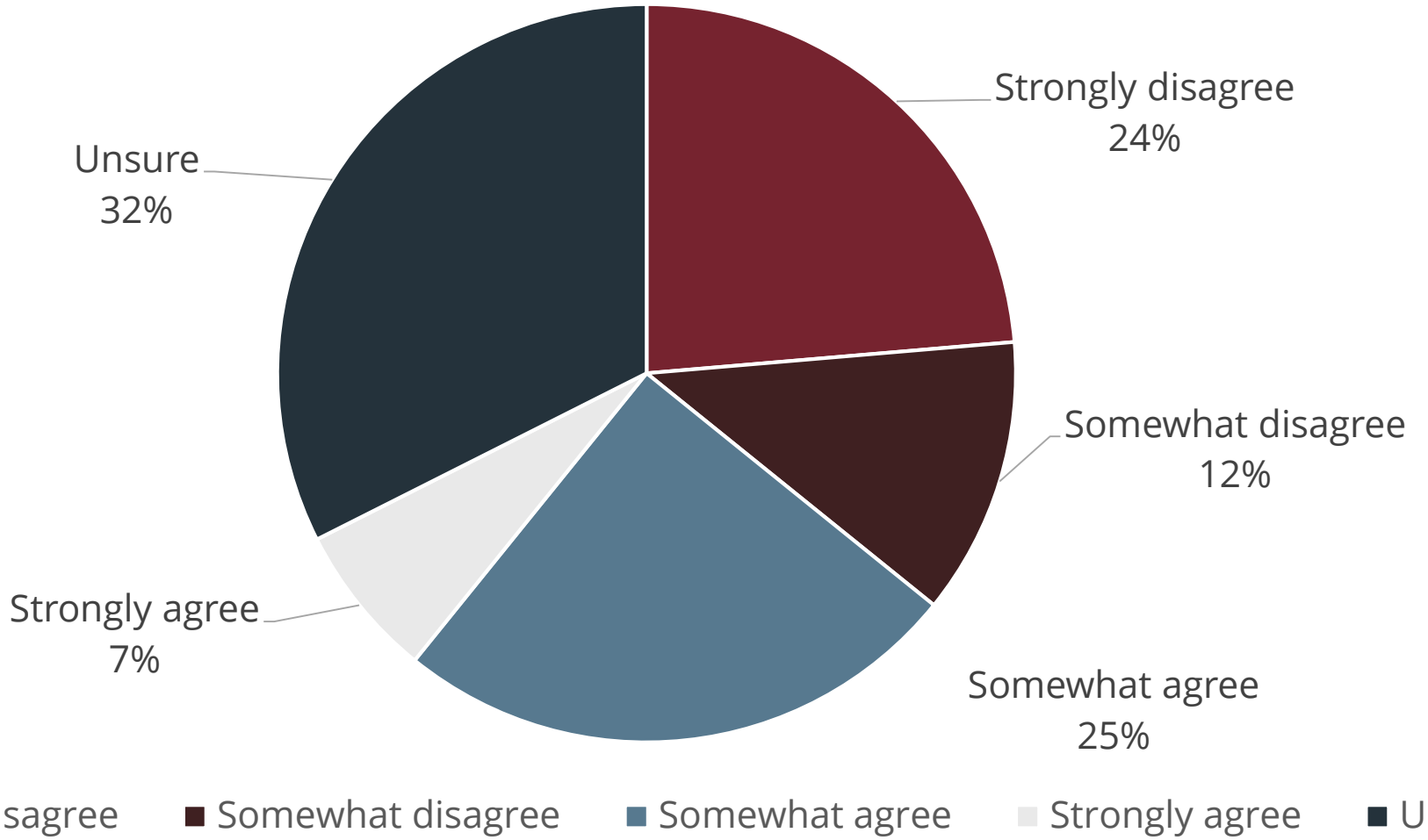
Do you use real time marketing dashboards?



Real-time Marketing Dashboard Tools



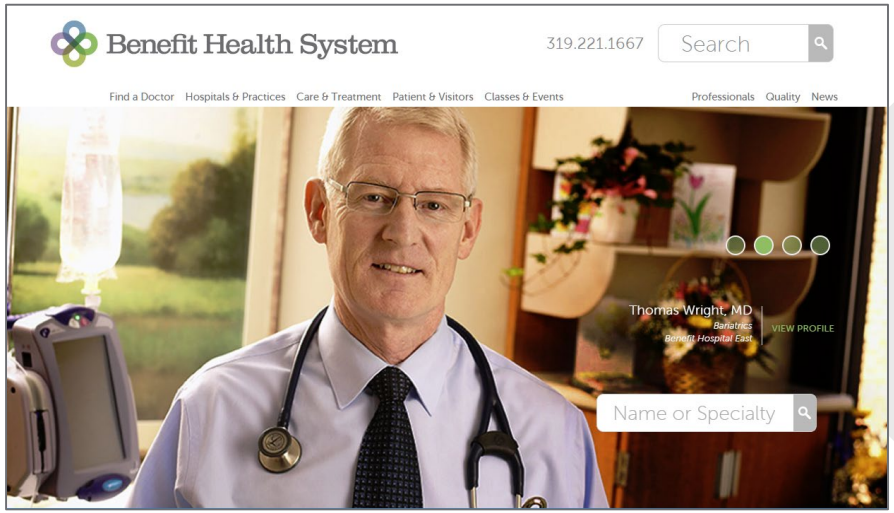
Our organization can demonstrate that website personalization has improved the performance of our digital marketing.



Google Analytics

Top tools for healthcare marketers

Understanding the Google Marketing Platform



Google Tag Manager

Google Analytics

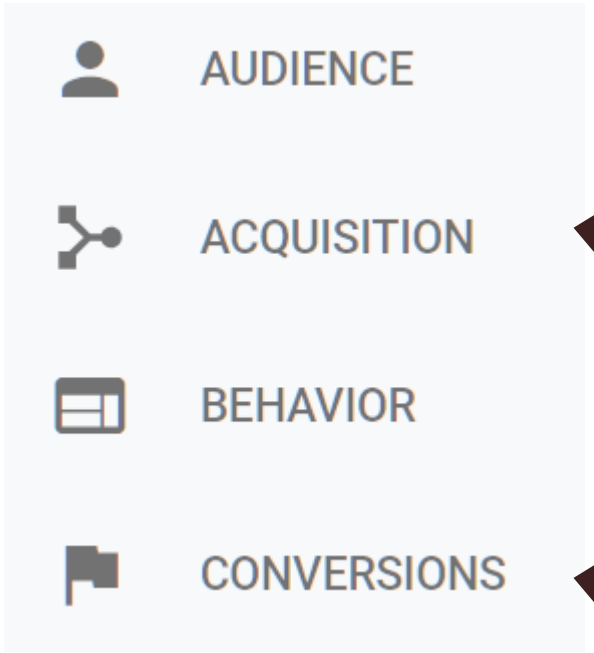
twitter

Google Ads

Google Data Studio

Understanding Google Analytics

Who is visiting your site?



How did they find you?

What did they do (and what did they experience) when they got there?

What business value did they contribute?

10 Google Analytics Tools for Healthcare Marketers

geonetric.com/ga-tools

Today's focus:

- Bounce Rates
- Channels Report
- Site Search
- Google Goals

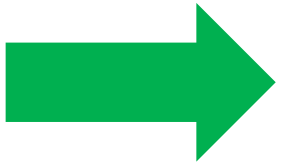
Bounce Rates

Does the purpose of the page lend itself to higher bounce rate?

Location/Provider

Campaign activity

- Campaign pages
- Conversion pages



OK

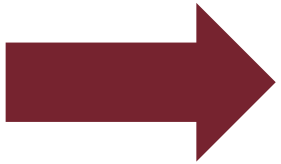
OK

OK

OK

OK (as long as completed)

Additional action or navigation expected



Investigate

Causes and actions

Slow page load

53% of mobile searches will wait no more than 3 seconds before abandoning a site.

Improve loading experience

- Limit size and number of images
- Check fonts, scripts used

Page relevancy

Are users seeing something unexpected or unrelated to what they came for

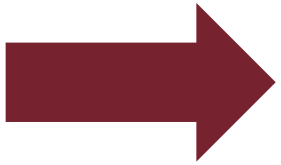
Adjust page title and description accordingly

- Are you targeting the right audience?

Optimize page content

Causes and actions

Poor visual design or grammatical style

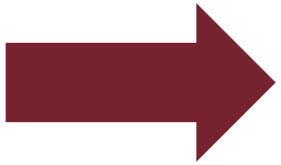


Clean up the page

- Are font size and color appealing and easy to read?
- Is the image to text ratio appropriate?
- Check spelling and grammar!

Navigation

Is the content on your page easy to navigate?



Optimize Page Structure

- Headlines and subheadings help visitors scan blocks of text quickly.
- Include relevant subtopics in links
- Is there a clear next step?

Action items

- ✓Determine which pages *shouldn't* have high bounce rates
- ✓Monitor bounce rates for sudden or gradual changes
- ✓Investigate and fix potential reasons for the increased rate

Channels Report

How do I know if there is a problem?

A couple of starting points to investigate:

- Landing Page
  - Is there a page in particular that seems to be bringing up the bounce rate for a certain channel? Or a certain page that has seen a large decrease in pageviews?
  - If yes, does it make sense?
- Device Type
  - Is the bounce rate and/or traffic vastly different on desktop vs. mobile?
  - If yes, does it make sense?

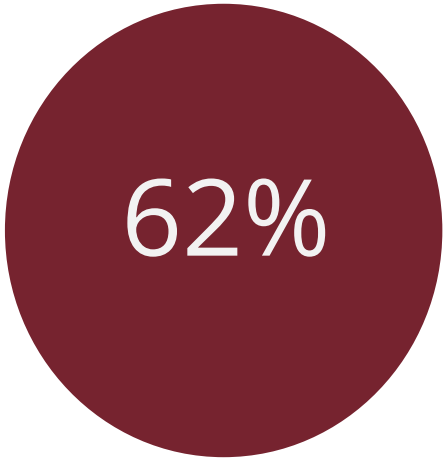
Major fluctuations in traffic

What channels accounted for the significant fluctuations in traffic?

-Service lines were continuing to decrease, particularly from Organic Search. This indicated a need for a deeper look into what about these pages were not meeting users' expectations.

Service Line	Unique Pageviews	% Change (YoY)
Heart	11,193	-20%
Pregnancy	6,136	-46%
Pediatrics	5,939	-25%
Emergency	5,130	-40%

Major fluctuations in bounce rate



Organic Search Bounce Rate

YoY: +25%

Mobile vs. Desktop?	Which pages?	How can this improve?
Mobile had a much higher bounce rate for Organic Search users.	Weight Management page had an 80% bounce rate on mobile, specifically from Organic Search.	Fix video that is not rendering correctly.

Action items

- ✓Monitor channel traffic and engagement regularly
- ✓Determine if any major fluctuations in traffic or bounce rate make sense
- ✓Dig in to investigate and fix potential problems

Site Search

Site search

Behavior > Site Search > Search Terms

Primary Dimension: **Search Term** Site Search Category

Secondary dimension | Sort Type: Default | Advanced Filter ON | edit

Search Term	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Avg. Search Depth
	9,824 % of Total: 98.72% (9,951)	1.40 Avg for View: 1.40 (0.17%)	21.45% Avg for View: 21.26% (0.86%)	19.97% Avg for View: 19.82% (0.75%)	00:02:09 Avg for View: 00:02:09 (-0.25%)	1.93 Avg for View: 1.94 (-0.35%)
1. volunteer	**196** (2.00%)	1.15	4.59%	7.56%	00:04:30	2.65
2. medical records	**85** (0.87%)	1.31	11.76%	9.01%	00:02:29	1.67
3. patient portal	**82** (0.83%)	1.21	7.32%	5.05%	00:01:57	1.94
4. insurance	**56** (0.57%)	1.32	26.79%	18.92%	00:02:55	2.46
5. human resources	**45** (0.46%)	1.33	8.89%	21.67%	00:03:27	3.11
6. Patient portal	**45** (0.46%)	1.36	8.89%	6.56%	00:02:09	2.04

Site search

Behavior > Site Search > Search Terms

Primary Dimension: **Search Term** Site Search Category

Secondary dimension: Device Category | Sort Type: Default | advanced

Search Term	Device Category	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Avg. Search Depth
		9,478 % of Total: 100.00% (9,478)	1.44 Avg for View: 1.44 (0.00%)	21.65% Avg for View: 21.65% (0.00%)	20.11% Avg for View: 20.11% (0.00%)	00:02:55 Avg for View: 00:02:55 (0.00%)	2.38 Avg for View: 2.38 (0.00%)
1. medical records	desktop	125 (1.32%)	1.34	17.60%	20.83%	00:03:22	3.28
2. human resources	desktop	40 (0.42%)	1.42	17.50%	22.81%	00:05:14	3.92
3. Hours	mobile	34 (0.36%)	1.18	38.24%	12.50%	00:02:24	1.35
4. Human resources	mobile	28 (0.30%)	1.54	32.14%	13.95%	00:01:48	1.75
5. volunteer	desktop	28 (0.30%)	1.32	0.00%	13.51%	00:05:44	3.57
6. lab	desktop	26 (0.27%)	1.15	0.00%	10.00%	00:04:06	3.54
7. fax	desktop	24 (0.25%)	2.04	20.83%	12.24%	00:02:02	2.21
8. healthstream	desktop	24 (0.25%)	1.04	25.00%	20.00%	00:03:13	1.00
9. records	desktop	24 (0.25%)	1.17	8.33%	32.14%	00:03:29	3.21
10. Lab	mobile	23 (0.24%)	1.26	4.35%	13.79%	00:01:40	3.17

Site search

Behavior > Site Search > Search Pages

Primary Dimension: **Start Page** Destination Page Search Destination Page

Secondary dimension | Sort Type: Default | advanced

Start Page	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Avg. Search Depth
	10,463 % of Total: 100.00% (10,463)	1.44 Avg for View: 1.44 (0.00%)	21.97% Avg for View: 21.97% (0.00%)	21.67% Avg for View: 21.67% (0.00%)	00:02:13 Avg for View: 00:02:13 (0.00%)	1.91 Avg for View: 1.91 (0.00%)
1. /	**3,756** (35.90%)	1.02	14.94%	22.50%	00:01:31	1.32
2. (entrance)	**316** (3.02%)	1.00	55.70%	8.23%	00:01:05	0.60
3. /contact/	**265** (2.53%)	1.09	12.08%	19.38%	00:01:32	1.26
4. /patients-visitors/	**237** (2.27%)	1.08	10.97%	15.23%	00:02:00	1.83
5. /locations/	**189** (1.81%)	1.12	13.23%	20.28%	00:01:34	2.14
6. /your-health/	**187** (1.79%)	1.10	7.49%	21.84%	00:03:03	2.95

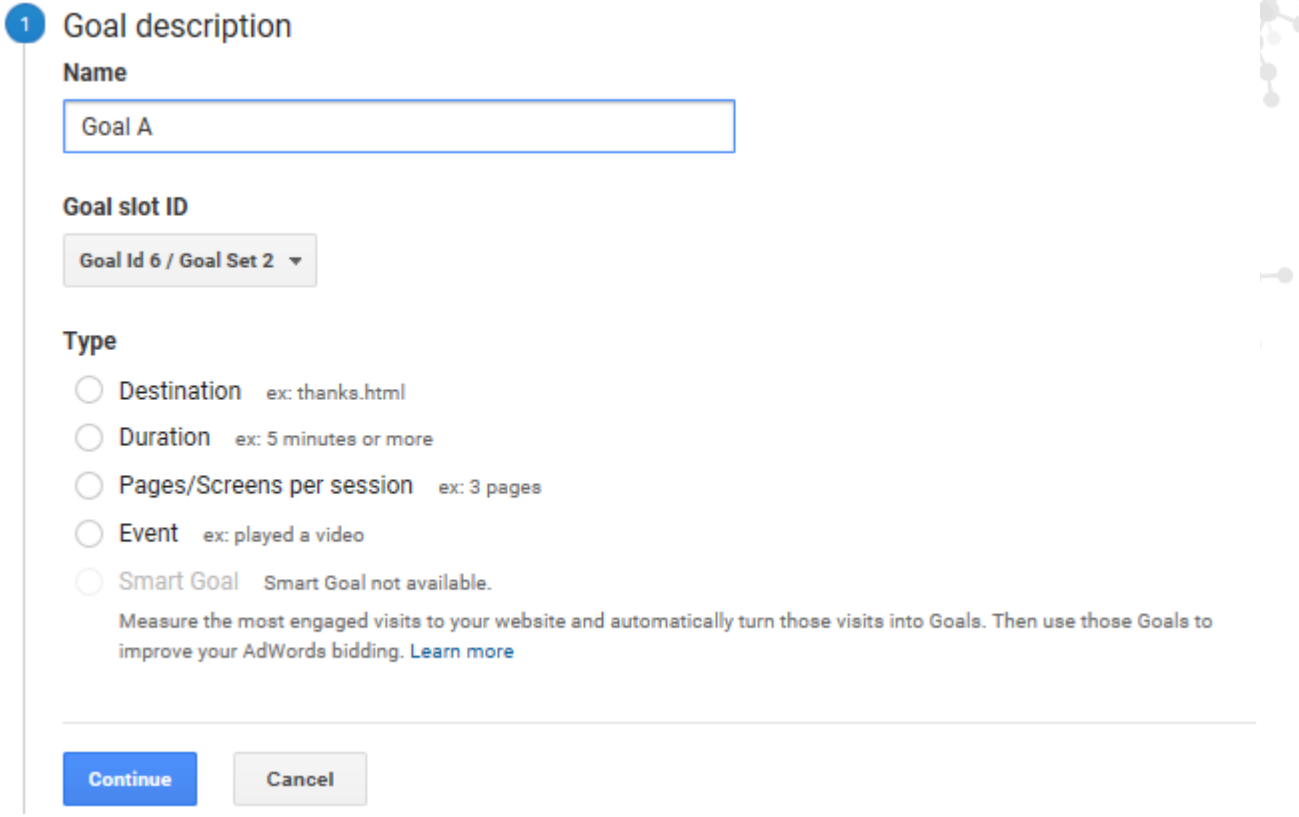
Action items

- ✓ Look at top terms users are searching for
- ✓ Pay attention to percentage of search exits
- ✓ Look at top pages users are searching from
- ✓ Create content that doesn't exist
- ✓ Optimize your site for content that is hard to find

Google Goals

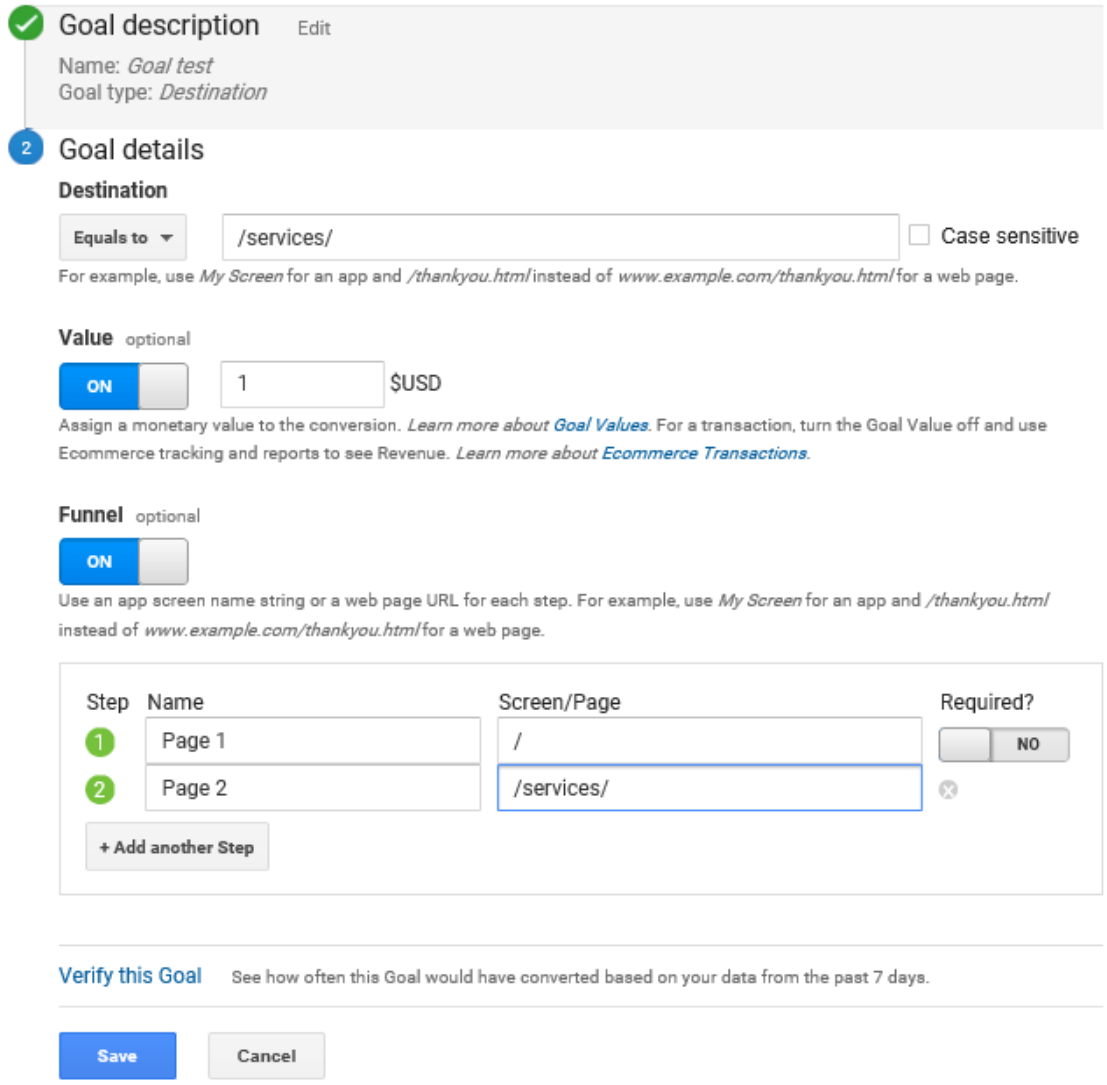
Set up Google Goals

- Select a goal type, such as:
  - Destination: user has reached a specific page during their session) or
  - Event: user has completed a desired action during their session



Set up Google Goals

- Specify the details.
- Input a conversion value for your revenue-driving goals. If you can't determine a value, use $1.
- Where applicable, include a funnel.



Which traffic sources drive goal completions?

Acquisition > All Traffic > Source/Medium

	Source / Medium	Acquisition			Behavior			Conversions: Goal 5: Orthopedics Contact Form		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Orthopedics Contact Form (Goal 5 Conversion Rate)	Orthopedics Contact Form (Goal 5 Completions)	Orthopedics Contact Form (Goal 5 Value)
		26,558 % of Total: 100.00% (26,558)	41.88% Avg for View: 41.87% (0.02%)	11,123 % of Total: 100.02% (11,121)	3.45% Avg for View: 3.45% (0.00%)	18.31 Avg for View: 18.31 (0.00%)	00:02:51 Avg for View: 00:02:51 (0.00%)	0.01% Avg for View: 0.01% (0.00%)	3 % of Total: 100.00% (3)	$30.00 % of Total: 100.00% ($30.00)
☐	1. google / organic	154 (0.58%)	98.05%	151 (1.36%)	8.44%	2.89	00:00:13	1.30%	2 (66.67%)	**$20.00** (66.67%)
☐	2. bing / cpc	614 (2.31%)	6.51%	40 (0.36%)	1.63%	2.46	00:02:25	0.16%	1 (33.33%)	**$10.00** (33.33%)
☐	3. (direct) / (none)	950 (3.58%)	81.47%	774 (6.96%)	54.74%	10.62	00:03:05	0.00%	0 (0.00%)	**$0.00** (0.00%)
☐	4. facebook.com / referral	8 (0.03%)	100.00%	8 (0.07%)	0.00%	3.00	00:00:00	0.00%	0 (0.00%)	**$0.00** (0.00%)

Which pages lead to conversions?

Conversions > Goals > Reverse Goal Path

Goal Option:

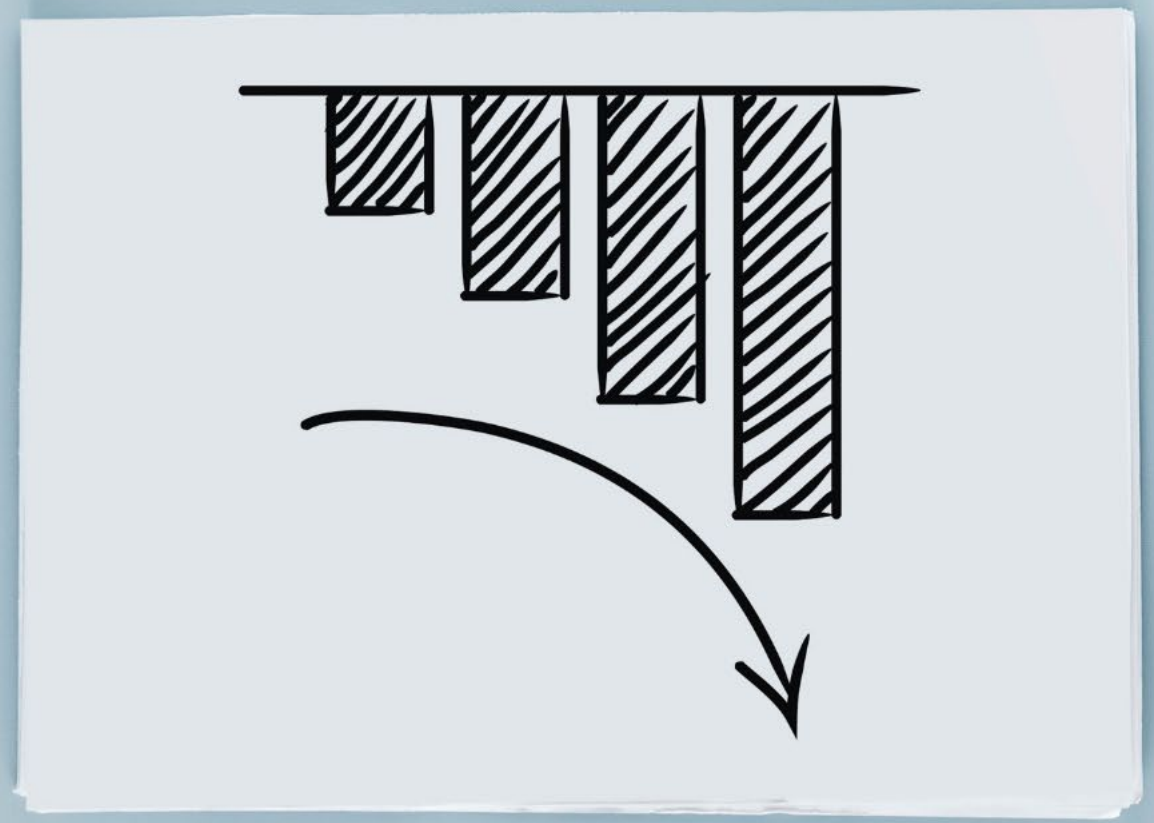
Goal 4: SGMC - Birth Advisor Consultation

Explorer

advanced

	Goal Completion Location	Goal Previous Step - 1	Goal Previous Step - 2	Goal Previous Step - 3	SGMC - Birth Advisor Consultation (Goal 4 Completions)
1.	/services/maternity/birth-consultation//SGAH Birth Advisor Form/page2	/services/maternity/birth-consultation//SGAH Birth Advisor Form/page1	(entrance)	(not set)	1 (33.33%)
2.	/services/maternity/birth-consultation//SGAH Birth Advisor Form/page2	/services/maternity/birth-consultation//SGAH Birth Advisor Form/page1	/search/	/locations/shady-grove-medical-center/	1 (33.33%)
3.	/services/maternity/birth-consultation//SGAH Birth Advisor Form/page2	/services/maternity/birth-consultation//SGAH Birth Advisor Form/page1	/services/maternity/resources/	/services/maternity/tours/	1 (33.33%)

Negative goals

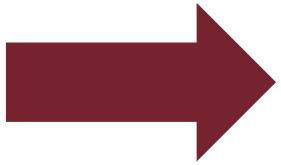


Negative goals

404 Error Page

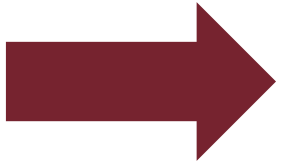
In small numbers, not a big deal. However, if this increases at an alarming velocity, this could become a full blown monster, especially after a redesign or new IA. Use the Reverse Goal path to find where this erroneous link exists.

Site Search



Again, in small numbers, site Search is perfectly fine. However, if searches start to ramp up, investigate why.

Feedback buttons



Include a goal to track clicks on feedback buttons. This can help bring attention to any negative feedback so that it can be addressed quickly.

Action items

- ✓ Determine key site objectives and set up goals to track their performance
- ✓ Direct traffic to pages that drive conversions and modify those that don't
- ✓ Determine which traffic sources drive the most goal completions
- ✓ Make any adjustments that will help lower your negative goals.

What matters?

Connecting to organizational strategy

From strategic to tactical

- How does our organization plan to achieve our mission?
- What are the outcomes we need to produce?
- What do we want to change to achieve those outcomes?
- What are the numbers that tell us we've made the change?
- How much of a change do we want to achieve?

From strategic to tactical

- How does our organization plan to achieve our mission?
- *Triple Aim: Population Health, Experience of Care, Per Capita Cost*

- What are the outcomes we need to produce?
- *Improve patient satisfaction scores*

- What do we want to change to achieve those outcomes?
- *Introduce online appointment scheduling*

- What are the numbers that tell us we've made the change?
- *Number of appointments booked*
- *Abandonment rate in scheduling funnel*

- How much of a change do we want to achieve?
- *Shift 10% of appointments to online booking*
- *Reduce abandonment rate by 20%*

Hypotheses

Using analytics to test ideas

ideas

People test **ideas**

for

internal coherence

Does it make sense?

People rarely test **ideas** for **external validity**

Will it work?

"People rarely test **ideas** for **external validity** when they don't have **internal coherence**."

— *Dave Gray*
Liminal Thinking

“Assume that you are
not objective.”

"You don't have to believe a hypothesis to test it."

— Dave Gray
Liminal Thinking

Test your hypotheses, document your tests

1. We believe that _____
2. To verify, we will _____
3. And measure _____
4. We are right if _____

Now try this —

Write down a test related to an idea you've generated.

1. We believe that …
2. To verify, we will …
3. And measure …
4. We are right if …

Why do you want to try this?

How will you know if it has the intended effect?