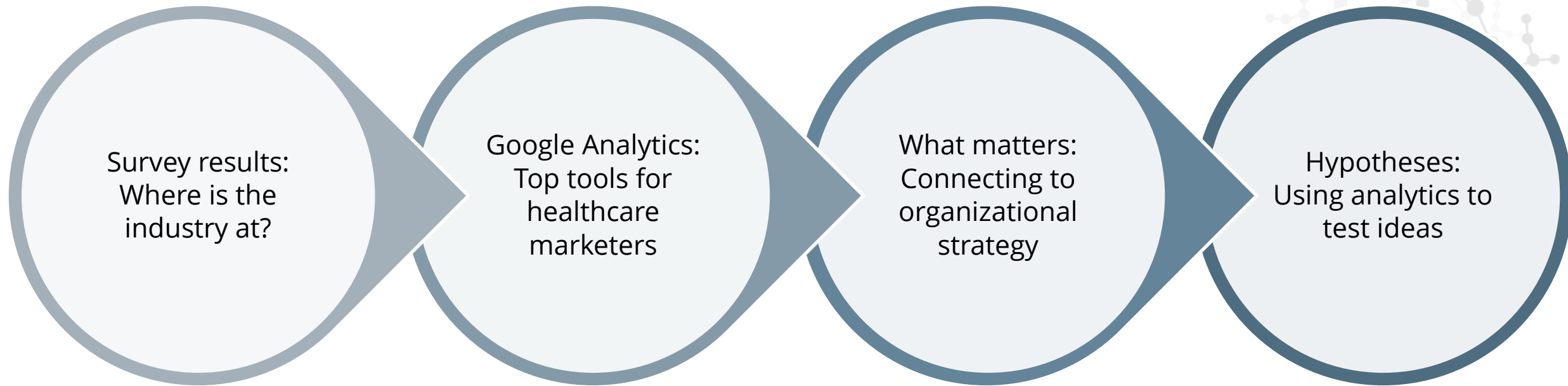


Beyond Site Traffic: Tracking Success Metrics

GEONETRIC®

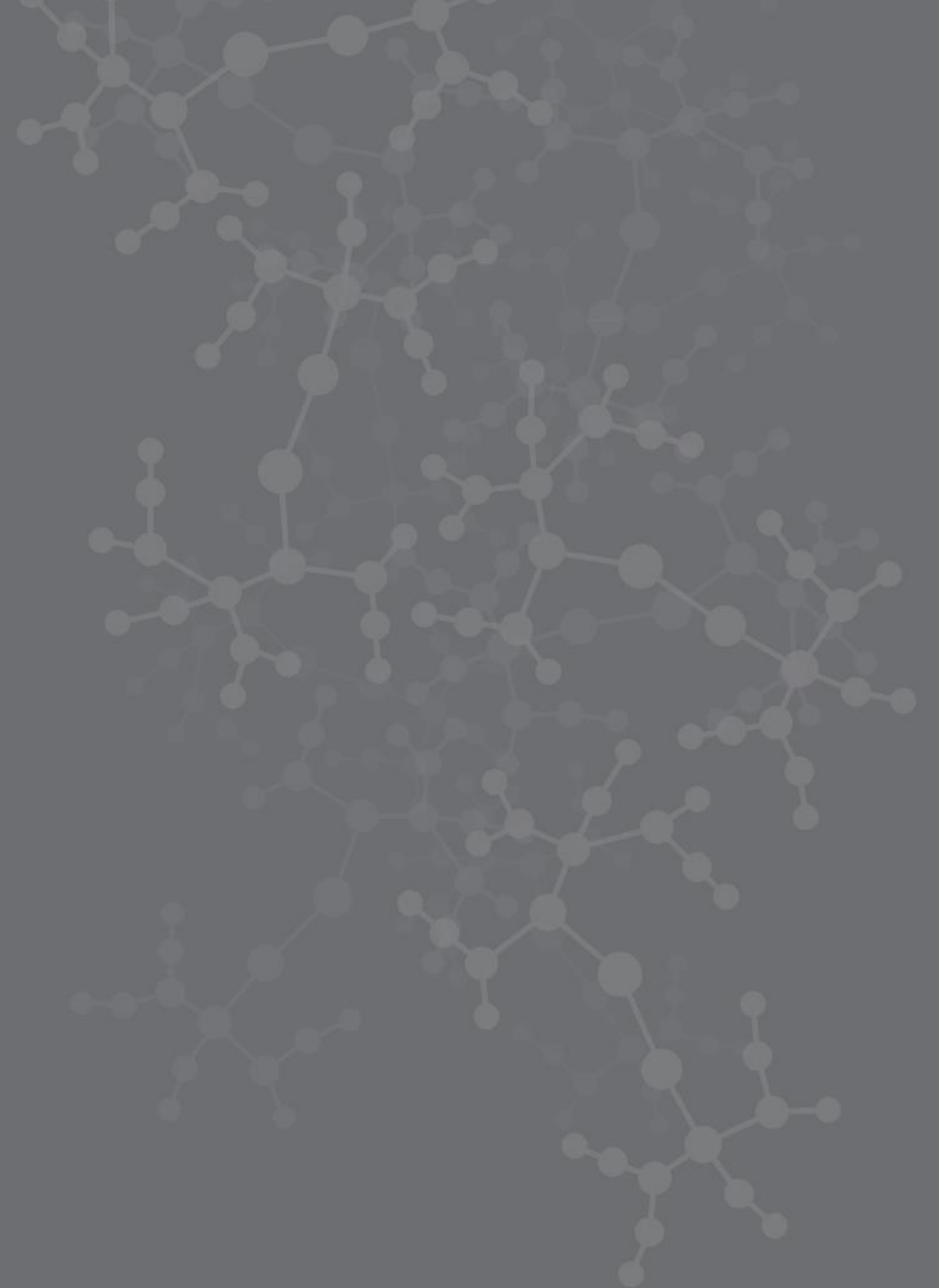
5 7 7 6

Going beyond site traffic



Survey results

Where is the industry at?



GEONETRIC®

eHealthcare
STRATEGY & TRENDS

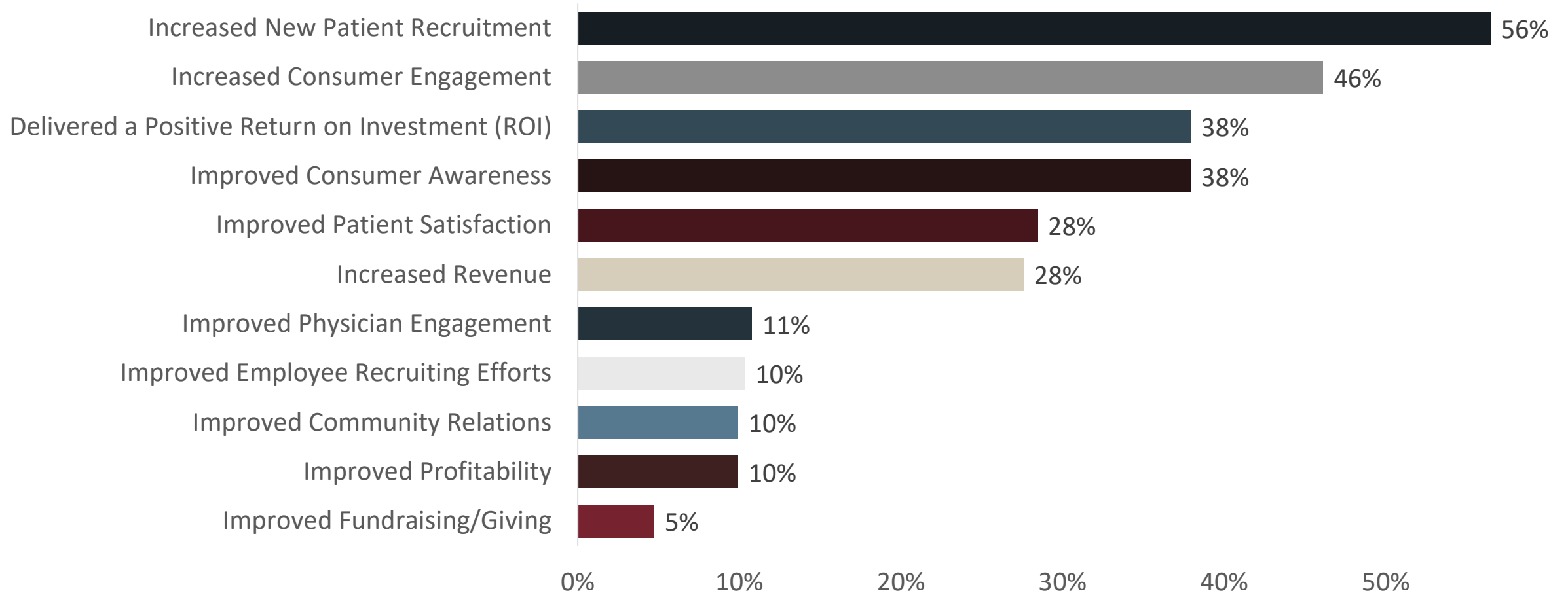
2018

HEALTHCARE
DIGITAL MARKETING TRENDS
SURVEY

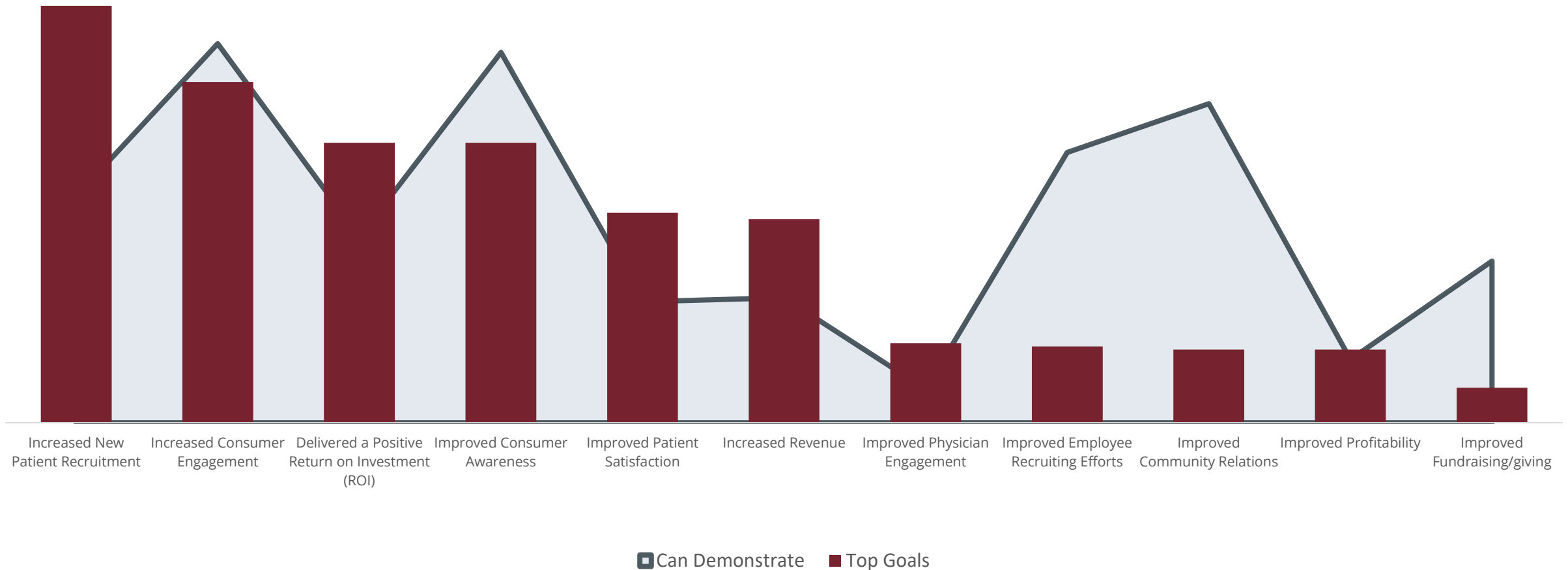
www.geonetric.com/survey-2018

Chart a Path to Digital Marketing Success

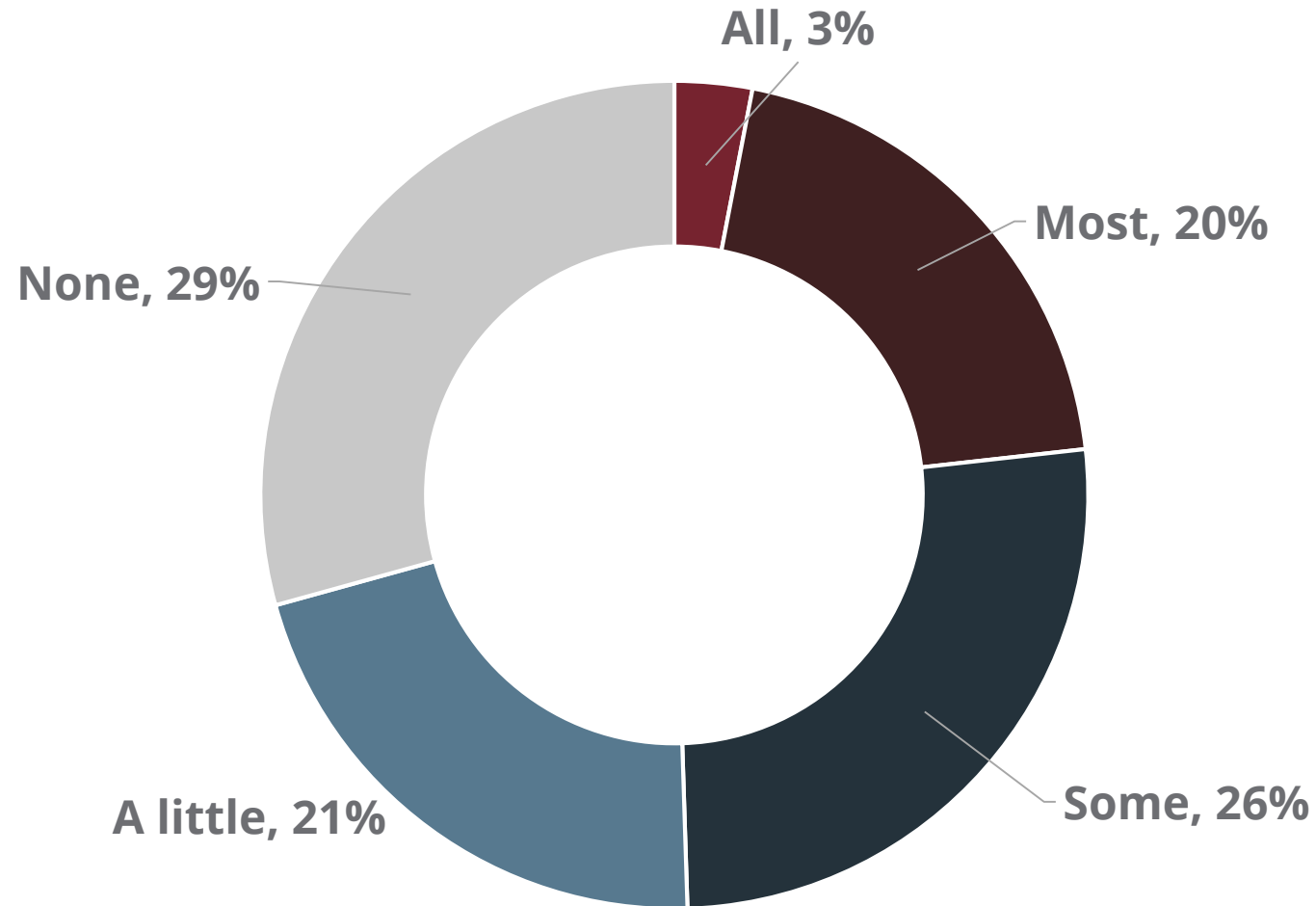
Top Digital Marketing Goals



Comparing Goals with Ability to Demonstrate



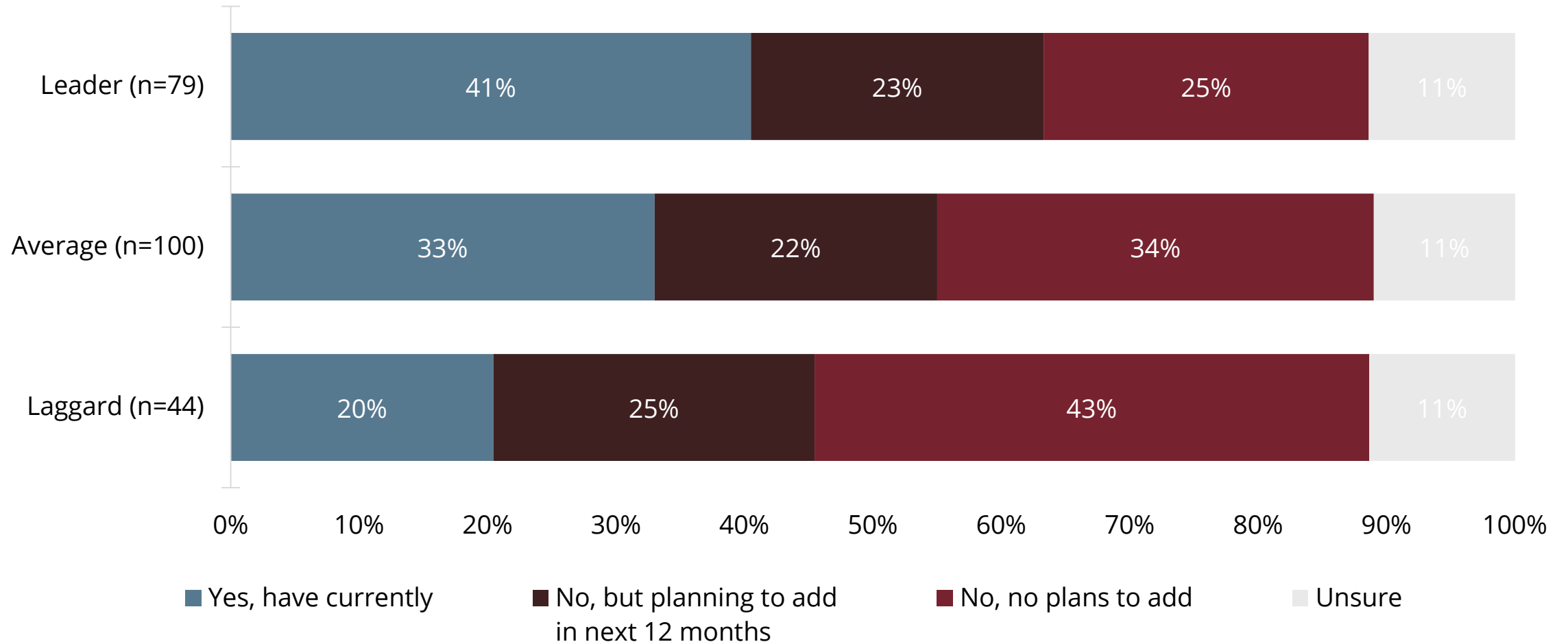
Effort outsourced to vendors: Analytics or CRM Administration



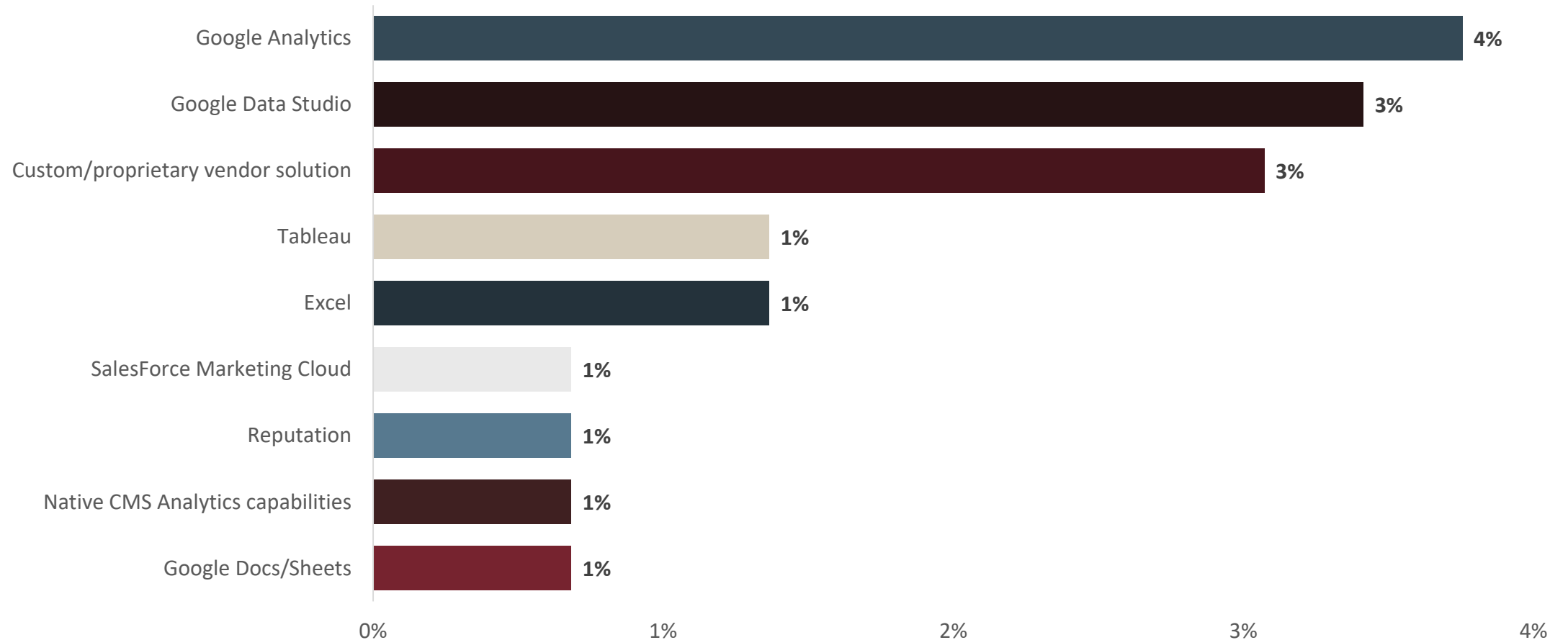
Roles with Greatest Planned Investment Growth

	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%

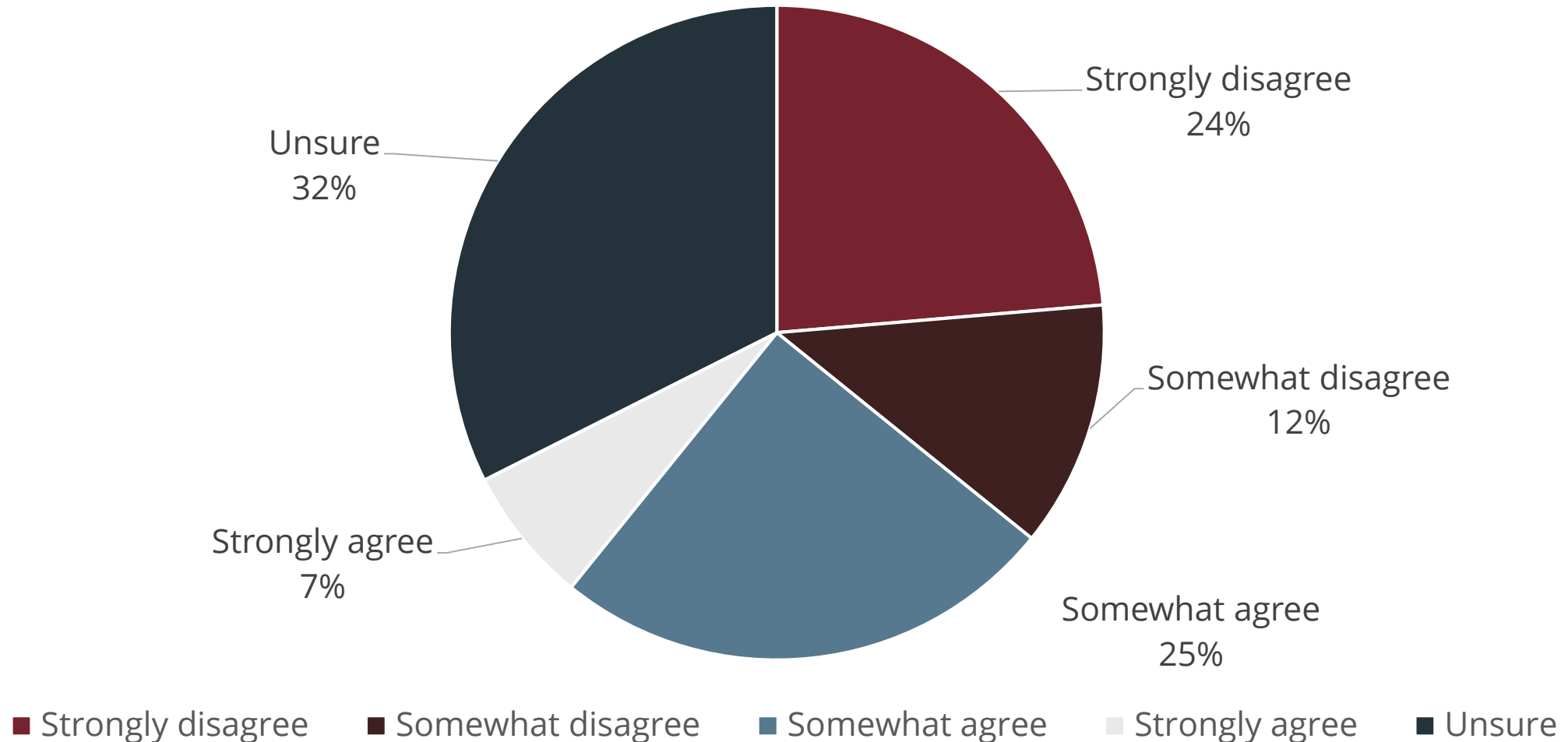
Do you use real time marketing dashboards?



Real-time Marketing Dashboard Tools



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

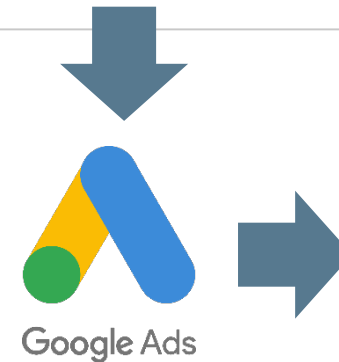
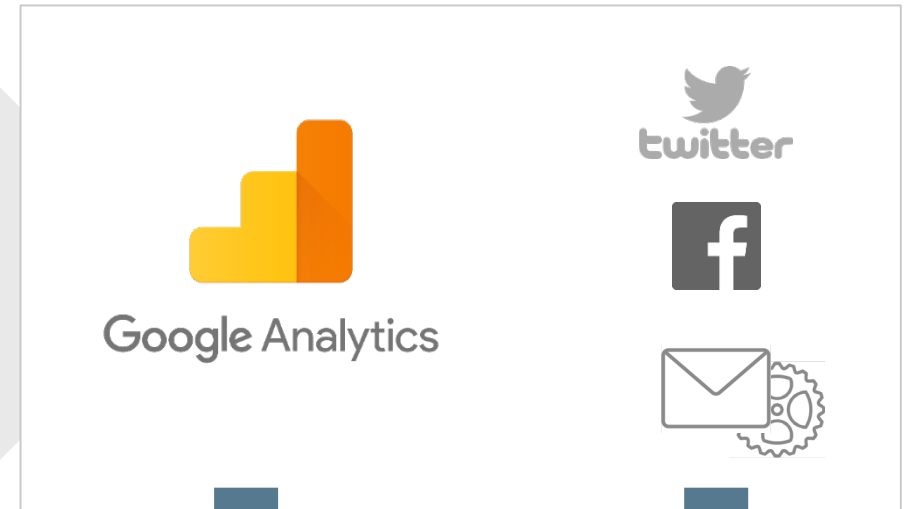
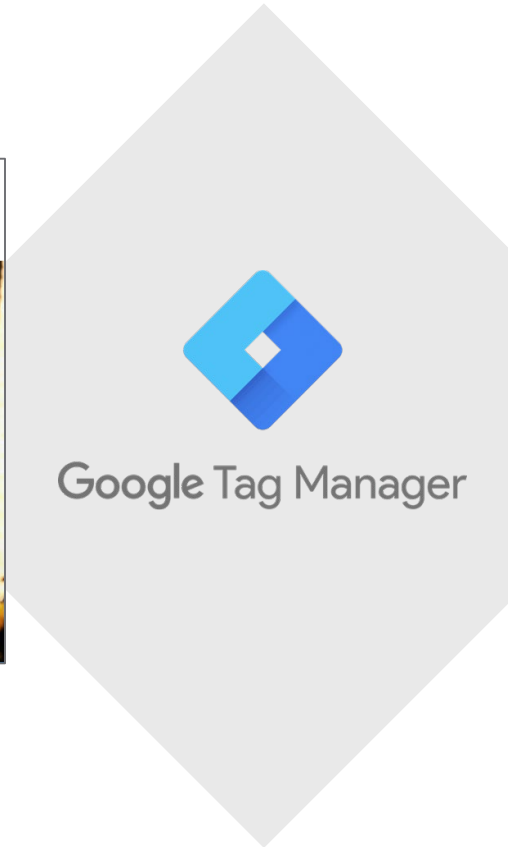
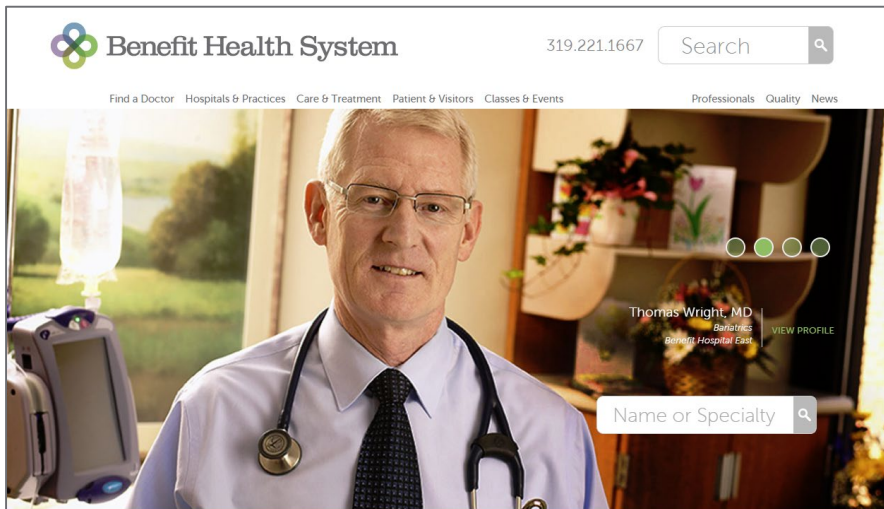


Google Analytics

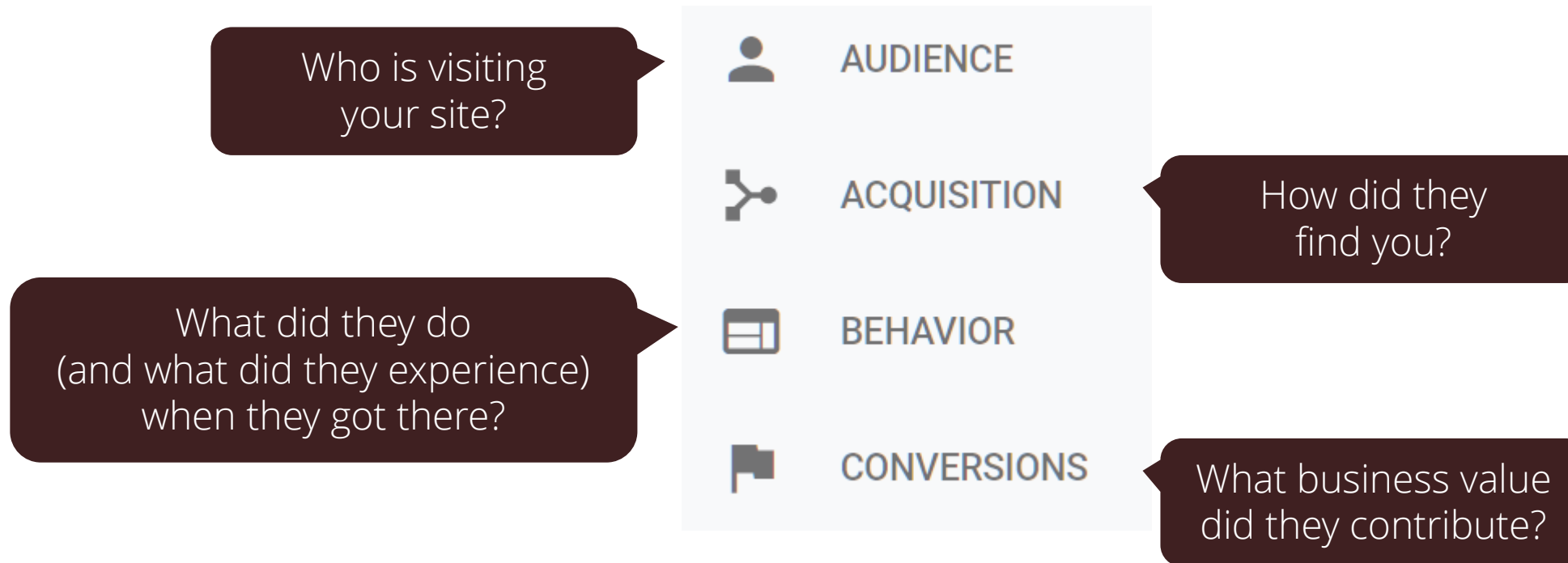
Top tools for healthcare marketers



Understanding the Google Marketing Platform



Understanding Google Analytics



10 Google Analytics Tools for Healthcare Marketers

geonetric.com/ga-tools

Today's focus:

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

GEONETRIC®

10 Google Analytics Tools for Healthcare Marketers

Channels Report

This report helps answer important questions like:

- Does my website make sense to search engines?
- Are my campaigns directing people to the pages they would expect?
- Are my campaign landing pages effective?
- Does my page contain user-friendly and relevant content?

When looking at channels, it's useful to look at context. If you see any irregularities of traffic or bounce rates for specific channels you will want to take into consideration things like what pages users are landing on and what devices they are using.

For example, you may notice your Social channel has a high bounce rate. If the high bounce rate is tied to a recent patient story, this high bounce rate may make sense. Users typically read the patient story they were interested in and leave the site; they may not necessarily be interested in your services to drive deeper into the site. However, if they land on a page with a specific CTA and did not convert, that might be an indicator to reevaluate your landing page copy, the CTA, or the audience segment you are targeting.

Device type is another useful dimension. Users on mobile devices tend to be more intent driven. Pages with videos, in-depth content, and CTAs would be areas of concern for high bounce rates from mobile. However, as mentioned previously, a doctor profile page would not be of concern due to quick acquisition of information from the page.

53% of mobile users will wait no longer than three seconds for a page to load before abandoning a site - Google

Causes of High Bounce Rates and Actions to Take

- **Slow Page Load:** According to Google, 53 percent of mobile users will wait no longer than three seconds for a page to load before abandoning a site. If your site has slow page load speeds, you're mobile traffic is at risk. To help reduce the time it takes for a page to load, you can limit the size and the number of images on a page and make sure to check your fonts and scripts. This will help to lower bounce rates as well as increase organic search traffic.
- **Page Relevancy:** If users search for one thing and land on something unexpected or unrelated to what they were seeking, they will leave your site. Adjust your page title and meta description accordingly and optimize the content on the page. Also ensure you are targeting the correct audience for the content.
- **Poor Visual Design:** If page load speed and page relevancy are not the contributing factors to the high bounce rate, make sure to check font size and color, is it easily readable? Is your image to text ratio appropriate? Perhaps there are grammatical and spelling errors. These are all relevant to how long a site visitor will spend time on your site.
- **Navigations:** If a user isn't sure where or how to proceed on your site they likely won't spend a lot of time trying to search your site. Make sure your pages include easy to understand headlines and subheadings, have relevant subtopics and links to draw them deeper into your site, and include appropriate CTAs that draw site visitors down your desired path.

10 Google Analytics Tools for Healthcare Marketers | 1

Bounce Rates

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

Location/Provider

OK

Campaign activity

OK

- Campaign pages

OK

- Conversion pages

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



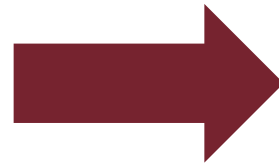
Adjust page title and description accordingly

- 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

62%

Organic Search
Bounce Rate
YoY: +25%

Mobile vs.
Desktop?

Mobile had a much higher bounce rate for Organic Search users.

Which
pages?

Weight Management page had an 80% bounce rate on mobile, specifically from Organic Search.

How can this
improve?

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					
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



1 Goal description

Name

Goal A

Goal slot ID

Goal Id 6 / Goal Set 2 ▼

Type

☐ Destination ex: thanks.html

☐ Duration ex: 5 minutes or more

☐ Pages/Screens per session ex: 3 pages

☐ Event ex: played a video

☐ Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

Continue Cancel

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.

Goal description [Edit](#)

Name: *Goal test*
Goal type: *Destination*

2 Goal details

Destination

Equals to ☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional

ON \$USD

Assign a monetary value to the conversion. [Learn more about Goal Values](#). For a transaction, turn the Goal Value off and use Ecommerce tracking and reports to see Revenue. [Learn more about Ecommerce Transactions](#).

Funnel optional

ON

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	Page 1	/	<input type="checkbox"/> NO
2	Page 2	/services/	<input checked="" type="checkbox"/>

[+ Add another Step](#)

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.

Save **Cancel**

Which traffic sources drive goal completions?

Acquisition > All Traffic > Source/Medium

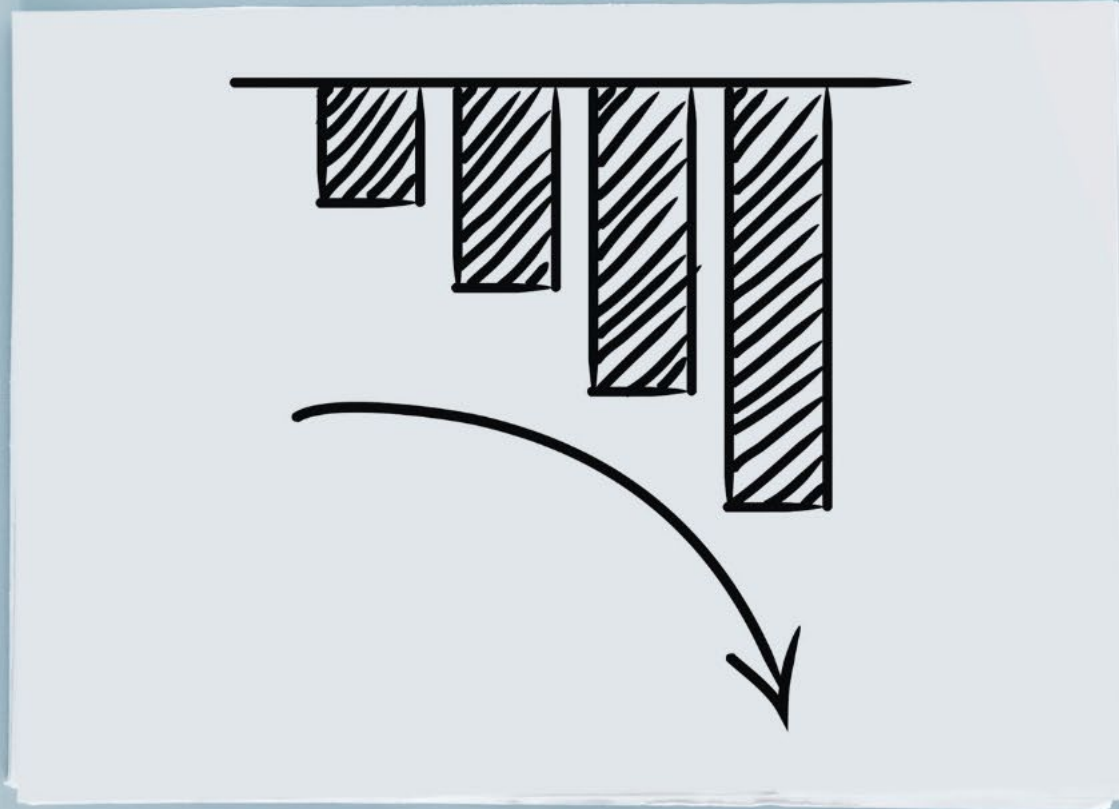
<input type="checkbox"/>	Source / Medium ?	Acquisition			Behavior			Conversions Goal 5: Orthopedics Contact Form ▾		
		Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Orthopedics Contact Form (Goal 5 Conversion Rate) ?	Orthopedics Contact Form (Goal 5 Completions) ?	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)
<input type="checkbox"/>	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%)
<input type="checkbox"/>	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%)
<input type="checkbox"/>	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%)
<input type="checkbox"/>	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				
<input type="text"/> 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.

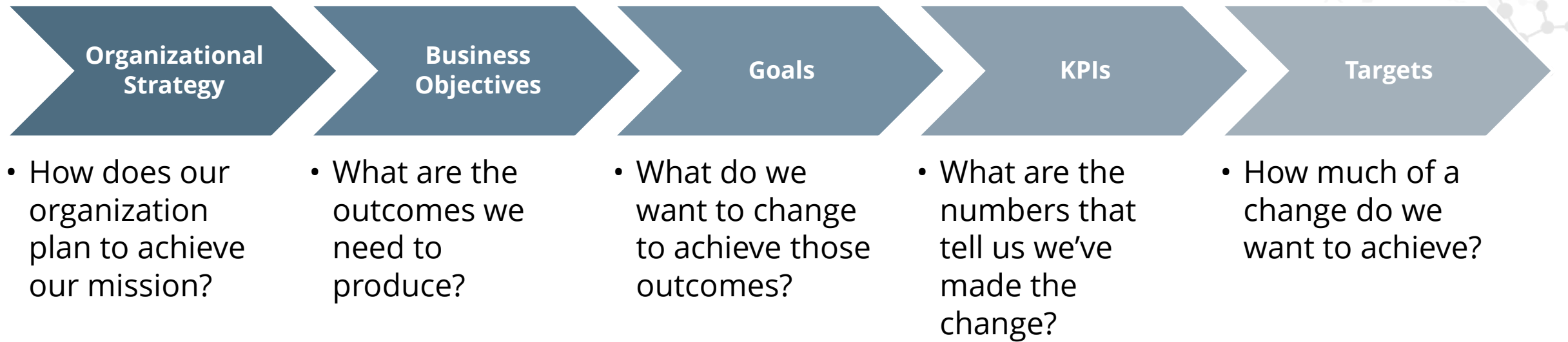


What matters?

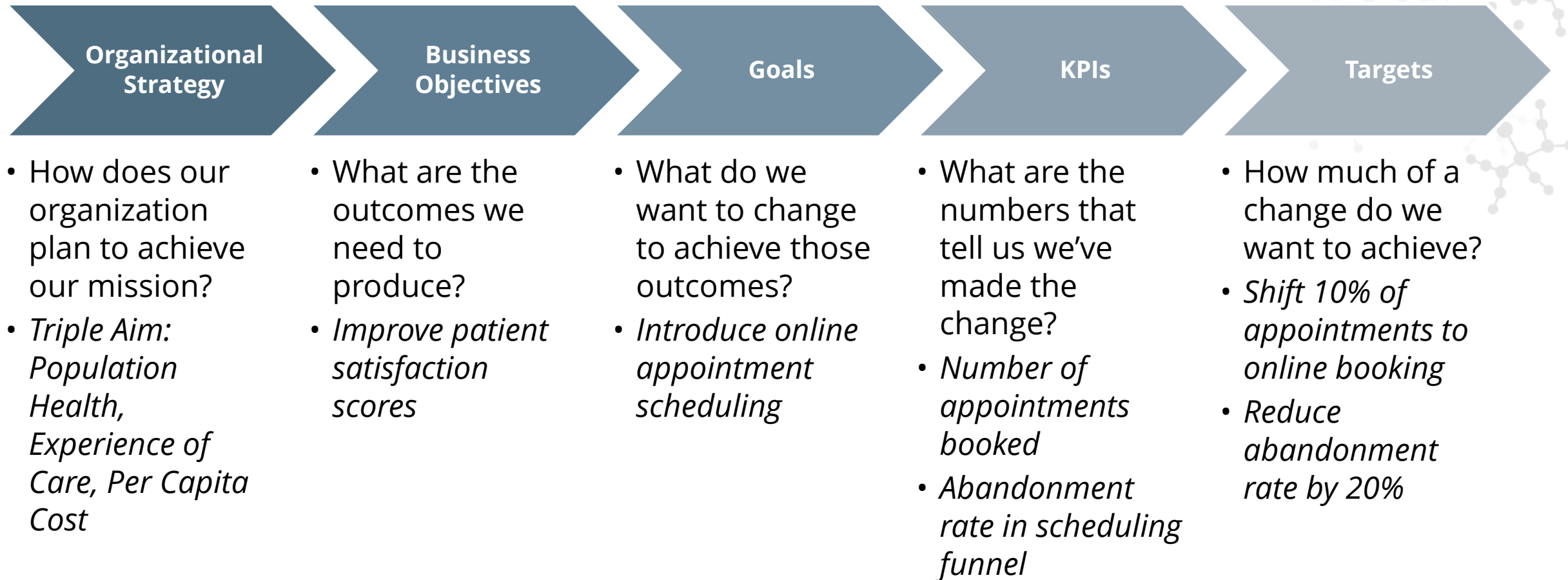
Connecting to organizational strategy



From strategic to tactical



From strategic to tactical



Hypotheses

Using analytics to test ideas



ideas



for People test **ideas**
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 _____

Test Card **Strategyzer**

AdWords campaign	May 1, 2014
Natasha Hanshaw	2 weeks

STEP 1: HYPOTHESIS

We believe that **businesspeople are looking for methods** to help them design better value propositions.

Critical:

STEP 2: TEST

To verify that, we will **launch a Google AdWords** campaign around the search term "value proposition".

Test Cost: Data Reliability:

STEP 3: METRIC

And measure **how the advertising campaign performs** in terms of clicks.

Time Required:

STEP 4: CRITERIA

We are right if **if we can achieve a click-through rate (CTR)** of at least 2 percent (number of clicks divided by total impressions of ad).

Copyright Business Model Foundry AG The makers of Business Model Generation and Strategyzer

Now try this —

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

Why do you want to try this?

How will you know if it has the intended effect?

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