Using Data to Guide an Online Locations Strategy for a Complex System

## Agenda

- Locations strategy drivers
- UNC Health Care overview and impetus
- Anatomy of a locations strategy
- Top 5 learnings
- Results
- Key takeaways
- Q&A



## Learning Objectives

- Use data from Google Analytics, heatmapping, scrollmapping, site search, and stakeholder surveys to create a comprehensive strategy for your locations.
- Make decisions about content strategy, design, and functionality that balances consumer expectations and the needs of your organization.
- Create a strategy to improve your organization's competitiveness in local search, while reducing the internal competition among your own locations

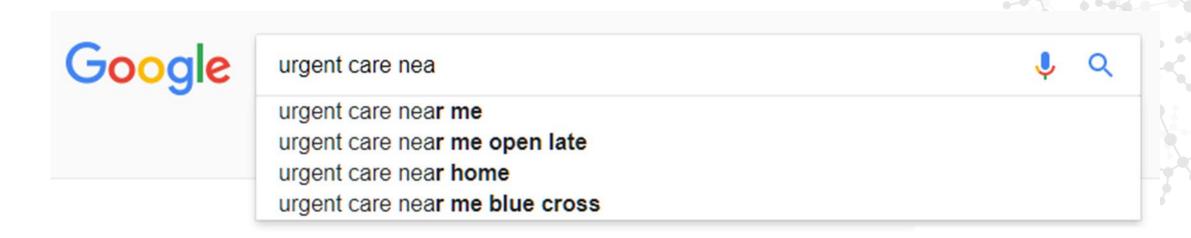
# "Nearly **one third** of all mobile searches are related to location."

"82 percent of smartphone users say they use search to find a local business."

"63 percent of local searches are made by people undecided on a provider or retailer."

"200%+ growth in mobile searches for "Open" + "now" + "near me"."

"58 percent of consumers have used voice search to find local business information within the last year."

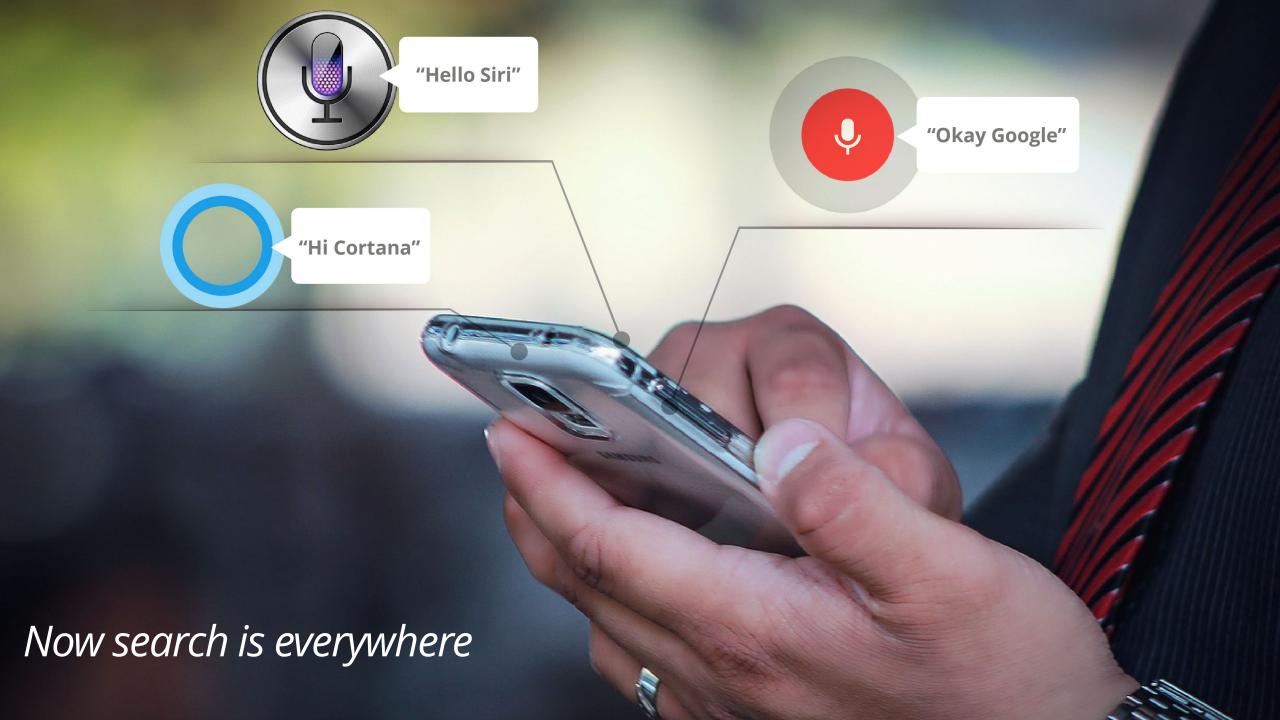


Is your brand anticipating and capitalizing on this kind of micro-moment?

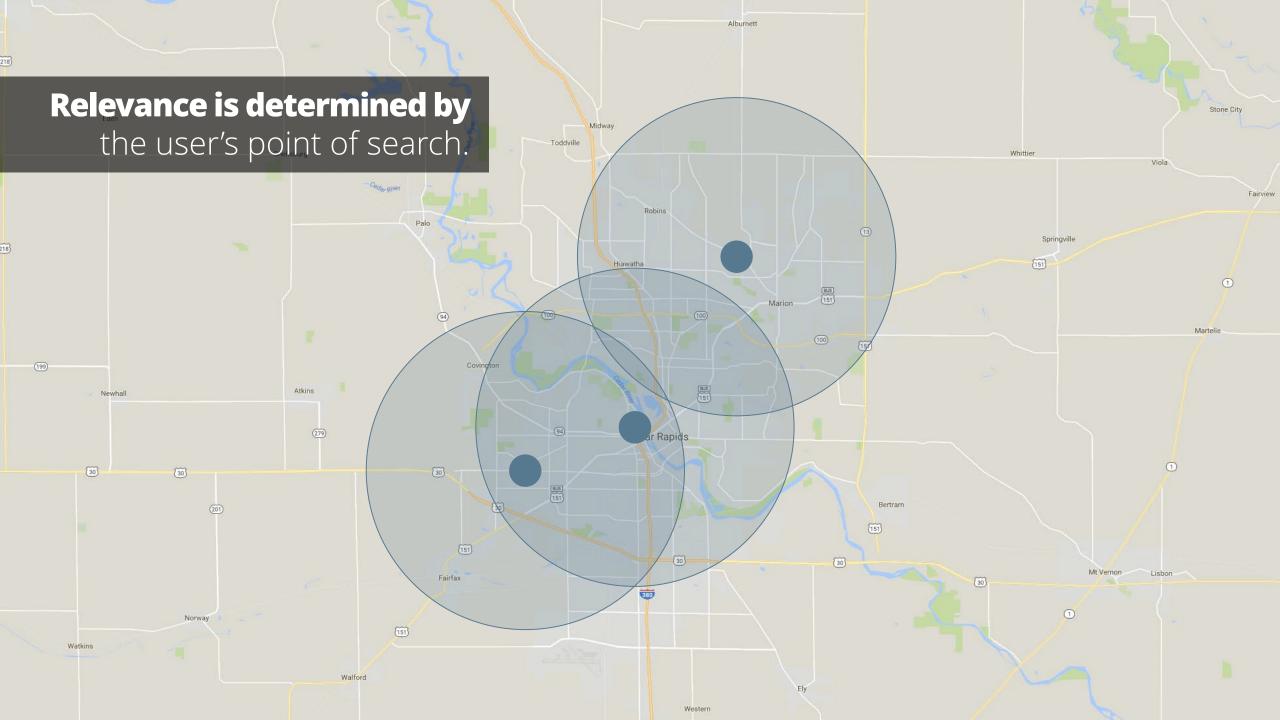
#### Micro Moment:

An intent-rich moment when a person turns to a device to act on a need – to know, go, do or buy. - *Google* 



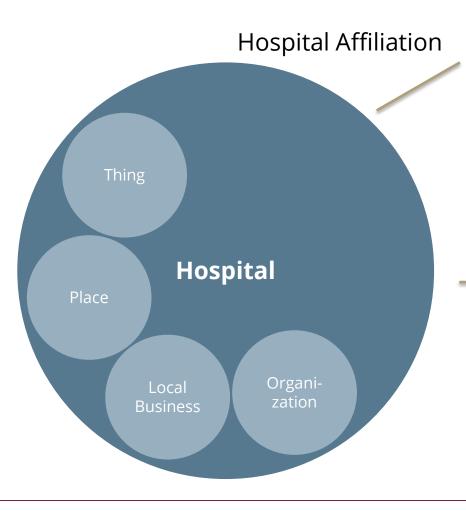


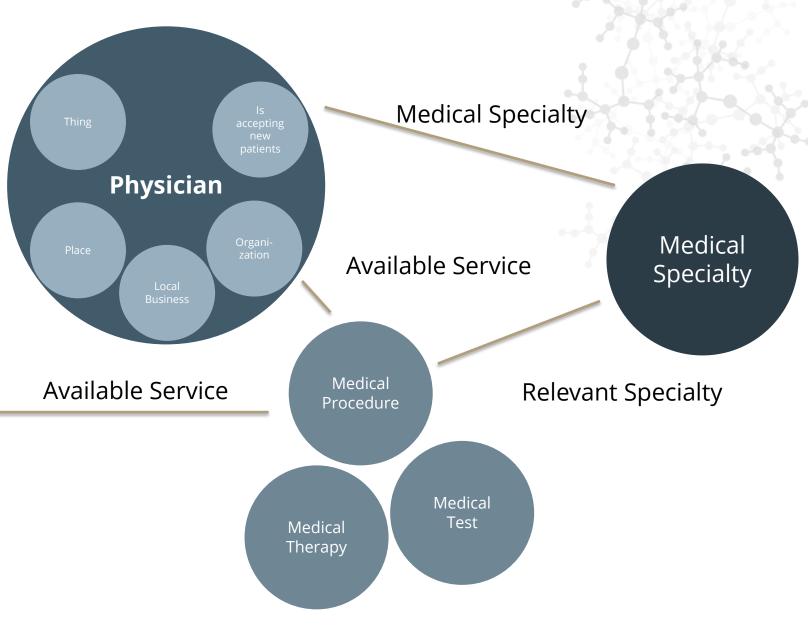






## Schema.org

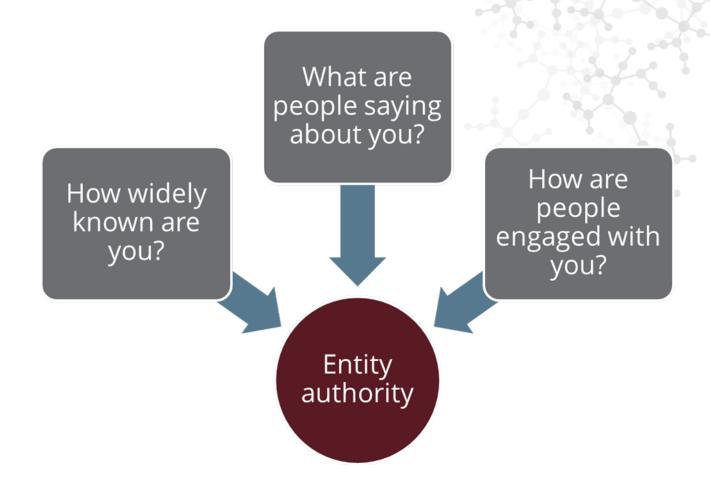






## **Entity Authority**

- Engagement a much more accurate signal of the quality of local businesses than traditional ranking factors
- Offline experiences impact your online presence







#### About UNC Health Care



















Best Doctors















doximity













## UNC Entities and Primary Service Areas



#### About UNC Health Care

#### **HOSPITAL RANKINGS:**

- 6 hospitals nationally ranked or with high performing adult specialties
- 7 nationally recognized children's specialties

#### "BEST HOSPITALS IN THE REGION":

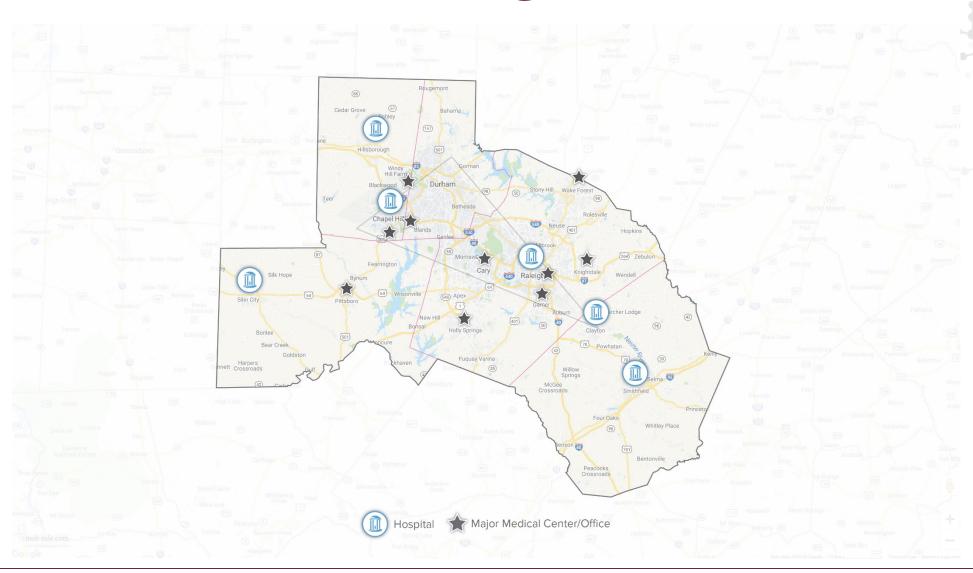
- UNC Hospitals
- UNC REX

#### **SCHOOL RANKINGS**

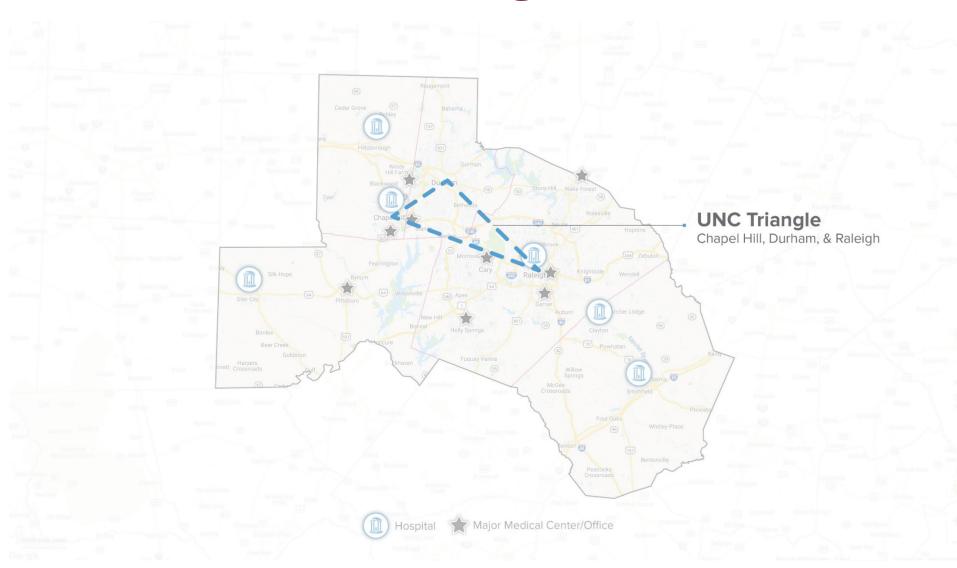
- #1 for Primary Care
- #2 School of Public Health



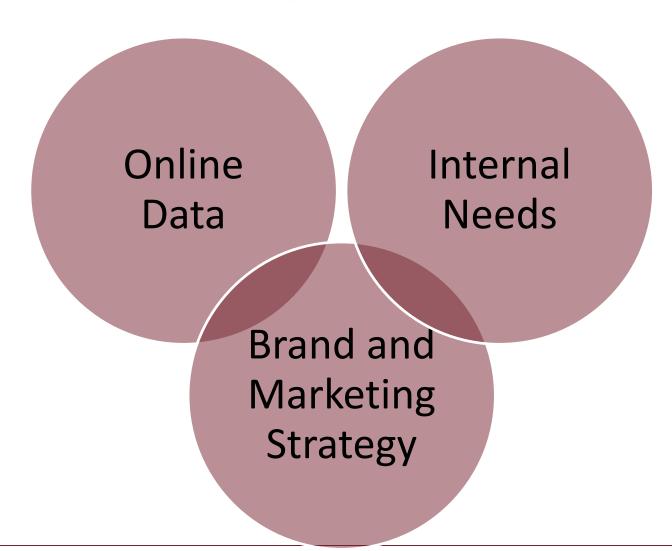
## North Carolina Triangle



## North Carolina Triangle

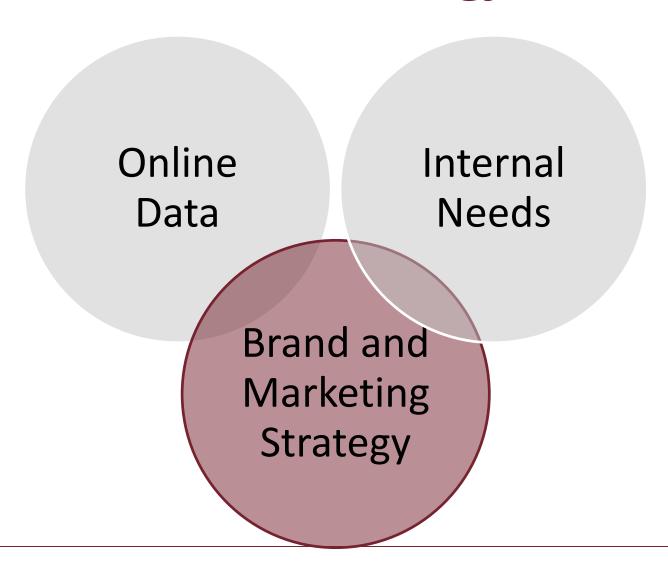


## 62 new residents every day.



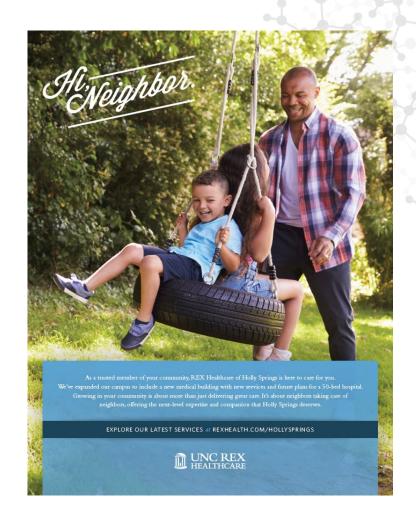


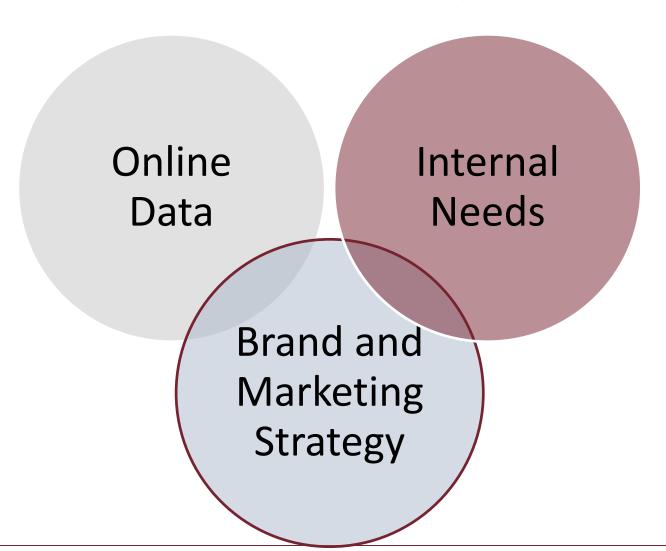
- Increase in zip code searches
- Specific communities showing up in top locations
- Uptick in clicks on Locations & Hospitals from main nav



- Location-focused
- Offline and online marketing synergy
- System growth through acquisition and rebranding of practices and hospitals

Online Internal Needs Data Brand and Marketing Strategy





- Decentralization
- Consensus Culture
- Stakeholder requests / needs

## First Step

 UNC Physician Network website "micro-brand" strategy



#### Mebane Primary Care

All Materias Primary Care in Missians, Nath Cardina, ne approade final each person in unique and nation. That it authorise optimal costs, every patient south a physician where they can treat. We often a hooling, healthy performing to patients of all egos. Our provides likes the time to later interchanty and perform with our patients to authorise remarkable results are with an future feeting poles. We therrughly investigate proteiners and primarile primariles care for manariles; the health of any performs.

· Menagement of chronic booth

Compassionals and personal care is our mission.

#### Services

- Physicals
- Preventive com-
- Pedutrice
- Inciting properties
- Sick costs
   Natistan crameds
   Waterso's health
- Immunistant
- Adolescent health

#### Hours and Locations



100 E. Dogwood Drive Mediane, NC 27302

> Nen Plene: 919-563-2898 No: 919-563-2724

Morelay 8:00 AM - 5:00 PM Tursday 8:00 AM - 5:00 PM Windowskiy 8:00 AM - 5:00 PM Thorsday 8:00 AM - 5:00 PM Finday 8:00 AM - 5:00 PM Setonlay Obsett

#### Meet Our Team











Forms	Appointments	Insurance Plans	Prescriptions
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Authorization for Releases of Wedcal I	ntarreton		
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General Consent for treatment			
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Limited Release of Health Information	s: Friends and herrily		
New Patient Medical History			
Notice of Privacy Predices Brochuse			
Notice of Separate Billing			
Petent Information (Demographics)			

## CHATTHAM MEDICAL SPECIALISTS SERVES LOCATIONS & HOURS CHATTHAM MEDICAL SPECIALISTS CHATTHAM MEDICAL SPECIALISTS SERVES LOCATIONS & HOURS OUR TEAM FOR PATIENTS Accepting New Patients. Same day appointments available

#### Chatham Medical Specialists

Founded in 1985. Chaffern Medice: Specialate booked in Siler City, North Geoline is a primary-care practice approximage and introduced. For you have pain or anni testing physically unwell, we provide seme-day approximate and extended adjustment. We are about particly accordance and extended.

 Management of chance conditions, such as high blood

#### reces

- Internal medicine
- Physical exerts
- Immunications
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- Onester laboratory

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#### Hours and Locations



283 Medical Perk Drive Chatham Medical Perk, Sofe 2 Siler City, NC 27344

> Men Plane: 919-883-3 Fie: 919-863-2874

Synday Closed Monday 8:30 AM - 5:00 PM Funday 8:30 AM - 5:00 PM Wednesday 8:30 AM - 5:00 PM Finday 8:30 AM - 5:00 PM Finday 8:30 AM - 5:00 PM

#### Meet Our Team









#### For Patients

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New Patient Medical Hadory

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# Anatomy of Creating a Locations Strategy

## Research Steps

- 1. User Experience Audit
- 2. Stakeholder Input
- 3. Development of Locations "Personas"
- 4. SEO & Content Strategy
- 5. Locations Template Design

## Step 1: User Experience Audit

#### **Audit Basis/Assumption**

Due to the changing nature of local search, UNC's branding strategy and significant market growth, users are more frequently starting their interaction at UNC websites on a location page or navigating to a location page as part of their online journeys.

#### **UX Audit Goals**

#### **Understand:**

- 1. How users are finding UNC sites
- 2. What pages are being viewed and landed on
- 3. How users travel through the sites
- 4. How users interact with the sites
- 5. How users interact specifically with Find a Doctor

### **Process**

#### Analyzed:

- Traffic channels
- Top queries
- Top organic landing pages
- Top sections by unique pageviews
- Service line sessions and traffic flow between services and locations
- Traffic flow for key service lines
- Home page traffic flow
- Locations pages traffic flow
- Locations page user engagement
- Find a Doctor traffic flow
- Find a Doctor interactions

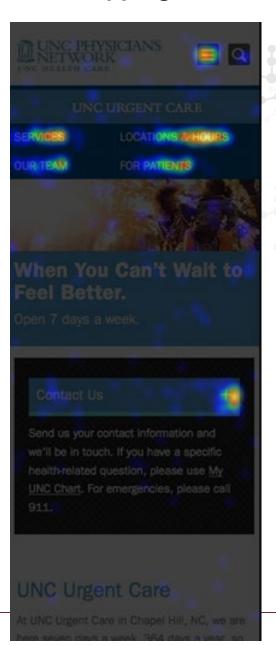
## **UX Audit Tools**

- Google Analytics
- Google Tag Manager
- Google Search Console
- Heatmapping
- Scroll tracking

### **Scroll Tracking**



### Heatmapping



## Finding #1

Aside from branded terms, most users are searching for location-related terms prior to landing on UNC sites.

#### Location

rex wellness garner, rex holly springs, urgent care near me, rex women's center, rex breast care center

#### Service

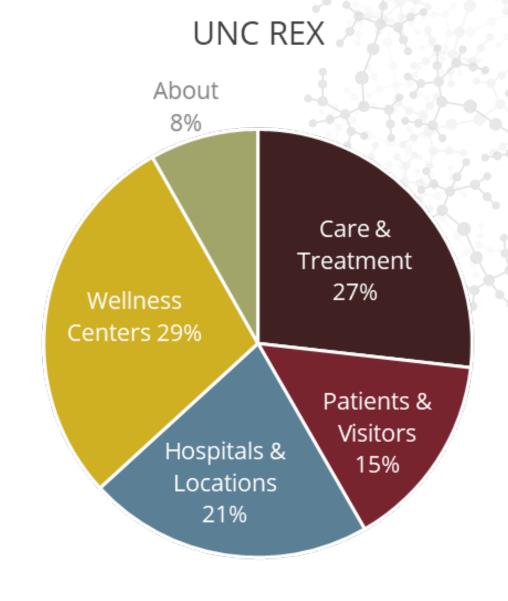
rex urgent care, rex heart and vascular, rex blood services, rex radiology, rex pain management

#### Patient/Visitor Info

rex hospital volunteer, rex hospital billing, rex hospital map, rex hospital medical records,

## Finding #2

Location pages are among the top sections users navigate to on the site.



## Finding #3

Few visitors travel between services and location information, despite being interested in both.

### STARTING PAGE

### NEXT PAGE PATH

### **EXIT PAGES**



### Finding #4

Physician information is key for people visiting UNC Physician Network practice pages.

Most clicks to Find a Doctor from other UNC sites occur from the home page or Care & Treatment pages, with visitors often clicking back to the home page after visiting Find a Doctor.

### Mobile User Journey – Jan. 4, 2017









Viewed Find a Doctor Search Results (Obstetrics & Gynecology)



## Finding #5

When visiting a specialty clinic site, people are primarily looking for information about physicians.

### **Specialty Clinic - Top User Goals**

- Find physician information
- Make an appointment
- View contact information
- Get driving directions
- Find opening hours
- View billing and insurance information
- Read about treatments and conditions
- View news and events
- Complete forms
- Access content such as recipes

## Finding #6

Users who visit lab or imaging location pages tend to be very task-oriented, looking for quick information like hours of operation or location information, frequently interacting with embedded maps.

### Lab & Imaging - Top User Goals

- View services offered
- Call or make an appointment
- View hours of operation
- Get driving directions
- View test results
- Pay a bill
- Download forms
- Prepare for a visit

- 1. User Experience Audit
- 2. Stakeholder input



- 1. User Experience Audit
- 2. Stakeholder input
- 3. Development of location "personas"



- 1. User Experience Audit
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- 4. SEO & content strategy



- 1. User Experience Audit
- 2. Stakeholder input
- 3. Development of location "personas"
- 4. SEO & content strategy
- 5. Locations template design





5. Create locations pages strategically

### When to Create a Location Profile Page

While building out individual location pages is good for SEO and the user experience, it doesn't always make sense to do so. Generally, you should build out a separate location profile page if the location has:

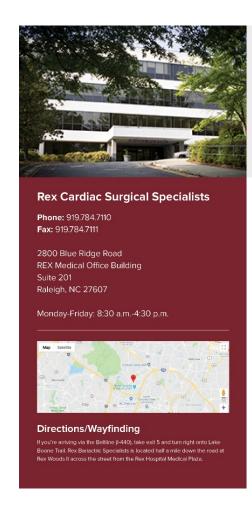
- Own suite number
- Unique set of hours
- Unique phone number

4. Optimize for SEO

### **Example Schema Markup**

```
<script type="application/ld+json">
   "@context": "http://schema.org",
   "@type": "MedicalOrganization",
   "name": "UNC REX Healthcare",
   "url": "https://www.rexhealth.com/",
   "address": {
        "@type": "PostalAddress",
        "addressCountry": "USA",
        "postalCode": "27607",
        "streetAddress": "4420 Lake Boone Trail",
        "addressRegion": "North Carolina",
        "addressLocality": "Raleigh"
  "telephone": "+1-919-784-3100",
  "areaServed": {
        "@type": "GeoCircle",
        "geoMidpoint": {
               "@type": "GeoCoordinates",
               "latitude": ""35.817841",
               "longitude": "-78.702542"
         "geoRadius": "50"
</script>
```

3. Different location types require different content (locations "personas")



#### About

REX Cardiac Surgical Specialists offer the highest quality care from diagnosis, through surgery and on to recovery.

With comprehensive resources available through UNC REX Healthcare, a part of UNC Health Care, patients and referring physicians can depend on expertise, innovation and compassionate care.

Dr. Curtis Anderson, Dr. Alan Kypson, Dr. Lance Landvater and Dr. Asad Shah are members of the UNC REX Heart Valve Center, a multidisciplinary team of physicians who specialize in the treatment of patients with valve disease. They are nationally recognized for their expertise in minimally-invasive valve repair and transcatheter aortic valve replacement (TAVR) procedures.

#### Providers

- · Curtis Anderson.
- · Ila Hill-Ludford, APRN-BC
- · Alan P. Kypson, MD, FACC, FACS
- · Lance E. Landvater, MD
- Laura Porter, FNP-C
- · Claudine Lamanna, PA-C
- · Claudine Lamanna, PA-C
- · Robert B. Peyton, MD
- Daniel Regan, PA-C

#### Top User Tasks/Goals

- · Find physician information
- · Make an appointment
- View contact information
- Get driving directions
- Find opening hours
- · View billing and insurance information
- · Read about treatments and conditions
- View news and events related to the location

#### Services

Coronary Artery Bypass Grafts (CABG)

Transmyocardial revascularization (TMR)
 Valve Repair and Replacement Surgery

#### · Aortic, mitral and tricuspid valve repair and replacement

- Aortic, mitral and tricuspid valve repair and replacement
- · Minimally-invasive valve surgery
- Transcatheter aortic valve replacement (TAVR)
- Balloon aortic and mitral valvuloplasty
- Transcatheter mitral valve repair (TMVR) with MitraClip®

#### Arrhythmia Treatment

- Lead replacements
- · Pacemaker and defibrillator leads
- Watchman<sup>™</sup> for atrial fibrillation

#### Aneurysm Treatment

- · Thoracic aortic aneurysm repair
- Vascular reconstruction
- · Atrial Septal Defect Repair

#### Metadata

- REX Cardiac Surgical Specialists,
   UNC REX Healthcare, Raleigh, NC
- Trust the experienced cardiac surgeons at REX Cardiac Surgical Specialists in Raleigh, NC, for the latest heart surgery procedures and techniques.

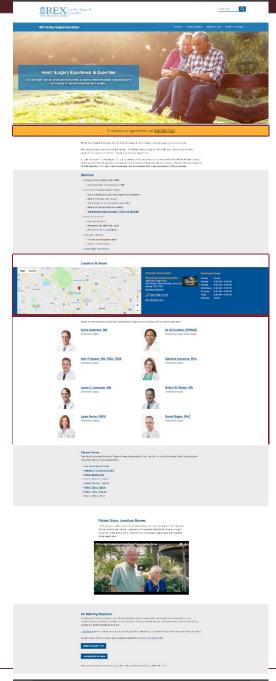
#### **Exit Info**

- Find a Doctor
- · Patients & Visitors

#### Call to Action

- · Make an Appointment
- Need an intro sentence. Call (919) 784-7110

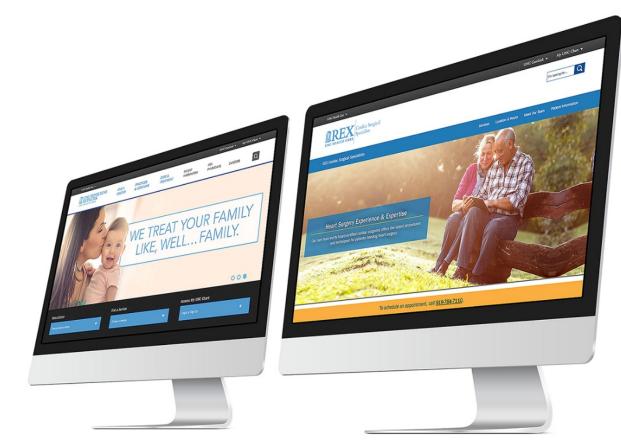
2. Locations template design needs to facilitate the user experience.



1. Use locations pages as "micro-sites"

"We want users to be blown away by how nice the site looks and not think we've been 'systematized"

UNC Stakeholder





# Results



# REX Cardiac Surgery Locations Page: YoY Results

+ 98%
Organic Traffic All Pageviews

+ 97%
Organic Unique Pageviews

+ 102%
Organic Entrances

+ 46% Avg. Time on Page

## All REX Locations Pages: YoY Results

+ 26%
Organic Traffic All Pageviews

+ 24%
Organic Unique Pageviews

+ 38%
Organic Entrances

+ 20% Avg. Time on Page

## All REX Locations Templates: YoY Results by City

+ 55%

Organic Traffic from Holly Springs

+ 45%

Organic Traffic from Fuquay Varina

+ 43%
Organic Traffic from Apex

+ 25%
Organic Traffic from Raleigh

# Key Takeaways

1. Locations strategy is a process, not a one-time event.

- 2. Don't skip research.
- 3. Leverage learnings so all locations can benefit.