Digital
Presence
for Doctors

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MEDICAL

EDITORS
• **Dr. Mukesh Gupta**   • **Dr. Vinita Gaikwad**

ABOUT TIMSCDR

The Thakur Educational Group comprises of three Trusts namely Thakur Educational Trust (Regd.), Zagdu Singh Charitable Trust (Regd.) and Zagdu Singh Educational Trust (Regd.) managed by the Thakur family and runs 16 Institutes located in Kandivali, western suburb of Mumbai.

TIMSCDR (Thakur Institute of Management Studies, Career Development and Research) is dynamic institute striving to provide quality higher education. The institute is an ISO 9001:2008 certified providing three years MCA (Master of Computer Application) course. All possible ways of acquiring academic insight and undertaking appropriate academic initiatives are explored at the institute. TIMSCDR also has an ISTE (Indian Society of Technical Education) chapter.

TIMSCDR is organizing next International Conference ICAIM-2017 which serves as a platform for gathering all academicians, industrialist, researchers and professionals in the disciplines of Information Technology, Medicine and Industry.

ABOUT AMC

The Association of Medical Consultants (AMC) was established in 1972 by a small group of energetic active and concerned medical consultants from distant suburbs who often assembled and animatedly discussed their common problems. Over the years, the immense need rose for an organisation of this nature and the Association grew rapidly. It is now one of the fastest growing Associations of Specialist Doctors in Mumbai and boasts of a membership strength of more than 9000 Medical Consultants. AMC represents Consultants practicing at corporate and non corporate Tertiary care referral Hospitals (both Government and Private) and individual Consultants practicing through their own consulting rooms, Clinics & Nursing Homes spread across Greater Mumbai, Navi Mumbai and Thane districts. It is recognized as a frontline Medical Organization and is an important opinion making body which addresses vital public health and professional issues facing the medical profession in general and medical consultants in particular. AMC has effectively brought together consultants of various disciplines on one platform and aims to highlight and offer solutions to all the important day to day problems faced by consultants.

ABOUT MACCIA

Maharashtra Chamber of Commerce, Industry & Agriculture (MACCIA) is the Apex Chamber of the State. The Chamber plays a pivotal role in supplementing and augmenting the efforts of Government for the economic development of the State and advancement of its people. With more than 3500 direct Members, comprising of large, medium and Small-Scale Industries, Traders, Agriculturist and Professionals, MACCIA is the only Chamber in Maharashtra, which has deep-roots in all the 35 Districts encompassing 355 Talukas of Maharashtra. In addition over 800 Local Trade and Industry Associations and professional bodies having collective membership of over 700,000 business organizations from all over the State are affiliated to the Chamber and thus it virtually functions as the State's Apex Chamber.

ABOUT IDA

IDA - Mumbai Chapter is the largest chapter in the Indian Dietetic Association with a pool of 2000 Life Members, over 800 student members and many Associate Members. It is also one of the most active chapters of IDA and the chapter has collaborated with various organizations. With regards to community outreach programs, the prime focus is on educating about the knowledge on right nutrition and spreading awareness through campaigns, lectures sessions, counseling services. Right from Pediatric Nutrition to Geriatric Nutrition, from Preventive to Therapeutic Nutrition, IDA plays an important role in dealing with communicable as well as no-communicable diseases too. IDA, Mumbai chapter strongly believes in holistic approach in all aspects of nutrition and dietetics.

Digital Presence of a Doctor

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Forward

Dr. Smita Sharma
President – AMC

Digital Presence of a Doctor is a must today. With all the patient community continuously using the Internet to access varied information out of which some of it is related to Medical I congratulate and thank the editors and the team of contributors for their efforts and expect many more similar such training modules is and joint ventures between the healthcare workers and IT colleges. With best wishes

Preface

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Enormous advancements are being made in the field of Medicine day in and day out. As a medical practitioner Doctors have to keep pace with the latest advancements in Medicine. People rely on Google, also termed as Doctor Google, to get first hand information about most of their health queries even before approaching a Medical Doctor. Information regarding most of the diseases can be easily sought by giving a search on Google. It just does not stop there. Further, people also make futile attempts of checking medications for health related ailments. Though in most of the cases these attempts finally fail and cannot be compared to the healing touch and advice of a skilled Medical Doctor.

However, the presence of Doctor Google does invoke the necessity for a Medical Doctor to create a sound Digital Presence. This Digital Presence is the need of the hour for every practicing medical professional as their current and prospective patients are found lingering on the Digital platform most of the time. To catch the attention of their digitally present patients the Medical Doctor is essentially required to use Digital platform tactfully and extensively.

Medical Doctors are required to have a dedicated Website showcasing all abilities and skills practised by them alongwith case stories which are focused on enhancing the trust factor in their patients about them. Since the digitally savvy patient is not satisfied with the Website, Digital Presence using Facebook and Instagram is also mandatory.

Further a proper track of whether the patient is actually engaged with the Medical Doctor for all medical purposes can be done by using Google Analytics (GA). The level of digital presence and the improvements to enhance the same so as boost patient medical engagements, can be further gauged using GA.

The Volume 2 of this book makes an attempt of creating awareness about the use and necessity of Digital Presence for a Doctor.

Contents

Website : The First Digital Presence

Though traditionally Doctors rely on 'word of mouth' for getting patients, today they cannot ignore the digital presence of their patients. Thus, connecting to their patients using a website is not only one of the cheapest ways but also the fastest means of reaching to maximum prospective patients. Moreover a website works 24 by 7 tirelessly. It means your website is advertising for you day and night in exactly the way you want. Website can be used strategically for providing useful information like location and costing, posting success stories, uploading photographs, answering FAQs, etc.

Need for Website

Website can help a Doctor to:

a) Flash contact number and address on the website and also add a map to help people easily locate the clinic or hospital.

b) Publish the skills and facilities available at the clinic or hospital

c) Publish reviews given by patients. Positive reviews can work wonders in ways no other advertising process can do.

d) Publish self authored articles or news feeds relating to their medical specialities for educating patients

e) Engage their patients on the website by publishing latest updates in their medical speciality

f) Measure the return on the investment they have done by using services like Google Analytics. These services track the amount of traffic coming to the website and also allows you to compare them with the actual number of new patients coming to your clinic.

Technical Requirements

• Internet connection

• Registration with GoDaddy or FaceBook account.

Domain Name

A website is a collection of HTML (Hyper Text Markup Language) files, images, style sheets etc. To make our website accessible on the internet we need to place this collection of files on a web server.

A **Web Server** is a special computer on which you can buy space (typically in GBs) to keep your collection of files and folders to be accessed by internet users around the world. This process of buying space on the web server and placing the files on the server is called **Web Hosting**.

Every computer has got an **IP** (Internet Protocol) address which is unique. It is similar to an address of a building which is unique and is used to identify a particular building. Web servers also have IP addresses which may typically look like 50.63.201.97. It is very difficult to remember such a combination of random numbers. Hence, a **Domain Name** is required.

A Domain Name acts as an alias to the IP address of the web server where your web site is hosted. Domain Name is the first online point of contact to your website.

To purchase a domain name you will need a registrar such as GoDaddy or NameCheap (to name a few).

How to select an appropriate Domain Name

The success of your website largely depends on choosing the correct Domain Name. So, it is always advisable to put some thought before rushing into it.

• Select a name with an easier spelling and which is more user friendly and simple to remember.

• Using your clinic name or your last name prefixed with a dr. can always help users to remember the name of your website. For eg. smilesandbraces.com, drreddys.com.

• Domain name can also affect your SEO. Hence, using **Keywords** like doctor, medical, clinic etc will always boost the rank of your website. Frequently used keywords that

are used to search on sites like Google can increase the number of times your site comes up on the first page of the search engine result pages (SERP).

However, getting a domain name does not mean that our website is hosted. For hosting the Website you need to purchase Web Space on a server. Purchasing a web space is same as purchasing a piece of land on which you have to build your house.

Pricing for domain name can vary from a few to several hundred on monthly/yearly basis or even more. All the registrars sell the same domain names with the only difference being in the service they provide. It's like the facility of booking the same hotel room from different sites like Expedia.com or makemytrip.com. Both the sites will offer the same room but with a difference in price based on the services provided.

The **DNS (Domain Name Server)** is like an address book or a telephone directory in which the address or the telephone number is written against the name of the person who owns it. The DNS server is such a directory in which the domain name is listed against the IP address it is pointing to.

Building Website using Predefined Templates

**Building websites using GoDaddy.com**

GoDaddy, a premium web hosting site provides to website building template as well.

• Using Websites -> Website Builder at GoDaddy.com you can build your own Website without you requiring to be equipped with any programming knowledge. All that you have to do is fill the templates by typing in relevant and authentic self authored contents that best describe your business (Medical speciality).
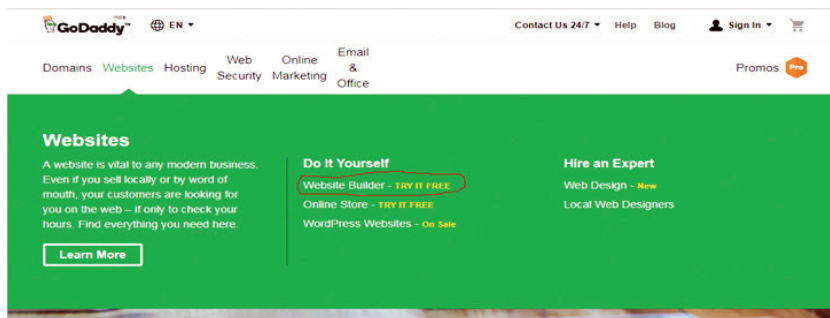
• Before you start building your Website you should be clear about the purpose of the Website. Thus, incase you want to promote your information on a Personal platform, the Personal option will be relevant. However, incase you are planning to promote your business, then the Business option will be appropriate.

Once the appropriate option is selected you can go ahead and Register either at GoDaddy itself or you can also do it by using Facebook.
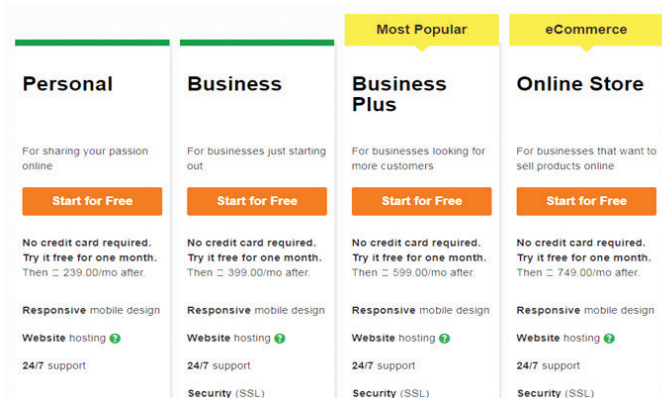
- On completing the Registration you can select the nature of you profession, in case of Doctors – Healthcare or Paediatrician, Diabetologist, Gynaecologist, Nutritionist, etc and name of the Business – for eg. - PureWellness

- The Home page of your Website is just done and displayed before you in seconds.

  So you see even though you are a Doctor you can very well maintain your own Website and update information regularly so that your Website appears in the top 10 in SERP.
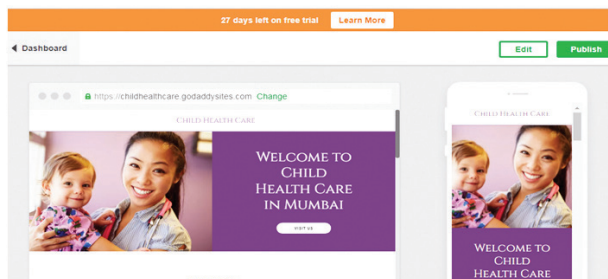
The right hand side is the Mobile Version of our website. You can Edit your Website now by adding new Content, Images, Sections or even new Pages and make it more relevant to serve the purpose of engaging not only current Patients but also inviting prospective Patients.

SEO – What makes your Website appear in first 10 in SERP

Did you know that SE (Search Engine) or Google makes the horrendous effort of searching through an ocean of more than 10 Billion records (Web pages) to identify your page and display it on the console as requested by your Patient?

This should help you understand the importance of the CONTENTS that you display across your Website. Since the Algorithms (software programs) that do the task of searching are looking for Unique and Easily visible Contents that match the requirements of the User / Visitor / Patient.

How does the SE (Search Engine) frantically end up providing the right set of information?

To be precise the SE has an army of Web Crawlers (Search Engine Spiders). What are Crawlers – They are much more than insects, Computer Programs that work on high ended Algorithms (logic) specially designed to suit the purpose of crawling through an ocean of Web pages or data which is found on Web Servers and collecting just the necessary data to be displayed as against a User Query. These Crawlers prepare a list of the Web Servers along with the list of the Websites that are hosted on these Web Servers. Further to make their search easier they also make note of the following :

• Number of Web pages on each Website.

• Type of Content on the Web page – Text, Images, Videos, etc.

• Any links going into or out of the Website thus leading to more and more Web pages

• Meticulous track of the up-dations (addition and deletion of Web pages and links) made on the Website to the extent, updations made on every Web page

Why bother about Crawlers?

As a Doctor it should be foremost concern to you that the Crawler is able to track and read your Website and its Contents easily from the ocean of Web pages. You can make the laborious task of the Crawler easy by:

• Using search engine Robots (Robot.txt) that help to specify which pages of the Website should only be crawled. Thus give preference to Web page that display Content which are of interest to your Patients

• Use of tools that help to segregate information to make it readily available for the crawlers

- Use of Sitemap (xml sitemap) that provides list of Web pages so that the crawler can easily track only the listed pages on the site map

After the crawler has crawled enough to gather information, it is necessary to organize it by Indexing. It is important that your Website and the Web pages containing content to engage Patients must appears in the Index. More of your Web pages in the Index more are the chances of your Website to be visible during the Search.

How to search your presence in the Index?

- Use site operator followed by the domain name in Google search eg: site:purewellness.com. This will display the number of from your Website in the Index.

- Google Search Console also gives a clear picture by the way of Index Status Report about the presence of you Content pages in the Google Index.

Prioritizing the Indexed data

So finally after a huge search and a meticulous effort of arranging the same in an Indexed form it is now time to prioritize the indexed contents. This is done by Search Engine Ranking Algorithms. These algorithms work on rules that study what information the user is looking for and what should be returned to the user to best fulfill their requests for a given search query.

To be more precise many rules along with Machine Learning and various computer programs are employed to get the final answer for the user queries. However, to make things simple, so that you appreciate the importance of the Page contents of your Website, to ensure the presence of your Website in the top 10 in SEPR lets check the following:

- The query posted by your Patient is broken down into relevant Keywords. (Keywords – words with specific meaning and purpose). Thus, for a diabetoloist, keywords would be - diabetes, insulin, sugar, diet, medicine, symptoms, etc, to name a few.

  Machine Learning associates related keywords and also smartly interprets spelling mistakes, plurals, etc.

- Next, matching the keywords against the index. It is necessary to keep the user happy by providing the exact information for the requested query. Hence during the most important process of Matching following factors play a crucial role:

  □ The Title and Contents must be RELEVANT. Hence, as provided in the example above, incase of a Diabetologist, the Tile and Contents must reflect the Keywords - diabetes, insulin, sugar, diet, medicine, symptoms, etc,

  □ The Quality of the Contents that you display on the Web pages must be rich in the sense, the Contents must be Informative and Useful and attractive enough to engage your Patient into reading for some time. More the amount of time your Patient stays on the Web page of your Website, higher are the chances for

□ your Website to be in the top 10 in SERP. As more Page visits with longer stay is a criteria based on which your Website is ranked for SEO.

□ Quality of your Website is also important since Google promotes only Websites which are well designed, which follow architecture and norms specified by Google and display authentic and unique contents.

□ Date of Content Publication is also important, as Google use these dates to come up with Web contents which are latest during SEO.

□ Speed of loading your Web page is also considered. Faster the loading more are the chances to be in the lead during the search.

□ Mention of location and other details that are handy in picking your Web page should also be considered.

Thus, to ensure traffic to your Website, your Website MUST appear in the top search results in SERP. Users usually click only on the first five results displayed in SERP. The task of Crawling and Indexing should be made easier for the search engine by making sure that your Website is well structured and has Contents that engage your Patients for long on your Website and also help invite prospective Patients.

Hosting your Website

Web hosting is the process in which the Website (made up of HTML files, images, style sheets, etc) is uploaded onto the server. There are special software like FileZilla or Cyberduck which can be used to transfer these files from your local computer to the web server.

Once the files are on the server, users across the world can view the website by typing in the domain name or the website address in their browser. The computer with the help of the internet will connect to the web server and serve the web pages requested by the user.

Hosting

• 'Publish' will directly host the website on the GoDaddy server and your Website along with its Mobile version is also accessible on the internet.

• ' Edit' the Website to make necessary changes to the content , post new images, change the look, font, colour, background image etc to provide an appropriate look that invites your Patients readily to the Website. Refresh and reopen the Website in the Browser to see the changes reflected on the actual website

GoDaddy and its like (Domain registering and Web Hosting companies) makes it possible for people without any technical knowledge to build their own website, purchase a domain name and host it on the server.

Facebook : Creating a Business Presence

Facebook is the most widely used Social Media tool to connect to people from every sphere of your life, may it be close relatives, friends or even colleagues. However, this medium of connection is today found to be further extended beyond our relatives, friends and colleagues. You can use Facebook strategically to connect to your current and prospective Patients. It is also the cheapest and fastest method of ensuring that your information reaches the right type of people.

Today, Facebook provides the feature of Facebook Business Page that helps you promote your Medical business.

Why should you have a Facebook Business Page (FBP):

• Most popular one stop destination for engaging with your current Patients and at the same time creating gateway for your prospective Patients.

• Cheapest way of marketing your Medical Business.

• Most innovative and strategic way of reaching out to the right type of Patients –Target Clients

• Feature of Facebook Insights, provides:
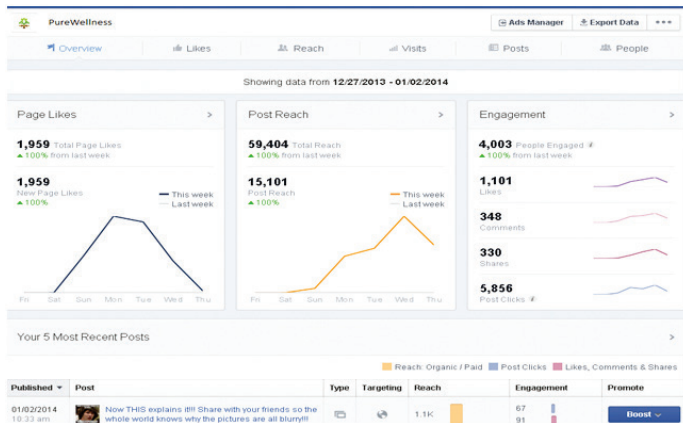
☐ Engagements on your FBP

☐ Reach of your FBP and the Post (comment or picture which provide Medical or related information) to the current and prospective Patients

☐ Quickest way to Boost Search Engine Optimisation(SEO)

☐ Web Traffic driven to your Website by providing Linkposts
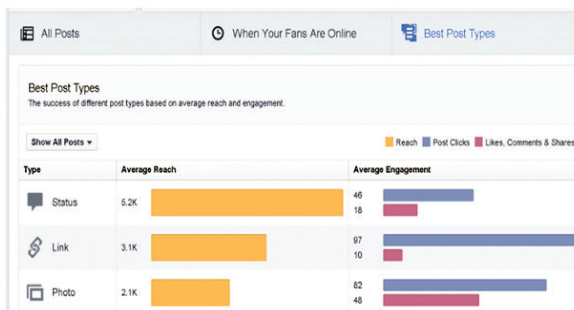
• Engage your Patient via Mobile. Today maximum people access Facebook using Mobile. Hence, Mobile is the best way to ensure Patient Engagement.

• Brand Building by providing information which is beneficial to your Patients.

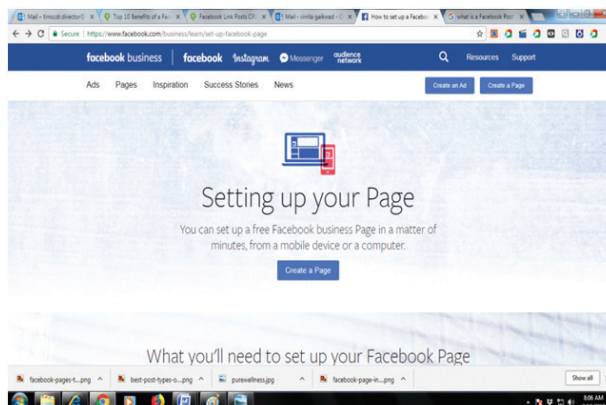• Keep a check on your Competitors
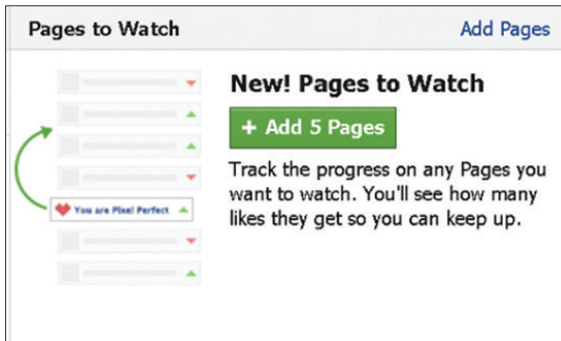
Technical Requirement

To set up a FBP you require to have a Facebook Profile. This is done by creating an account in Facebook (wwwfacebook.com).

Creating FBP

To set up a FBP the following URL can be typed :

**www.facebook.com/business/learn/set-up-facebook-page**

Requirements for FBP

- Name of your Page which also indicates your Business. Eg: Smile4Ever for a Dentist, TreatDiabetis for a Diabetician, NewBorn for a Gynacologist, etc.

 Also mention about your Business in the About section

- Profile Photo and a Cover Photo

- Call to Action —— The Action you want your Patients to take when they are on your FBP. These can be:

  □ Contacting you either through Messenger, or by giving a Phone Call to seek instant Medical advice, or by Email or through Website

  □ Start Shopping

  □ Starting ordering services (chat with the Doctor for immediate Medical concerns) or products

  □ Book Doctors Appointment or Medical Service provided by the Clinic (Eg: Pathology Test, ECG, Sonography, etc)
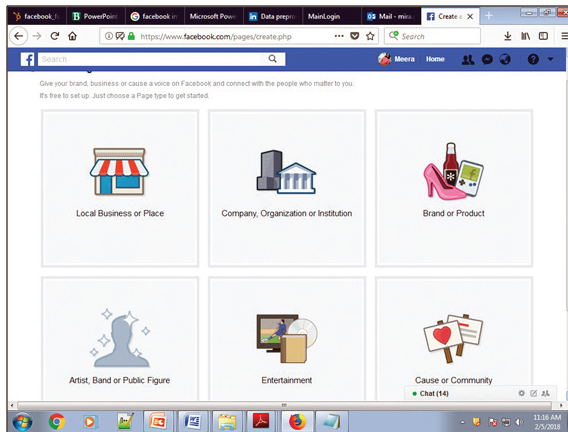
Select the appropriate option.

Local Business or Place is applicable if you have a local setup.

Company, Organization or Institution is applicable if there are outlets in multiple locations
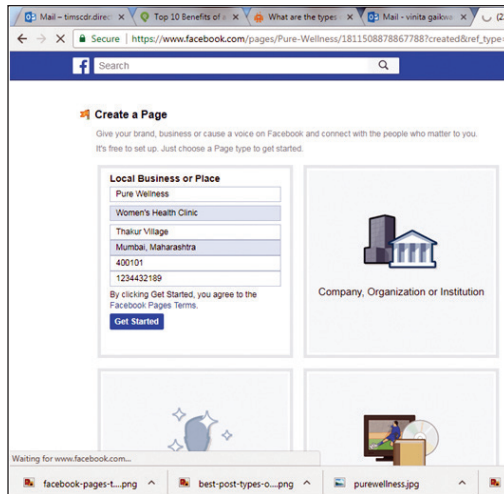
Publishing Tools can now be used to Publish Posts, Videos, and Branded Content. The +Create option will helps you to create the required Post.

Use Boost Post to ensure that the post reaches the Target Audience – Target Patients

Create Audience helps you to create the right category of Patient Audience based on their Gender, Age, Locality, etc.

FBP to Market your Business and Engage your patients

- **Post Shareable Content**

  Post Health content that will be useful to your Patients. Also ensure that your content is genuine and informative, since such content is easily Shareable. More the shares for your posts more will be the Patient engagement and this will also promote prospective Patients.

- **Call to Action**

  Provide a Call to Action to increase Patient engagements. This can be done by mentioning with your post – "Do share If you found this useful" or You can invite your Patients to post comments about their views or experiences on the Content you posted.

- **Blend the Content**

  Ensure that the Content posted by you is well blended with Videos, Sounds and Text information. Make the Content interesting with proper Blend so as to ensure maximum reach to current and prospective Patients.

- **Check the Time you Post**

  It is advisable to keep a close watch on the time when your post is most read. Thus, to ensure that maximum of your Patients have read your posts Check and Change the time you Post.

- **Regular use of Facebook Live**

  Post your Live Broadcast Videos using Facebook Live to engage Patients. This will not only help engage Patients but FANS.

- **Increase Traffic on you FBP using other sources**

  Post the shareable link of your FBP posts on other sources like Twitter. This helps in inviting more engagements on your FBP.

- **Peep into your Competitors FBP**

  It is advisable to check what is happening on your Competitors FBP. As a matter of fact it is a great experience to learn and improve to ensure Patient Engagements.

- **Post Instant Articles**

  Instant Articles are a good way to promote Flagship content. Thus, your Clinic provides awareness workshop on Diabetes an Instant Article on the same can do the trick of engaging patients and shares for your posts.

  Post Content for your Patients which they just can't help, but get engaged in.

Advertising on Facebook
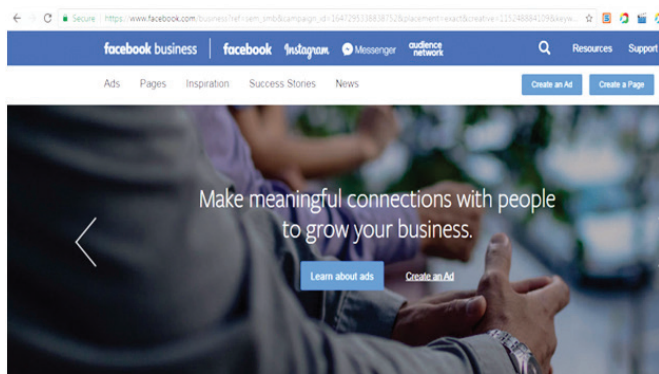
Millions of businesses, big and small, use Facebook's

Why should you advertise on Facebook – Facebook Advertise (FA)

With the already know benefits of creating a FBP, which are also applicable for Facebook Advertisement (FA), here are a few more paybacks:

- **Tailored Budget**

    FA provides the facility of setting daily and lifetime budgets for showcasing your Advertisements to get Patients. To the extent that, you can increase and decrease your Budget whenever you want.

- **Big NO to Organic Facebook**

    Facebook Advertising is IN. There is no room for Organic Facebook marketing. It is time to change over to FA to ensure that we have sufficient Patient engagements.

- **FA is Mobile**

    All your Patients are there on Facebook and that too MOBILE, since all of them carry Smart Phones. So it is but wise to post Advertisements about your Clinic, the special facilities that your Clinic provides, could be workshops or discounted Health Tests or just some sort of Special Patient Engagements.

- **Watch your Competitors**

    If not today, but very soon your Competitors will be using FA. So why wait for them to begin. You can take the first step in engaging your Patients by using FA.

- **FA Advertising is Real-time**

    You have the liberty to make changes to your FA anytime to ensure that you have your set of FAN followers. This is the most cheapest way to Advertise by making N number of changes without actually any cost vis-a-vis advertising though Newspaper or Radio or TV

- ***Drive Off-line Sales***

   Incase in your Medical Facility engages in selling customized products , eg: Special Health Tests or Special Cosmetics Kits or Customized Skin or Dental Products, then these can be sold off-line by advertising on FA as your Patients may drop by your Clinics to buy the Products after visiting you FA or you can also get referrals though your current Patients.

- **Increase Patient Attribution**

   Attribution is the number of times your Patients see your Brand online. Increased Attribution also increases Conversions (Patient booking Doctors Appointment or Patient buying special Products or Facilities provided by the Clinic)

- **Measurable Advertising**

   You are able to measure how many Patients visited the FA by the way of Impression, Clicks and Conversions.
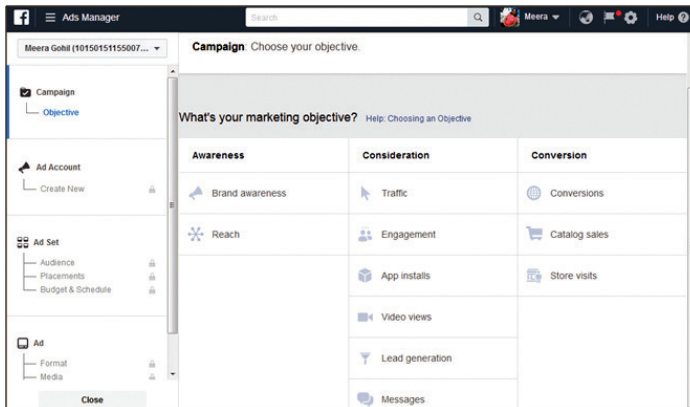
- **FA is targeted**

   You are able to publish the FA of your Clinic to a targeted audience of Patients. Thus, eg. a Gynaecologist will target FA of the clinic to only Pregnant Women or further to Married Couples.

How to Advertise on Facebook

Type the following in the URL:

http://www.facebook.com/advertising and click "Create an Ad"

Choose the destination URL which can be an external website or your Facebook Page, Group, or Event.

Provide appropriate **Title** and **Description** for your Advertisement. Both the Title and Description should be such that they will not only portray your Business but also ensure that your Business is easily visible by the way of SEO.

Choose appropriate **Image** (images are recommended because they increase click-through rate).

Select the **Target Audience** who should view your FA using the appropriate option for Demography and Place.

Payment option is available for Promoting the FA.

Measuring and Analyzing

You can Measure and Analyze the Reach, Frequency, Targeting Audience and Cross-device performance to further optimise your Business Engagements with your Patients.

Metrics to be considered:

*   **Reach:** Total number of Patients, fans, group members, and/or friends who have visited your FA.

*   **Post Engagement:** Level of **Engagement** and number of **Conversations** with potential and current Patients and Fans. Facebook's built-in analytics, **Insights**, helps track valuable metrics such as Page Views, Wall Posts, Discussion Threads, and Photo Views. Insights for your FA page can be checked at **"View Insights"**.

    Other analysis like Post Liked, Post Viewed, Recommendations, Action on Page etc can be used for further analysis
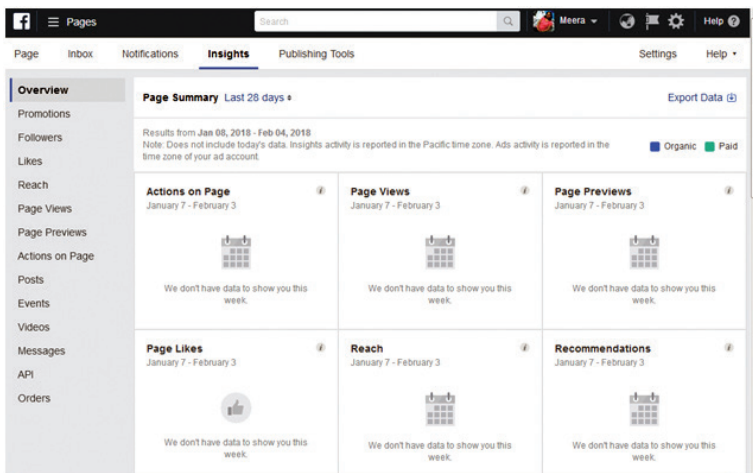
Instagram : Photographs and Much More

nstagram is yet another Social Media Tool which can be used to post Photographs and Videos. Fan following can be achieved by the likes and shares of the posted Photos and Videos. Plus all this in the most affordable and quickest way. Instagram Photos and Videos can be easily shared on other Social Media platforms like Facebook, Twitter, etc.

Why should you use Instagram

* **Photos talk more than Words**

  Instagram is all about posting Photographs. And apparently it is easier to get connected to Human (Patient) emotions, ideas and thoughts by the way of Photographs. You are able to draw much more closely to our Patients by posting Photographs of relevant Medical information than just displaying text.

  Eg. A Cosmetologist can invite and engage prospective Patients by displaying Photographs of success stories of Happy Patients. A Gynaecologist can display photographs of Happy Moms and create positive emotions in prospective mothers.

- **Marketer Friendly**

  Instagram photos post have no Edgerank (demarcates which posts or news feeds should be shown). Hence, all the post have 100% audience feed.

- **Microblogging**

  Instagram is an easy way of microblogging (creating and posting short posts inline) which easily engages the audience.

- **Social Media Tool (SMT)**

  A fun oriented SMT that allows easy way of FAN following.

- **Posting is attractive**

  Photographs posted on Instagram can be made more attractive and likable by adding simple Filters.

- **Hashtags #**

  Use of hashtags helps grouping and proper and easier visibility of photographs

- **Measurable Accounts**

  Tools like Statigram and Instagrid to name a few can be easily used to measure engagements of followers on the Instagram account

- **Insta and FB connected**

  Photos posted on Facebook are automatically added to Instagram.

Technical requirements

You require to have a **login profile** created for Instagram as well as Facebook.

The Instagram App can be used to **Switch to Business Profile** by selecting the Settings option. By switching to the Business Profile, you will be able to access **Insights**.

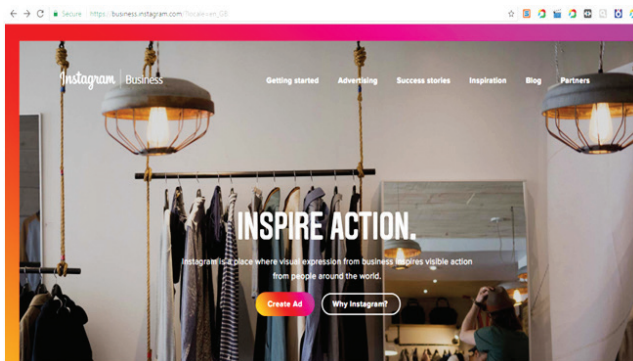Insights will provide the following statistics:

- **Impressions** – the number of times your Posts on Instagram have been seen

- **Reach** – Unique accounts that have viewed your Posts

- **Profile Visits** – Number of Profile visits

- **Followers** – Average times your followers are on Instagram on a typical day
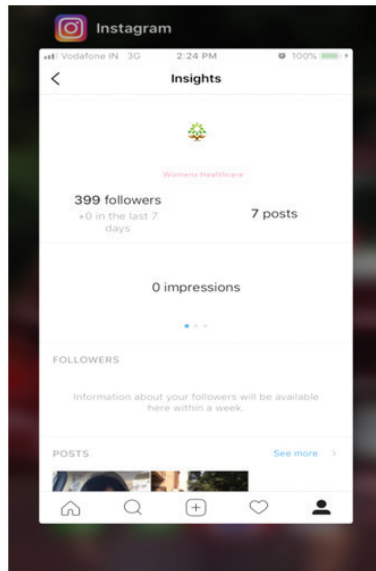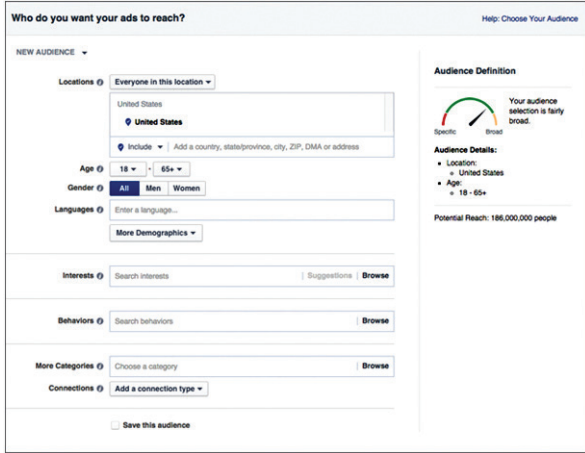

Creating Instagram Ad
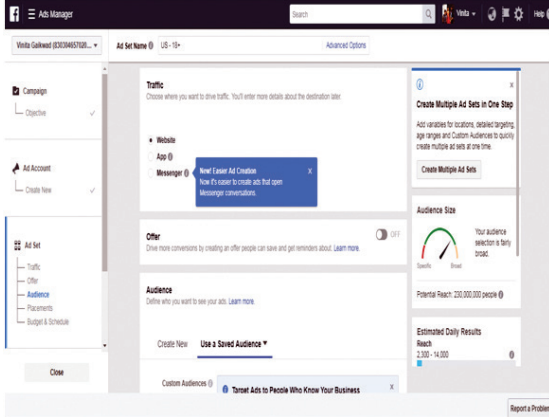
Type in the URL - **business.instagram.com**

Use **Create Ad** to start creating Instgram Advertisement

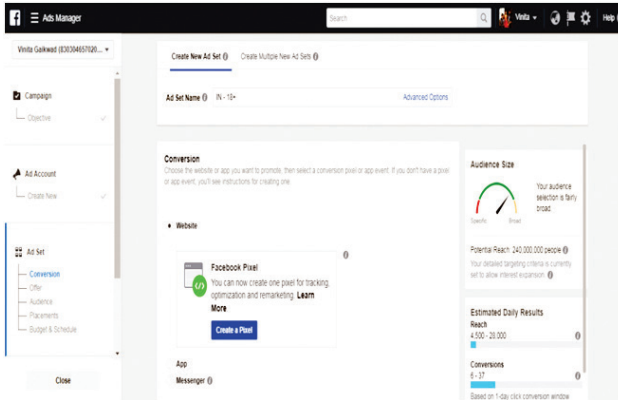Select the appropriate **Marketing Objective** for the Campaign. These are categorized as:

Awareness : Brand Awareness and Reach

Consideration : Traffic, Engagement, Video views, Lead generation, etc

Conversions : Conversions, Catalog Sales and Store visits

Success with Instagram

• Ensure that the business name is same as your account name

• Make generous use of Keywords in your Bio

• Link your Website to your Bio

• Choose good quality pictures to represent your Business

• Use hashtags (#) liberally to facilitate SEO

Google Analytics : Marketing Analytics and Measurements

Google Analytics (GA) is the latest tool that provides Marketing Analytics based on the data fetched from your Business Website, Facebook Business Page (FBP), Instagram Business Profile, etc. Data collected from these sources helps providing topmost visibility for your Website on the Search Engine through Search Engine Optimization (SEO).

SEO - Revisited

SEO is the practise of enhancing visibility of a Website on Organic (un-paid) search engine result pages (SERP). This enhanced visibility is accomplished by various techniques like –

• Search Engine friendly Architecture

• Optimized internal navigation and links

• Optimization of Contents by providing readability and usability improvements

Moreover SEO is the mechanism of making content easily digestible for the Search Engine by checking the contents are user-friendly and useful.

Proper use of SEO will ensure that your Website will be featured amongst the first 10 in the list of the Search Results. However, it is not a one day task, but rigorous effort

of creation of Organic Contents over various mediums and ensuring that they are well connected to your Website. This also includes the strategic use of Keyword in various place like – Domain name, Emil address, Header of Web pages, and most important the Content which is posted to Boost the SOE.

Moreover the following aspects should be taken into consideration:

Quality content - Content-rich and relevant Website has additional chances to be more valuable to the human visitors and other webmasters and hence referred by them repeatedly. This would show the Search Engines that your site is distinctive and fitting to display. It is important to update your site regularly and add new, unique, relevant and genuine content. Hence, post Content which is relating to your Medical speciality, such as an self-authored Article on awareness on Diabetes amongst young people incase you are a Diabetologist. Or author a Blog that educates your patients about Myths during Pregnancy in case you are a Gynaecologist

Vertical search - Specialized vertical search engines focus on images or news or local content that focus on one segment rather than a broad range of interests. These are displayed in special sections along with web listings. So, make sure you're producing content in key vertical areas relevant to you.

Trust – Factors like whether your site has been there since long, do visitors spend time on your site or bounce away or is your site ad-heavy play a crucial role.

Architecture - A site's loading speed and ability to adapt across all devices has to be taken care of.

Links – Quality of your website is determined also by its link profile - the number and quality of other websites that link to a page and site as a whole. Paid or spam links bring down your page ranking in the long run as it is more important to get links from many different sites, rather than getting many links from a few sites.

Social shares - Having good visibility or being shared widely on social networks like Google+, Facebook, Instagram, Twitter etc also brings in more traffic to your site.

Thus, to implement SEO properly it is essential that you understand your audience and their behavior well. You also need to understand how each and every page of your website is functioning. GA helps you do all that.

Google Analytics - GA

Google Analytics provides the following :

- An easy and free way to monitor and analyze the behavior of visitors to your website.

- Key information about how your website is performing and what you can do to further improve your visibility.

- Track how much and what type of traffic your website is getting, where that traffic is coming from

- Behaviour of visitors – each and every insight that might be helpful in making your audience experience better and meet your goals.

- Help you understand your visitors better by knowing their profile, demographics, and preferences etc to provide them with better services and potentially turning them into customers

- Help you monitor your Social Media (Facebook, Instagram, etc) activities and also track mobile app traffic

Basic GA Terminologies

- **Organic Search** – Patient visitors who visit your site following a link on a search results page of any search engine like Google.

- **Channel / Traffic source** - shows from where you got your traffic - search engines, referrals or links from other sites, social media, blogs or emails.

- **Landing page** - the first page (not necessarily your home page) a visitor sees when visiting your website. If you find which are the most frequent landing pages so you can track down what's working on those top pages that's attracting customers.

- **Exit page** - the last page a user accesses before they leave the site. Finding the pages after viewing which people leave your site most frequently, indicates areas of improvement.

- **Bounce Rate** - the percentage of single-page visits, i.e. visitor leaves your site from the landing page itself without interacting with it.

- **Session** - the period of time for which a visitor is actively engaged with your website. A new session starts after a period of inactivity of 30 minutes. Average session duration gives a very good indication of user engagement.

- **Acquisition** - shows you how you acquire users or visitors are coming to your site via which channels - search engines, social media, and email marketing campaigns or links from other websites.

- **Behavior** - how visitors move through your website and interact with your content – do visitors spend time on your site or bounce away quickly.

- **Goals** - measure of how many users take or complete specific actions on your website. For example, on a e-commerce site the goal could be buying of a product by making the payment. The actions can be defined by you for your site like a user viewing a video, filling in his contact detail or signing up for a newsletter.

- **Conversion** - visits that turn into customers or potential customers. tracks how many visitors are converting into newsletter subscribers, shoppers and actual customers. Click on the Conversions tab and choose a type or category of conversion to view a report.

- **Dimensions** - descriptive attributes of a visitor to your site, like country of your visitor.

- **Metrics** - individual elements of a dimension that can be measured, like average number of pages viewed per session.

From Acquisition to Conversion

When your prospective Patients (Visitor) visits your Website, they go through various phases before actually getting converted into your Customer. As explained through the marketing concept of Purchase Funnel, the Customer goes through the phases :

- **Acquisition** - building awareness and acquiring user interest for your Website

- **Behaviour** - users engagement with your business

- **Conversion** - user becomes a customer and transacts with your business
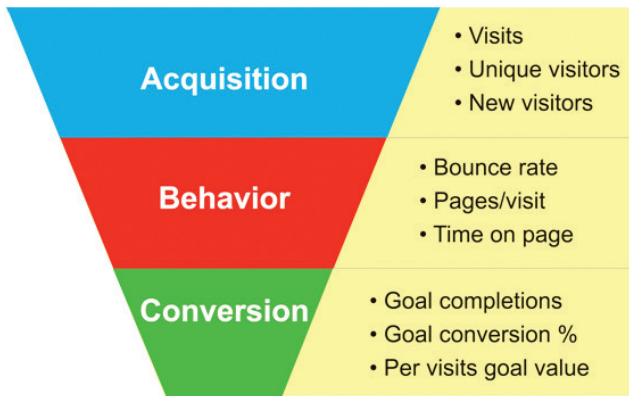
Using Google Analytics, you can track website visitors in every phase of the funnel i.e. you can understand what interaction of the visitor with your website led to conversion and use that data to make well-informed decisions about how to reach new and existing patients.

Technical Requirement

Creating a GA Account

You must have a Gmail ID

To track all activities of a website, you first have to create a GA account

https://analytics.google.com

GA account can be set for either a Website or a Mobile App.

Once you create Analytics account and fill in all details of your website like website name and its URL. eg. https:\\www.purewellness.in and agree to terms and conditions of Analytics you get a **Unique Tracking Code (UTC)**.
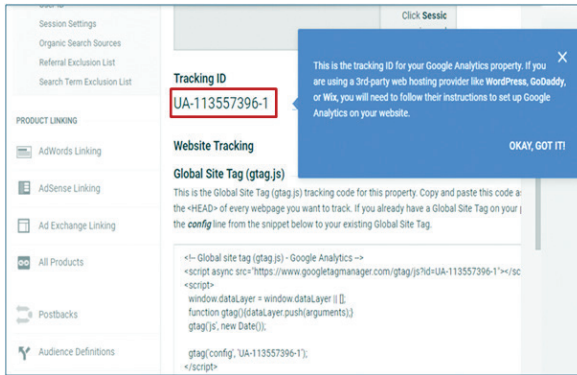

This UTC has to be added into the HTML code of every page of your site that you want to track. It has to be placed just before the closing **Head Tag**.

Some website builders like Wordpress have a specific page or field where you simply enter your tracking ID.

The tracking code collects anonymous information about how that user interacted with the page, every time a user visits a webpage. If in your site, you have two web pages, say one about Diabetes and other about Cancer, you can check which page is viewed or read more.

A single GA Account allows you to track multiple websites with the same account by setting multiple properties. You can also set multiple views for any property to customize the way data is tracked or visualized.
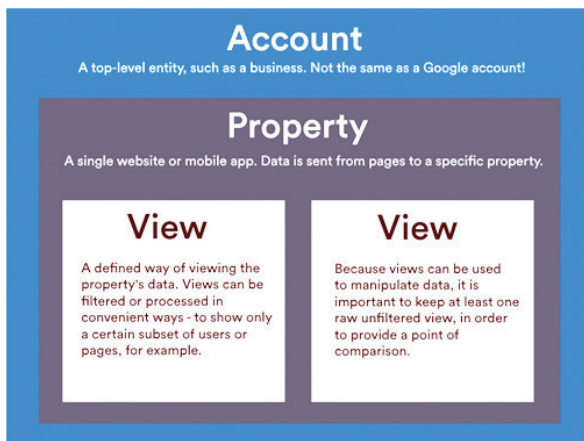
For example, suppose you have two hospitals, in Mumbai and Dubai. So you could create one view that includes global website data. But if you wanted to see data for individual regions, you could create separate views for Mumbai and Dubai.

You can apply filters on your views to include or exclude specific data from your view or modify how data appears in your reports. If you want to only see data for external traffic, that doesn't include your own data, you should filter out internal traffic based on IP address.

You should apply **Bot Filtering** to prevent automated computer programs, not people, hitting your website.

It is important to submit right data when setting up your accounts, properties, and views, as **you can't change data once it's been processed by GA**. Also do remember to have one unfiltered view to ensure that you can always access original data.

You can also set up various goals for your website like:

• Visitors watching uploaded videos,

• Newsletter signups,

• Contact us Form submissions,

• White paper downloads.

Doing so would give you much comprehensive view of what's happening on your site and how your target audience is progressing from acquisition to conversion.

Analyzing GA Reports

Various reports are prepared by Google Analytics that give you key insights that can help you grow your business by appealing to current customers more effectively and gaining new ones.

Types of GA Reports

Real-Time Reports

These Reports provide information about geographical locations, traffic sources, events, and conversions for users which are currently active. These reports are especially useful to monitor everyday traffic in case you have published a specific event.

Eg: You have organized a health check-up camp, you can see how traffic is increasing due to that at specific geographic locations.

Audience Reports

Audience reports gives insights into the attributes of your Patient visitors like age, gender, their language and geographical locations, their interests, whether they're new or returning users or how frequently they visit your site, and what devices they're using to access your site.

Insights like these help you to improve the performance of your site. If you find that majority of your users are using mobile devices to access your site, you can plan your development to provide a mobile-optimized experience to your users.

Acquisition Reports

These reports show you how Patients arrive at your site – Organic (or unpaid search), Paid searches (Cost per click), Referrals (traffic that comes from other websites), from Social Media or any other sources. You can use these reports to compare performance of different marketing channels used by you and find from where you get your highest quality traffic and conversions from each source.

Behavior Reports

These reports tell you everything you can possibly want to know about your site content.

- Top entry pages of your site,

- Pages from which Visitors exit the most

- Terms searched for on the Website

- How fast your website loads

- Elements of your site the users interacted with the most

Conversion Reports

Conversion reports allow you to **track Website Goals based on your Business Objectives**.

- How many goals were fulfilled

- Understanding how each Marketing Channel contributes in converting visitors to actual Patient clients at your website

- Find pathways with a high conversion rate and also identify and improve pathways with low conversion rate

Points to Remember

- Data once collected and processed can't be changed, so take care when setting up your account.

- Set up an unfiltered view to collect all raw data.

- Filter out any internal company traffic.

- Apply filter to exclude all hits from bots and spiders.

- Do set up goal tracking.

- Customize your reports as per your requirements.

- Track events and campaigns.