



■ HEALTHCARE INDUSTRY STUDY

BY SEMRUSH

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Introduction

Marketing has always been about communicating your brand message to the right audience in the most effective way possible. In a digitally transformed world, that means understanding your audience and devising plans that are tailored to their specific needs. How can you drive traffic that converts, advertise that sells, and execute marketing strategies that give you a competitive edge over the rest? The answer to all these important questions fundamentally lies in your ability to make use of data. In the online realm where platforms, touchpoints, and trends are constantly changing, data is your North Star. And if you are the forward-thinking brand that puts market intelligence at the heart every strategy it devises, you can as well lead the pack.

This 2019 guide analyzes the current state of the global healthcare sector. From exploring the key trends in advertising to analyzing user behavior to highlighting the key issues that are impacting the way healthcare consumers and search engines view websites, the study provides a comprehensive review of everything relevant to marketers, business owners, and strategy makers in the global healthcare space. It also includes important suggestions to help these individuals refine their strategies and get ready for the future. As you go along, we hope that you find the insights provided in our research useful in helping you formulate effective strategies for your healthcare business in 2019 and beyond.

REPORT





■ How To Drive Traffic

PART 1

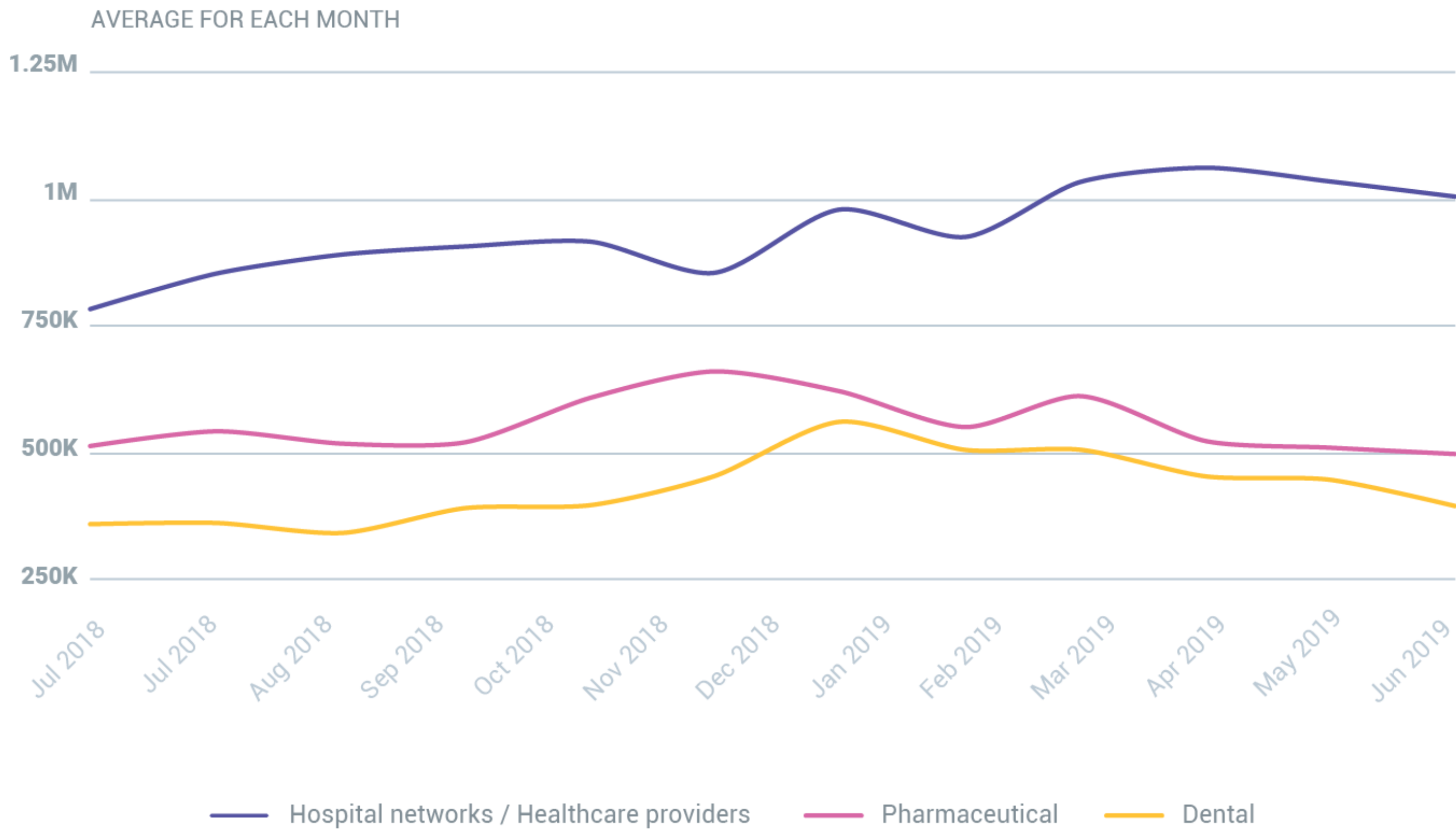
DRIVE

One of the key objectives of every business is to gain more customers that means attracting more traffic to your website first. This makes it absolutely necessary for marketers and business owners to learn what they can do to drive traffic that converts. Fortunately, pharmaceutical companies in the U.S. and elsewhere will have a lot to benefit from this study when it comes to driving traffic. Two of the most relevant metrics we have considered analyzing are branded/non-branded traffic and SERP features (that are mostly being utilized by pharmaceutical domains on Google). Grouping the analysis into branded and non-branded categories, we hope that this study is going to help marketers understand the key trends and developments within the pharmaceutical niche and implement their strategies in more effective ways.

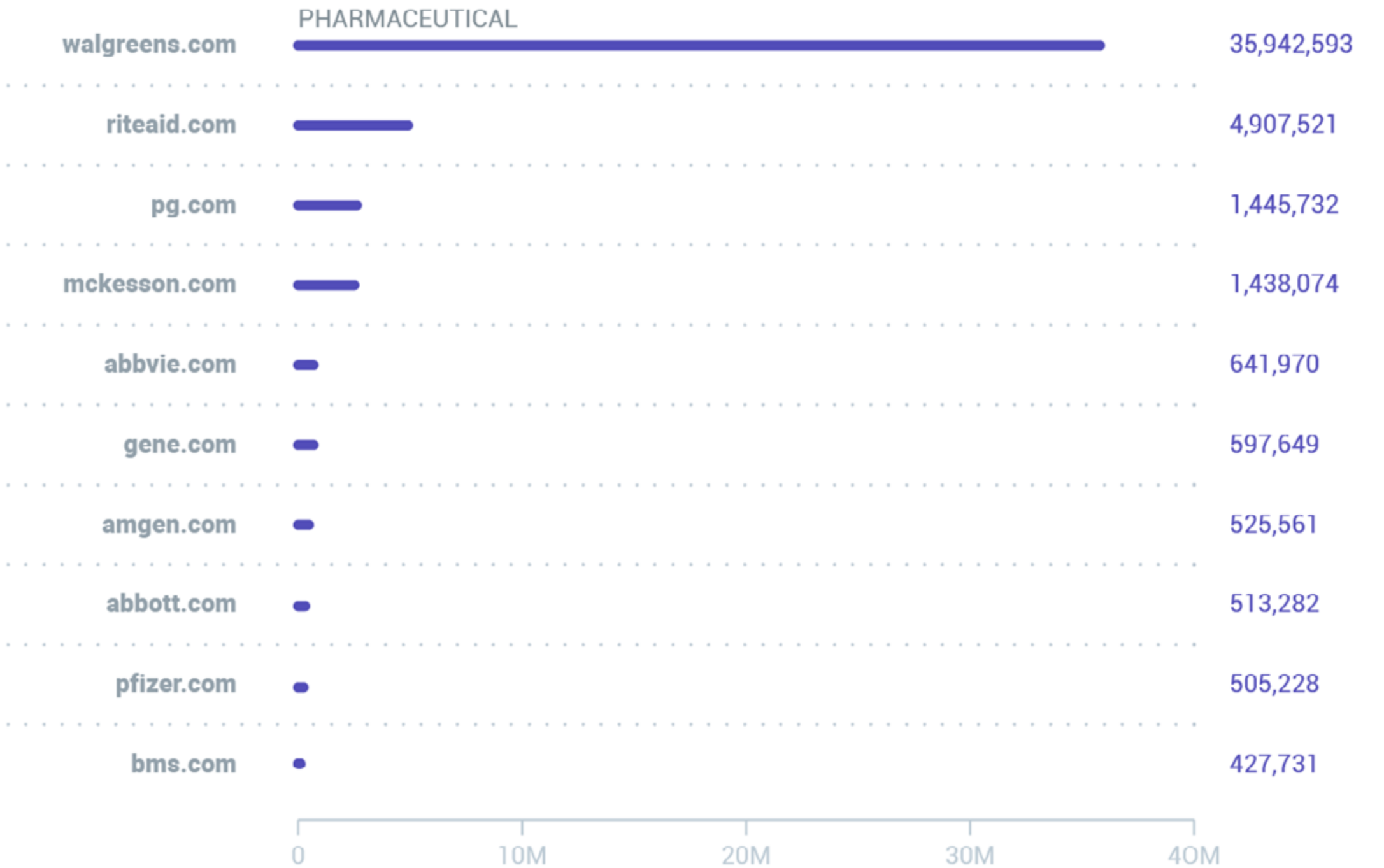
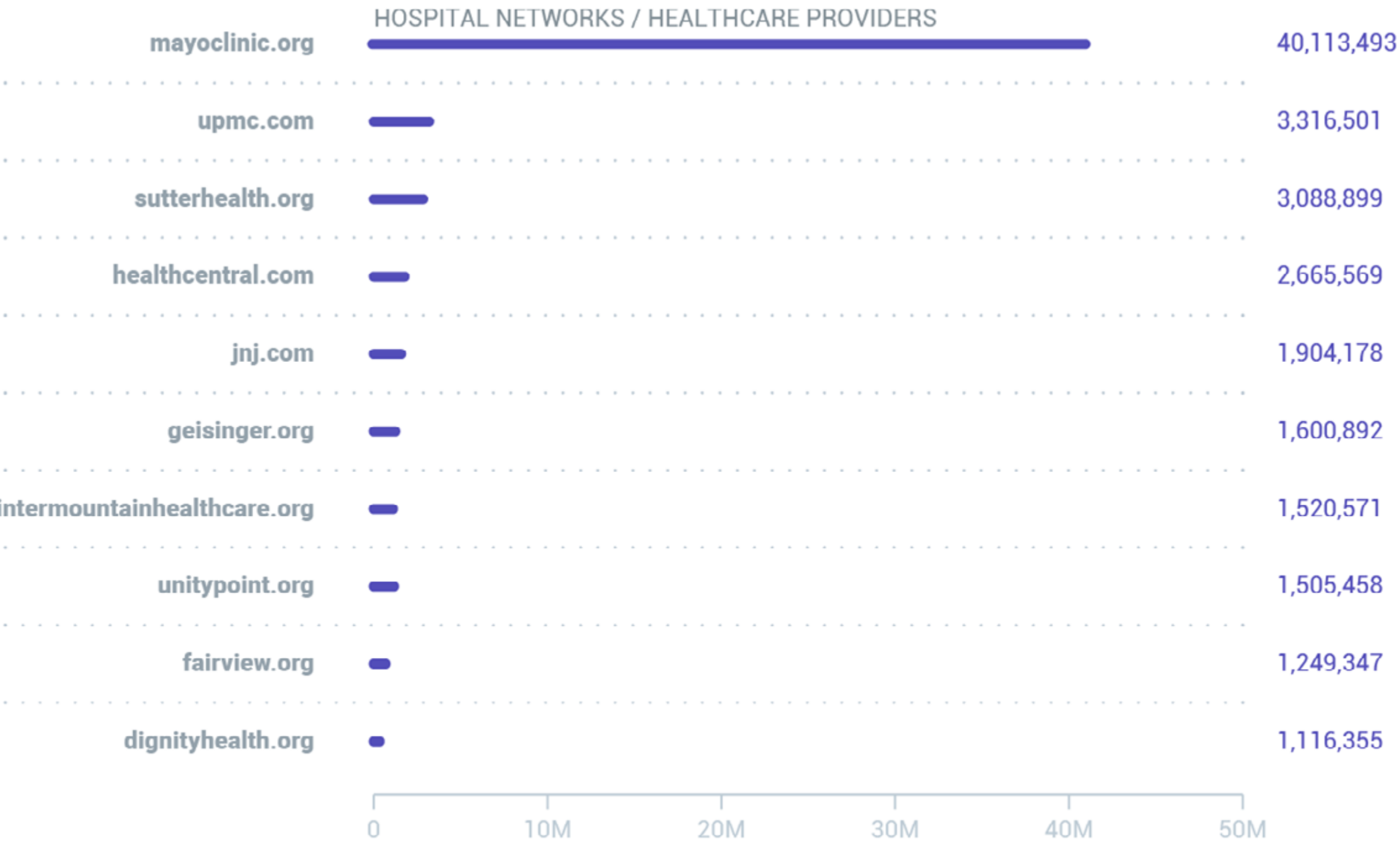


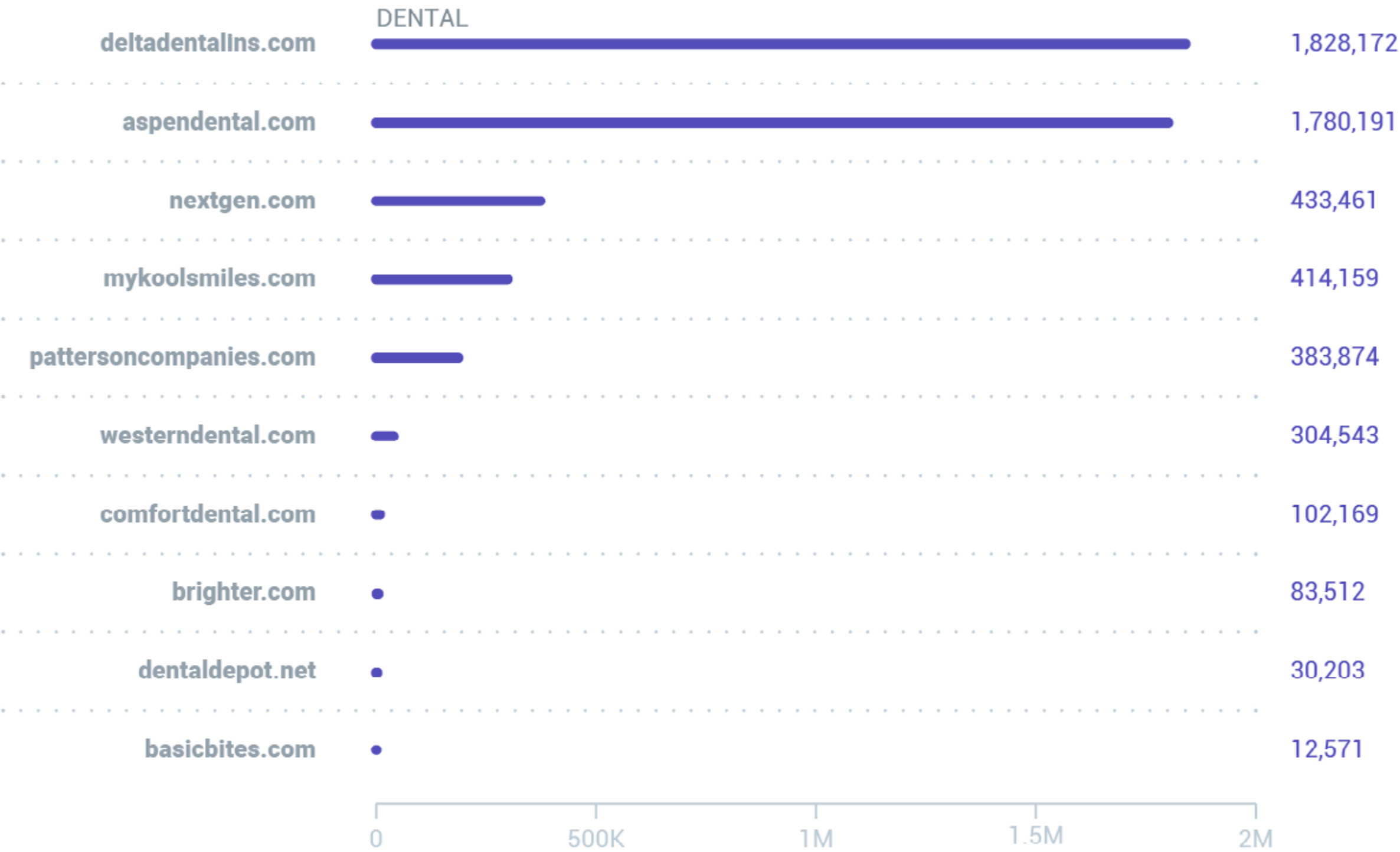
Traffic in Healthcare Industry

Hospital networks/healthcare providers received more online traffic than pharmaceutical companies and dental providers. More and more healthcare providers are realizing that being mobile-friendly can make their organizations more patient-centric. Mayo clinic alone drove the highest traffic among hospital networks at over 40 million.



TOP WEBSITES

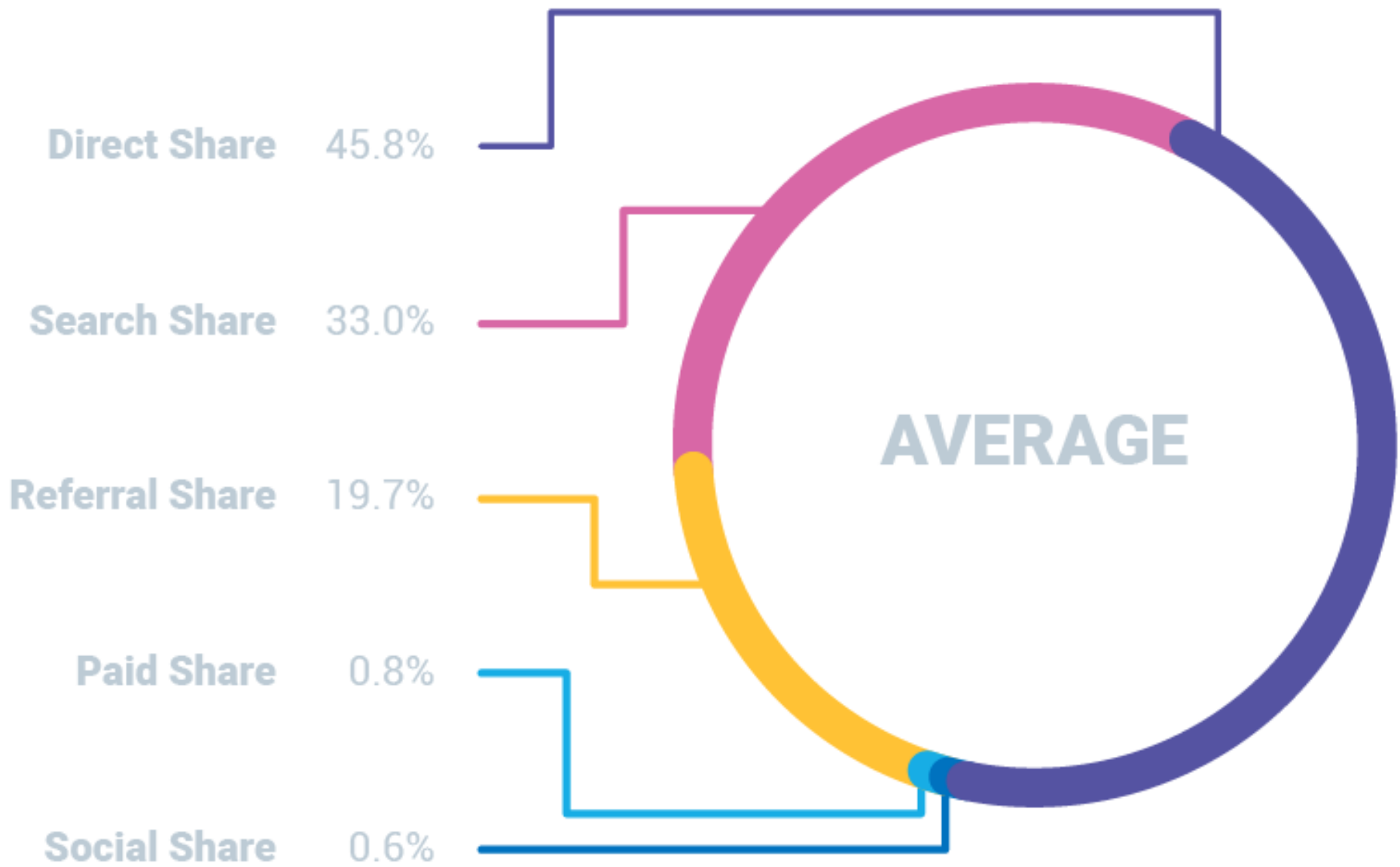




Sources of traffic

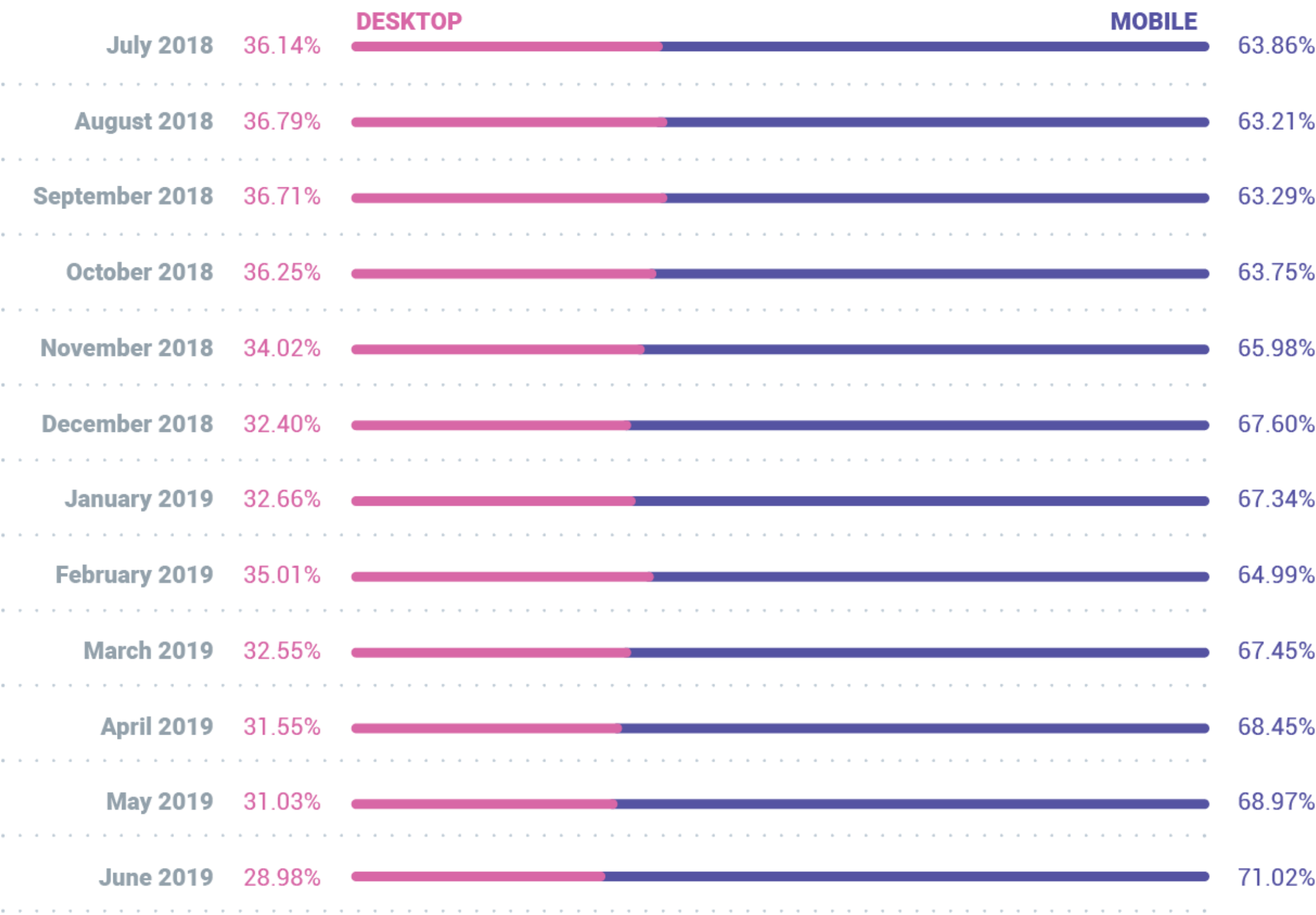
It is clear that the direct traffic (45.78%) means that patients already know where they want to go and it shows the brand awareness of the centers. Compared with other traffic channels such as referrals (19.7%), paid shares (0.82%) and social media (0.6%), the search (33.0%) is the second source from where people come to healthcare websites.

TRAFFIC SHARE & SOURCES



Devices Breakdown

Recent data from 2018–2019 shows that mobile platforms drive two times more traffic to healthcare companies compared with desktop. In fact, August 2018 was the month that desktop reached its peak with 36.14% share before tailing off progressively to 28.98% in June 2019.



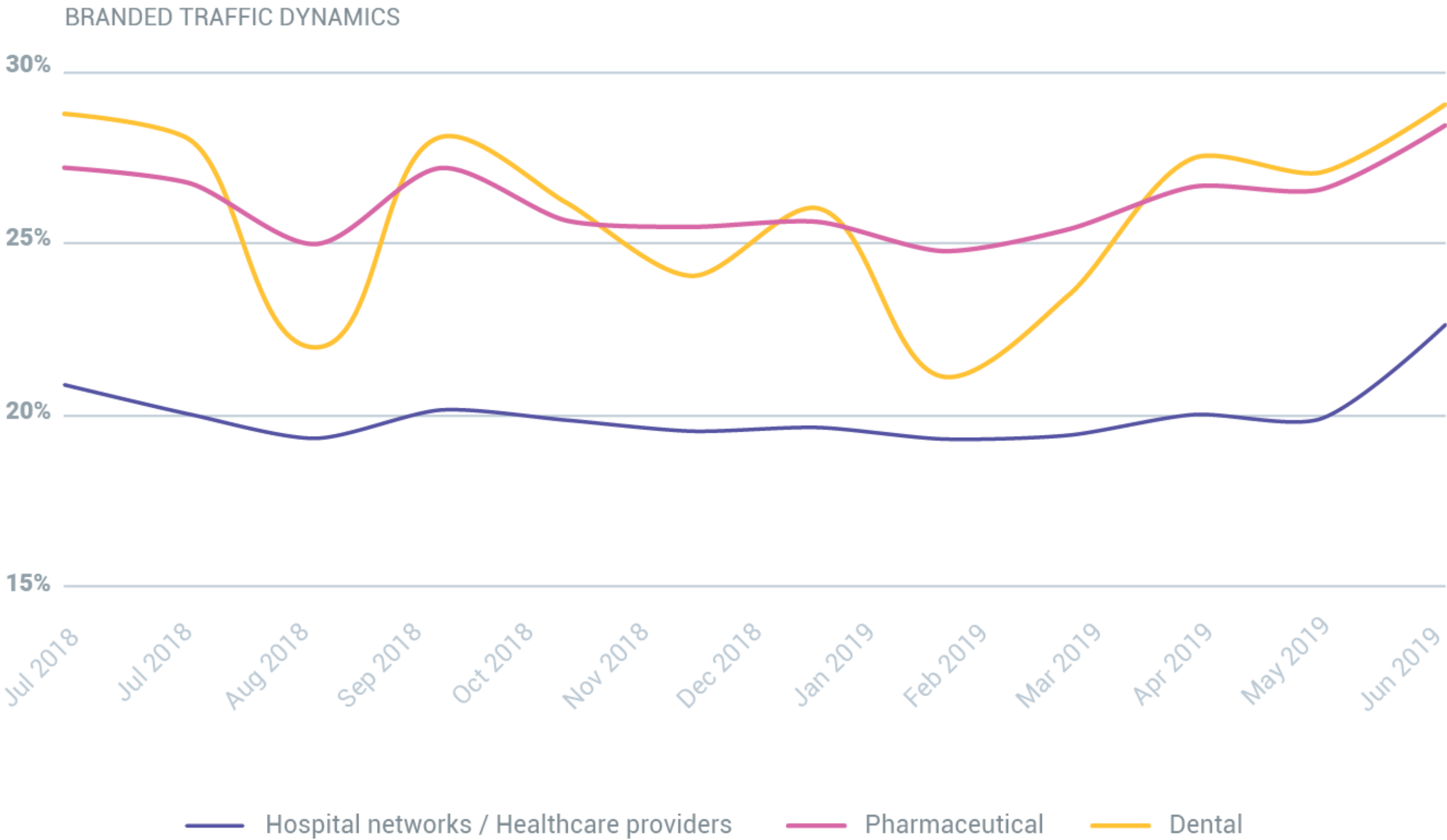
DESKTOP AND MOBILE SHARE

Branded/ Non Branded

By branded traffic we mean the portion of web traffic generated through keywords that include a brand name or some variation of it. Non branded traffic is generated when users type in keywords that don't represent any specific brand or any part of it.

As we analyze the overall traffic on healthcare domains by dividing it into branded and non-branded sections, it appears that non-branded traffic gets the lion's share. In the twelve months period leading up to June 2019, non-branded traffic accounts for about 77% of all the traffic on healthcare domains (which is more than three times the traffic produced by branded searches).

The trend hardly shows any divergence as non-branded traffic appears to be in the lead by a wide margin for the individual categories as well. For the most part of the observed period, we don't see any significant variation per se. However, June's (2019) data indicates that branded traffic has improved for domains across all categories.



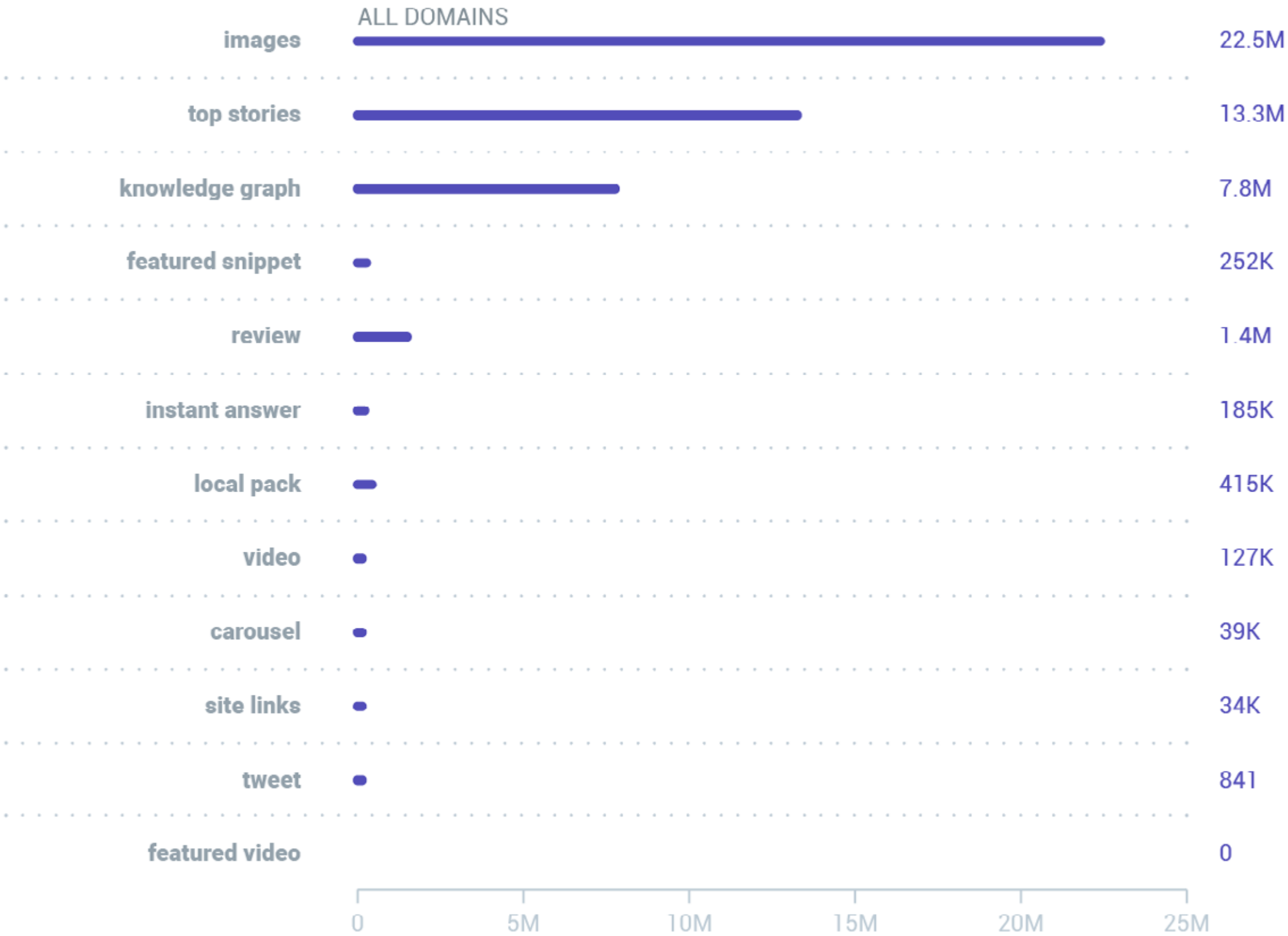
SERP Features

SERP features are any results on Google SERP (Search Engine Results Page) other than traditional organic results that are intended to help users find the right information faster and with the minimum necessity to click on the results.

For pharmaceutical domains, however, eleven SERP features appear more frequently on Google. And of all the SERP features, “Image” appears to be the most popular features by far with over 22 million times by all analyzed domains.

In terms of domain categories, Hospital Networks/Healthcare providers appear to be in the lead when it comes to taking advantage of SERP features on Google. For example, about 30% of “images” result are accounted for domains in the Hospital Networks/Healthcare Providers category; while only 17% and 0.9% of images results have been shown for Pharmaceutical and Dental categories, respectively. A similar pattern is observed for other SERP features, with healthcare domains in the Hospital Networks category enjoying a far greater exposure compared to the domains in other categories.

It’s also worth noting that the sum of all SERP features attributed to mayoclinic.org is 5,521,937, which is at least 1200% more than the total number of SERP features shown for upmc.com (the second most successful website in terms of number of SERP features) in Google searches during the observed period.



This is just an introductory excerpt

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