

Online Marketing Summit

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Extreme Measures: Web Site Performance and ROI

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About NorthShore

NorthShore University HealthSystem (NorthShore), headquartered in Evanston, Illinois, is a comprehensive, fully-integrated healthcare delivery system that serves the greater north shore and northern Illinois communities.

Details

- Four hospitals
- 75 (and growing) medical office facilities
- 2,000 physicians
- Affiliated with University of Chicago
- Fully-integrated Electronic Medical Record (EMR) system

About Marcel Media

Founded in 2003, Marcel Media is an interactive advisory firm providing strategic direction and customized online marketing solutions. Our team delivers results-driven solutions through superior implementation and enduring customer service.

Services

- Search Engine Optimization
- Paid Search
- Social Media
- Web Development
- Custom Web Integration
- Web Analytics

The Partnership

- 2003** • NorthShore engaged in first Search Engine Marketing campaign on Yahoo!
- 2004** • NorthShore reached first traffic benchmark.
- 2005** • NorthShore provided key input for online campaign growth areas such as Heart, Ortho, Cancer and GI.
- 2006** • NorthShore began strategic search engine marketing campaign for growth areas on Google.
- 2007** • NorthShore launched “Doctor Name” campaign and redesigned website.
• Marcel Media recommended advanced SEO/SMM/Web 2.0 strategies.
- 2008** • Marcel Media launched first NorthShore live chat.
- 2009** • NorthShore *Connect*, online gateway to NorthShore medical care, reaches 100,000 users.
- 2010** • NorthShore redesigned website and is building a foundation for condition-based search and navigation.

Pain points for NorthShore



Questions from C-Suite

- What kind of results can be expected from web marketing?
- How is the online space valuable in terms of what we are trying to achieve?
- What are the most important metrics?
- Where do we start?

Current Situation

Goals

- Honing in on medical specialties
- Promoting and demonstrating the value of *NorthShoreConnect*
- Generating increased web traffic
- Utilize social outlets to generate brand awareness and position the healthsystem as a resource
- Web redesign in early 2010 based on user behavior and research data
- Increase organic search results through optimized page titles and URLs

Online Marketing Solutions

Search Engine Optimization (SEO)

- Generating traffic through natural placement on search engines

Social Media Marketing (SMM)

- Establishing discussion and interaction between brand (NorthShore) and users

Paid Search

- Garnering search engine traffic through highly targeted, paid ads (sponsored links)

Data-Driven Strategy



Key Performance Indicators (KPIs)

Pages per Visit

- Average number of pages viewed during a site visit – (repeat single pageviews included)

Average Time on Site

- Average duration of a site visit

Percentage of New Visits

- Percentage of new site visitors within a specific date range

Bounce Rate

- Percentage of single-page visits (user leaves site from entrance page without interaction)

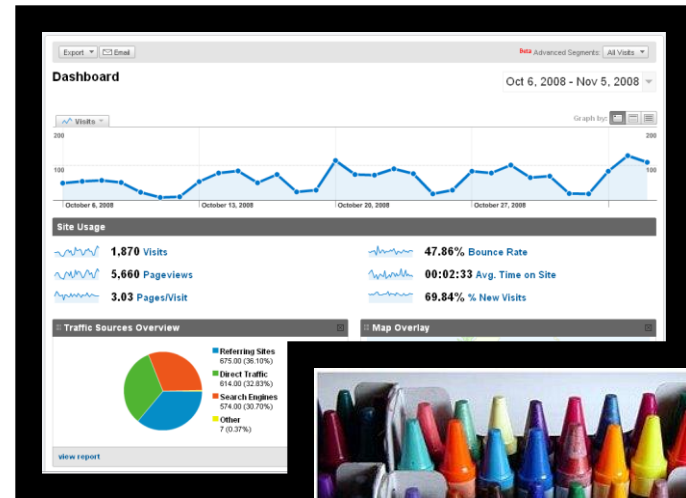
Tools the “pros” use...



Google Analytics: The Coloring Box

Google Analytics is a free, cookie-based, page-tagging web analytics solution.

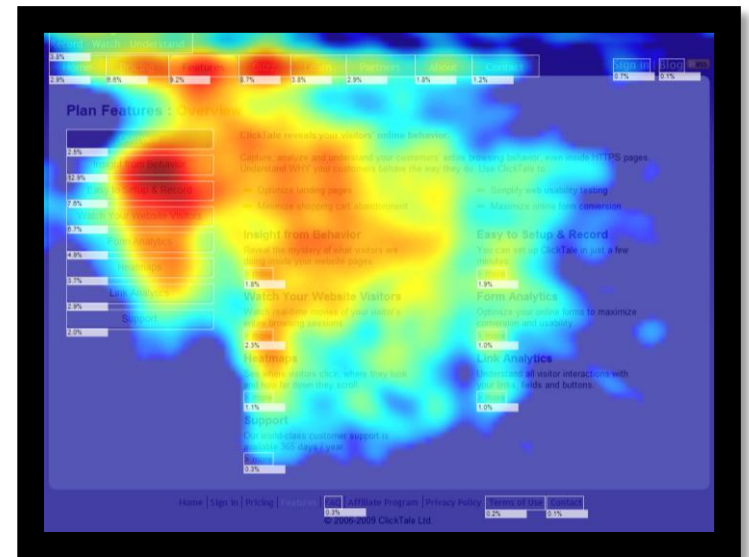
- Colorful
- Clean reports (over 30,000)
- Clear labels
- Fully customizable
- Easy campaign creation
- Advanced capabilities



Customer Experience Analytics (CEA)

Visitor browsing sessions

- Heatmaps show where visitors click, look, and scroll
- Link Analytics show interactions, hovers, and hesitation time
- Form Analytics reveals problem fields in online forms that cause visitors to leave



Online User Focus Groups

Web-based focus groups allow users to perform an action based on a scenario they are given. While users are interacting with the site, their voices and computer screens are recorded.



Google Keyword Tool

Provides keyword theme ideas and search volumes

The screenshot displays the Google Keyword Tool interface. At the top, it says "Google Search-based keyword tool". Below this, there's a "Keyword ideas" section with a search bar. The "Website" field contains "northshore.org" and the "Word or phrase" field contains "radiology, chicago radiology". There are buttons for "More filters", "Find keywords", and "Or browse all keywords".

On the left side, there's a "Categories for this search" sidebar. It lists various categories with their respective counts: All categories, Apparel (20), Computers (16), Consumer Electronics (14), Finance (12), **Health (43)**, Health Care Services (29), Health Conditions & Concerns (13), Hobbies & Leisure (17), Media & Events (61), and Travel & Tourism (37). Below this is a "Help" section with links for "Learning the basics", "Filtering and saving keywords", and "Incorporating into AdWords".

The main content area is titled "Keyword ideas" and includes a note: "Sign in with your AdWords login information to see a full list of keyword ideas customized to your website (typically excluding those already in your account). Some of these keywords may or may not be active for this website." There's an "Export" button and a pagination indicator "1-20 of 43".

The results are presented in a table with the following columns: Keyword, Monthly searches, Competition, Sugg. bid, Ad/Search share, and Extracted from webpage. The table shows "Keywords related to northshore.org (0)" with a message: "No keyword ideas for northshore.org matching the search criteria and category. Click here to reset your search criteria." Below this, it shows "Keywords related to your search words and phrases (43)".

Keyword	Monthly searches	Competition	Sugg. bid	Ad/Search share	Extracted from webpage
<input type="checkbox"/> radiology equipment	280	<div style="width: 20%;"></div>	\$3.73	--	--
<input type="checkbox"/> perth radiology	100	<div style="width: 0%;"></div>	\$0.24	--	--
<input type="checkbox"/> radiology transcriptionist	82	<div style="width: 20%;"></div>	\$8.02	--	--
<input type="checkbox"/> used radiology equipment	82	<div style="width: 20%;"></div>	\$4.48	--	--

Google Insights for Search

Provides trending forecasts for keyword searches.
Compare various date ranges geographic distributions.

The screenshot displays the Google Insights for Search interface for the search term "radiology hospital" in the United States for 2009. The interface includes a navigation menu on the left, a search terms input field, and filter options for location and time. The main content area is divided into several sections: "Web Search Interest: radiology hospital" with category information, "Interest over time" with a line graph, "Geographic distribution" with a bar chart and map, "Top searches", and "Rising searches".

Web Search Interest: radiology hospital
United States, 2009
All Categories > Health
Subcategories: [Medical Facilities & Services \(25-50%\)](#), [more...](#)

Interest over time
Interest level | Growth relative to the Health category

Geographic distribution

Rank	State
1.	Pennsylvania
2.	Connecticut
3.	Maryland
4.	Massachusetts
5.	Distict of Columbia
6.	New York
7.	Ohio
8.	New Jersey
9.	Michigan
10.	Minnesota

Search terms

Rank	Search term
1.	radiology jobs
2.	university hospital radiology
3.	radiology tech
4.	radiology technician
5.	radiology schools
6.	radiology associates
7.	radiology programs
8.	florida hospital radiology
9.	interventional radiology
10.	radiologist

Rising searches


Rank	Search term	Change
1.	radiology technician salary	+160%
2.	radiology technician schools	+150%
3.	radiology technician jobs	+140%
4.	radiology tech salary	+110%
5.	radiology degree	+70%
6.	abington hospital radiology	+60%
7.	radiology tech jobs	+60%
8.	radiology technician	+60%
9.	radiology jobs	+40%

NorthShore Data & Results

NorthShore.org: Pre Re-design

Clinical Services **Health Resources** **Community & Events** **Research** **Medical Group** **About Us** **Locations**

Find a Doctor



Last Name

OR


Clinical Service

[Advanced Search](#)

QuickLinks


- [Register for Classes & Events](#)
- [Pay Your Bill](#)
- [Obtain Financial Assistance](#)
- [Make a Contribution](#)
- [Send a Gift to a Patient](#)
- [Email a Patient](#)
- [Find a Job](#)

Flu Information







Latest H1N1 and seasonal flu facts and information.

Dr. Michael Howard Blogs from the Haitian Relief Effort




[Read more...](#)

Our News

-  [Get Back Pain Relief at NorthShore's Pain Management Center](#)
-  [Heart Month Online Chats](#)
-  [VNS Therapy Gives Hope to Epilepsy Patients](#)
-  [Benefit Concert for NorthShore's Integrative Medicine Program to Feature Billy Corgan, Matt Walker](#)

Patient Portal



- View Your Test Results
- Secure Message Your Physicians
- Review Your Medical Record
- Schedule Appointments

[New Users:](#)
[Request Your Access Code](#)

Our Hospitals

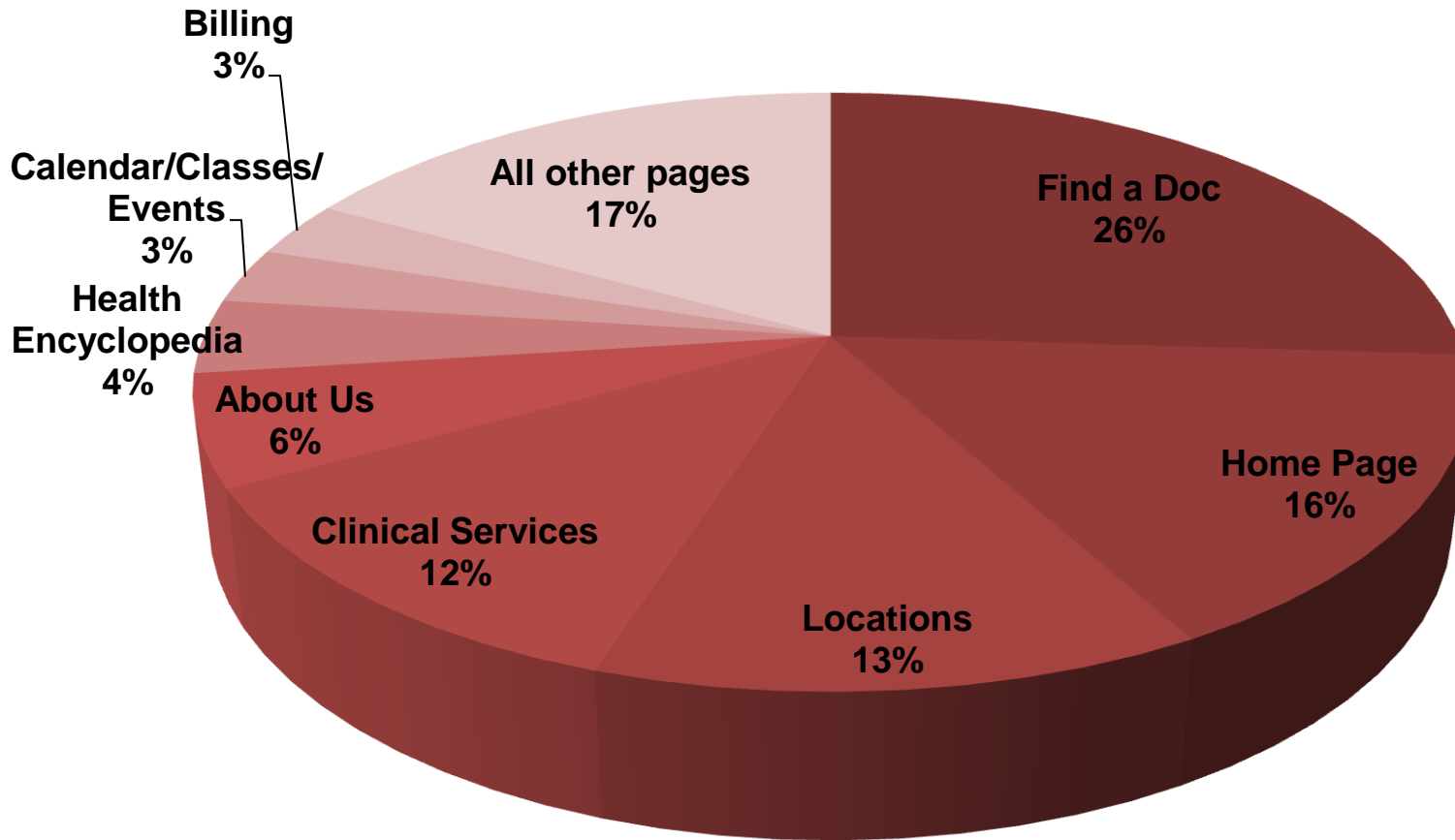
- [Evanston Hospital](#)
2650 Ridge Ave
Evanston IL 60201
847.570.2000
- [Glenbrook Hospital](#)
2100 Pflugsten Rd
Glenview IL 60026
847.657.5800
- [Highland Park Hospital](#)
777 Park Avenue West
Highland Park IL 60035
847.432.8000
- [Skokie Hospital](#)
9600 Gross Point Rd
Skokie IL 60076
847.677.9600

[Home](#) | [Contact Us](#) | [Site Map](#) | [Policies & Procedures](#) | [Careers](#)

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Shifts in Analytics: Driving Re-Design

Percentage of Pageviews



NorthShore.org: Post Re-design



What can we help you find?



Find a Doctor

Find a Location

View Services

Pay Your Bill

NorthShoreConnect

ACHIEVE

NorthShore has been awarded numerous honors for its achievements in providing patients with an exceptional healthcare experience that stands above all others. [Learn more »](#)

NorthShore Video

Blackhawks fever hits NorthShore »



NorthShore News

NorthShore Earns 13 National Excellence in Healthcare Awards »

Diagnosis/Drug Gives Woman Back Her Life »



Classes & Events

Maternity & Parenting »

Support Groups »

Exercise/Fitness Clinics »



Charitable Giving

Learn how you can help NorthShore provide the highest level of care »

Make a contribution »



Teaching Affiliate of



Official Healthcare Partner

Quick Links

Medical Group
Foundation
Research Institute
Nursing
Organizational Profile
More »

Careers
Employees
Physicians
Academics
Financial Assistance

Health Resources
Classes & Events
Gift Shop
Email a Patient
Contact Us

Hospitals

Evanston Hospital | 847.570.2000
2650 Ridge Avenue, Evanston IL 60201

Highland Park Hospital | 847.432.8000
777 Park Avenue West, Highland Park IL 60035

Glenbrook Hospital | 847.657.5800
2100 Pfingsten Road, Glenview IL 60026
More »

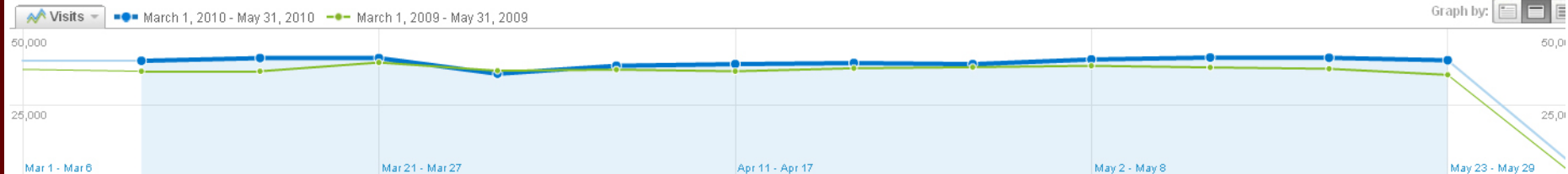
Skokie Hospital | 847.677.9600
9600 Gross Point Road, Skokie IL 60076

Traffic: Post Re-design

Dashboard

Mar 1, 2010 - May 31, 2010

Comparing to: Mar 1, 2009 - May 31, 2009



Site Usage

527,638 Visits
Previous: 491,544 (+7.34%)

1,977,124 Pageviews
Previous: 1,946,956 (+1.55%)

3.75 Pages/Visit
Previous: 3.96 (-5.40%)

46.89% Bounce Rate
Previous: 46.53% (+0.77%)

00:02:34 Avg. Time on Site
Previous: 00:02:43 (-5.15%)

51.03% % New Visits
Previous: 57.87% (-11.82%)

Using Video to Tell the Story

More focus on videos to let patients and physicians tell the story.

- 125 videos – 24,000 views
- High level of engagement



Top 10 Referring Sites

Site Usage

Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
pulse	32,828	4.63	00:03:04	34.97%	22.19%
cinn.org	6,860	4.33	00:03:44	62.87%	44.48%
blackhawks.nhl.com	5,024	1.33	00:00:16	90.19%	85.15%
rsmc.org	3,623	5.43	00:03:29	49.82%	25.75%
healthgrades.com	2,881	3.60	00:02:50	56.54%	39.26%
careerbuilder.com	2,530	3.20	00:02:36	65.45%	50.40%
search.mywebsearch.com	1,908	2.92	00:02:14	73.95%	50.21%
yellowpages.com	1,880	4.67	00:03:16	65.69%	26.65%
facebook.com	1,567	2.56	00:01:36	46.01%	56.92%
theagapecenter.com	1,076	4.86	00:04:48	56.78%	16.45%

Visits
99,188

% of Site Total:
11.18%

Pages/Visit
3.96

Site Avg:
3.83 (3.44%)

Avg. Time on Site
00:02:46

Site Avg:
00:02:35 (7.40%)

% New Visits
52.69%

Site Avg:
51.21% (2.88%)

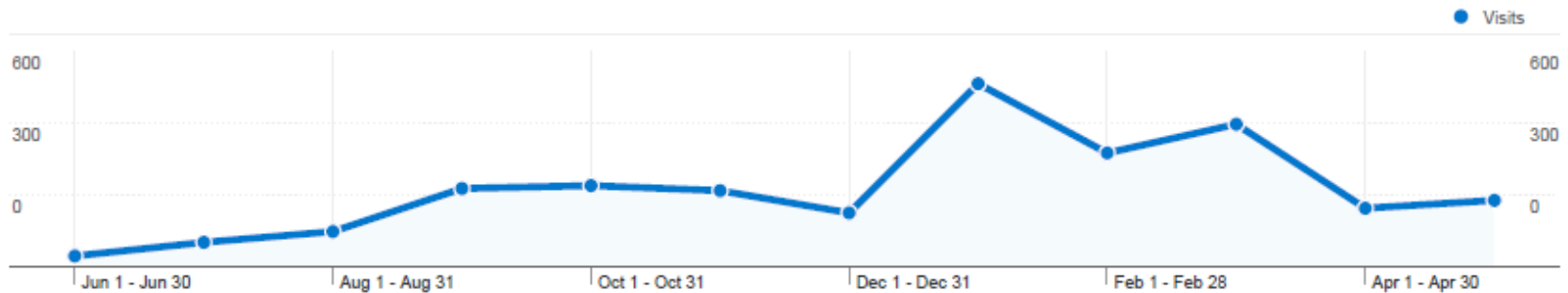
Bounce Rate
39.52%

Site Avg:
45.37% (-12.91%)

Referral Traffic: Facebook

1 - NorthShore University HealthSystem
Medium Source Detail:
referral | facebook.com

Jun 1, 2009 - May 31, 2010
Comparing to: Site



This medium source sent 2,562 visits

Site Usage



2,562 Visits



2.66 Pages/Visit

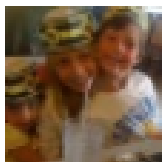


00:01:42 Avg. Time on Site



44.03% % New Visits

Facebook Interactions



Micah Eimer I am really looking forward to Dr. Robin's chat on cardiac issues in young athletes. It is such an important topic and I am glad that it is being addressed.

May 19 at 10:10am · Comment · Like · Flag



NorthShore University HealthSystem National Nurses Week is May 6-12. Join us in recognizing & supporting nursing excellence @ NorthShore—northshore.org/stars



May 3 at 7:58am via HootSuite · Comment · Like



Alicia De La Cruz, Murray Ancell and Shirley Rateike like this.



Shirley Rateike We love our nurses at Northshore!

May 3 at 9:06am



Tasker O DeGeneres Yes, the Northshore nurses are wonderful.

May 3 at 12:22pm



Diane Willett The nurses at Evanston Hospital/Womens Hospital are outstanding!

May 3 at 2:02pm

Twitter Interactions

This medium source sent 485 visits

Site Usage



485 Visits

% of Site Total: 0.02%



4.57 Pages/Visit

Site Avg: 3.88 (17.84%)



00:05:34 Avg. Time on Site

Site Avg: 00:02:38 (111.48%)



34.64% % New Visits

@NorthShoreWeb hey I will be a patient starting 19th when I have surgery hoping to have a tweet up in my room will you support???

@NorthShoreWeb Loved the story on Bailey the service dog at the hospital!

Online User Focus Groups – Sample Data

What other ideas do you have about how this site could be improved?

- *“Listing doctors randomly would ensure that doctors with last names that occur late in the alphabet would not be at a disadvantage when it comes to getting new patients. I could easily see how most new visitors would tend to choose doctors on the first page or two of the search results.”*

Key Takeaways

- Use analytics to make smart decisions.
- Incorporate social media into your overall strategy.
- Help Senior Managers see value of integrating the web to overall business objectives.
- The site will always be a work in progress.

“An ounce of data is worth a pound of opinion”

Thank You/Credits

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Thank You

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