

THE **THREE-PART PRESCRIPTION**
FOR SUCCESSFUL NATURAL SEARCH:

SEO Best Practices for Pharmaceutical Brands

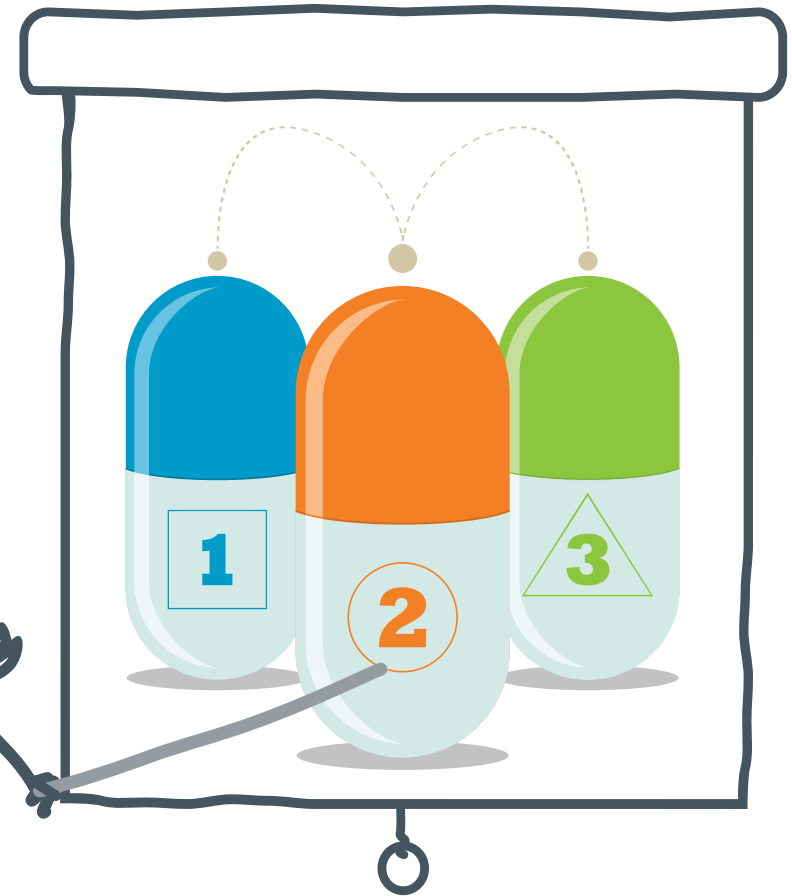


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What You Need to Know

YOUR CUSTOMERS ARE ONLINE.

- + In the U.S. alone, nearly 75% of the entire population is active on the Internet – more than half of them via high-speed connections¹
- + Between January 2010 and January 2011, visits to U.S. health-related sites increased from 54% to 68% of Internet users, clocking in at 143 million unique visits²
- + Recent studies indicate that searching for specific information is a primary online activity for over 80% of Internet users³
- + A report on industry-specific tasks found that over half of their 27,522 respondents use the Internet to research pharmaceutical products specifically³

¹ "Internet Usage in the United States" (NAS Recruitment Communications: 2009).

² "Fifth Annual Online Marketing Effectiveness Benchmarks for the Pharmaceutical Industry" (comScore: March, 2011).

³ "Digital World, Digital Life" (TNS: December, 2008)



What You Need to Know

SEARCH ENGINE OPTIMIZATION IS A CRITICAL PART OF YOUR OVERALL DIGITAL PERFORMANCE.

Successful online marketing is more than a collection of disparate, add-on tactics. It is an ever-evolving eco-system that supports and complements all your other branding efforts.

Within the context of this eco-system, SEO captures qualified users when they demonstrate demand by inputting a search term, driving traffic, helping engage visitors, and cultivating deeper brand relationships.

What You Need to Know

SEO FOR PHARMACEUTICAL BRANDS REQUIRES SPECIALIZED EXPERTISE.

As a pharmaceutical marketer, you deal with logistical and regulatory factors that other industries don't need to consider. You must be conversant in current best marketing practices AND recent FDA rulings AND pharmaceutical trends. You routinely have to navigate a maze of

brand, medical, and legal reviews that can tie campaigns up for so long that the rules have changed by the time you're ready to launch.

How you leverage SEO requires similar, industry-specific knowledge and diligence.





But...
you don't need to
do it all on your own.

We're here to help you
master that expertise.

About This E-Book

iProspect's Health Sciences team has more than a decade of industry-specific experience in performance-based digital marketing, including SEO, paid search, social media strategy, behavioral and geo-targeting, attribution modeling, and other related services.

Our research was inspired by the consistent correlation we'd seen between site optimization work and an increase in our clients' natural traffic. The study was designed to help us provide our clients with greater clarity and detail around how to maximize that organic traffic.

This e-book provides a summary of actionable insights from our recent study on the natural (also called non-sponsored or organic) search behaviors of consumers and healthcare practitioners (HCPs).



About This E-Book

We were also intrigued by an industry benchmark study from [comScore](#)¹ that highlighted the importance of natural search in driving qualified traffic: “Natural search-referred traffic had the strongest impact for prospects with an 11.5-point lift, and non-referred organic traffic

had the strongest impact for patients with a 15.6-point lift.” In addition, iProspect research shows that more than 70 percent of clicks on search results pages are on organic (vs. paid) search results.

“iProspect research shows that more than **70%** of clicks on search results pages are on **organic** (vs. paid) search results.”

1 “Fifth Annual Online Marketing Effectiveness Benchmarks for the Pharmaceutical Industry” (comScore: March, 2011).

About This E-Book

Based on the results of our study, we have compiled a **three-part “prescription”** of strategic and tactical recommendations:



This E-Book Will Give You:

1. A better understanding of what influences natural search for health-related information.
2. Immediately applicable, industry-specific, data-driven action items that can deliver **real benefits**.

There are **no**
miracle
cures;

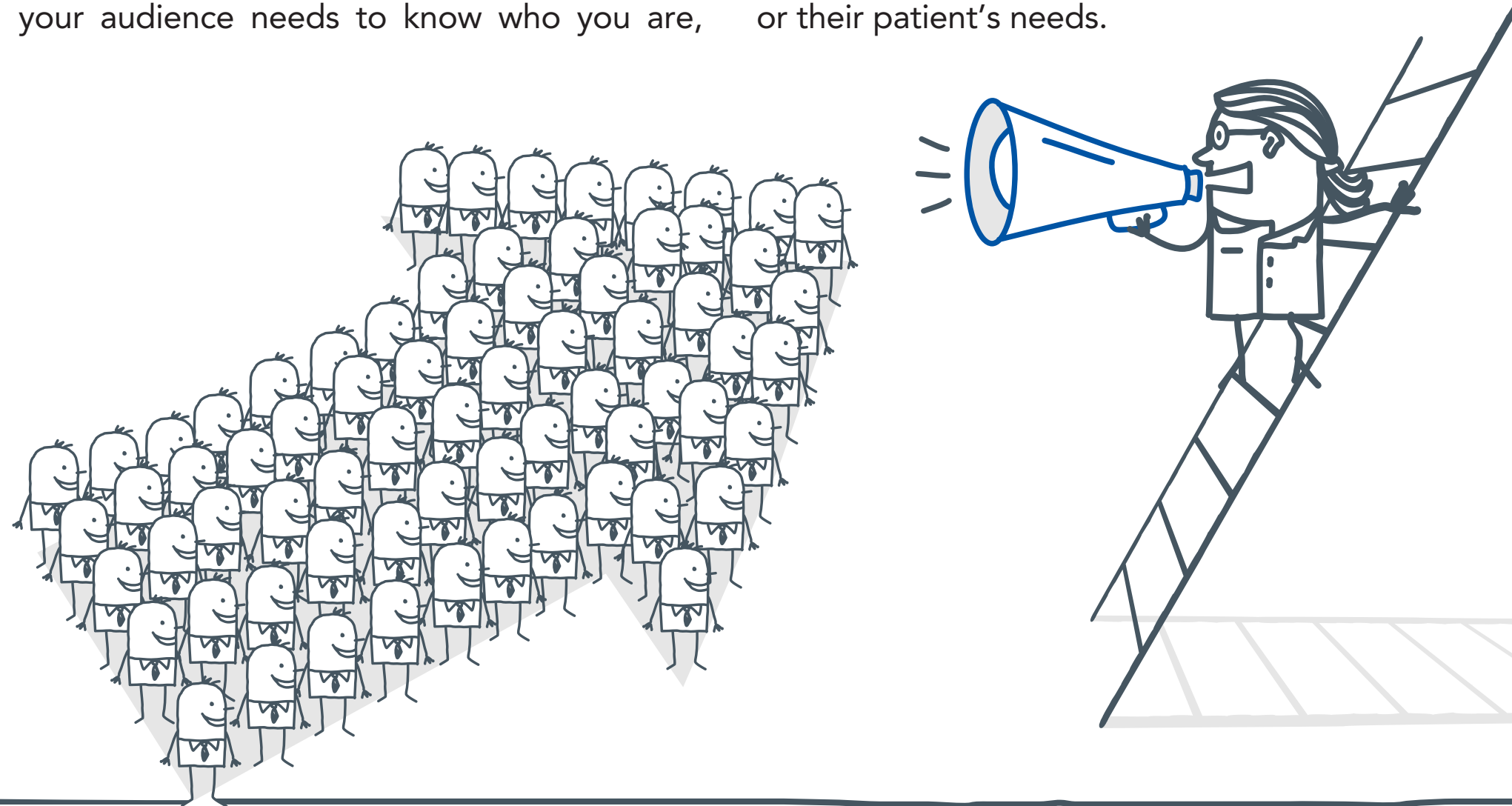
but **SEO** is a powerful remedy
for many marketing ailments.



SEO – A Powerful Remedy for Your Marketing Ails

The ultimate goal of marketing is to influence decisions. Before you can create influence, your audience needs to know who you are,

where to find you, what you're offering, and why your product is the best solution for their or their patient's needs.



SEO – A Powerful Remedy for Your Marketing Ails

The key to favorable brand opinions:

According to the comScore study, site visitation had the greatest impact on brand favorability (providing 16.9 and 15.6 point lifts respectively for prospects and patients¹).

Though offline marketing creates awareness, engaging prospects with more detailed information (via a branded website) is what increases favorability. SEO helps you create that opportunity to engage.

¹ "Fifth Annual Online Marketing Effectiveness Benchmarks for the Pharmaceutical Industry." (comScore: March, 2011).

SEO – A Powerful Remedy for Your Marketing Ails

SMART SEO CAN HELP IN MANY AREAS:

- + **Brand awareness:** Visibility in search engine results across a wide variety of keyword phrases helps increase direct and peripheral brand awareness with the appropriate, "information-seeking" audience.
- + **Site traffic:** Prominent placement in search results obviously helps to increase site traffic, bringing your audience into direct contact with your content – branded or non-branded.
- + **Visitor engagement:** Strong SEO extends beyond keywords to encompass the entire user experience including content and presentation. These elements are critical to transform awareness into favorability.

- + **Brand protection:** Compromises to brand integrity are minimized with high search ranking. Instead of visiting inaccurate or competitive sites, searchers will visit your site where you control the messaging and ensure that accurate information is being published.

Each of these benefits supports your ultimate goals of customer acquisition and retention.

Before we delve into a tactical overview of how to reap these benefits, let's take a quick look at [the data behind our recommendations](#).

Methodology – Behind the Counter



Over the 13-month period between January 2010 and January 2011, we collected data on the search behavior of users visiting 39 unique pharmaceutical sites. The classification of these sites breaks down as follows:

| Website Nature | | |
|----------------|----------|-----|
| | Consumer | HCP |
| Branded | 22 | 9 |
| Non-Branded | 7 | 1 |

Across the 39 websites, searchers input close to 138,000 unique query phrases, resulting in roughly 2.218M total visits and 4.998M corresponding page views.

Methodology – Behind the Counter

Based on the information sample analyzed, the bulk of the data reflects consumer interaction with branded websites. To offset this bias,

we normalized the data set to help identify key strategies searchers use for seeking health-related information.

91% of all queries resulted in visits to branded websites, which translates into...

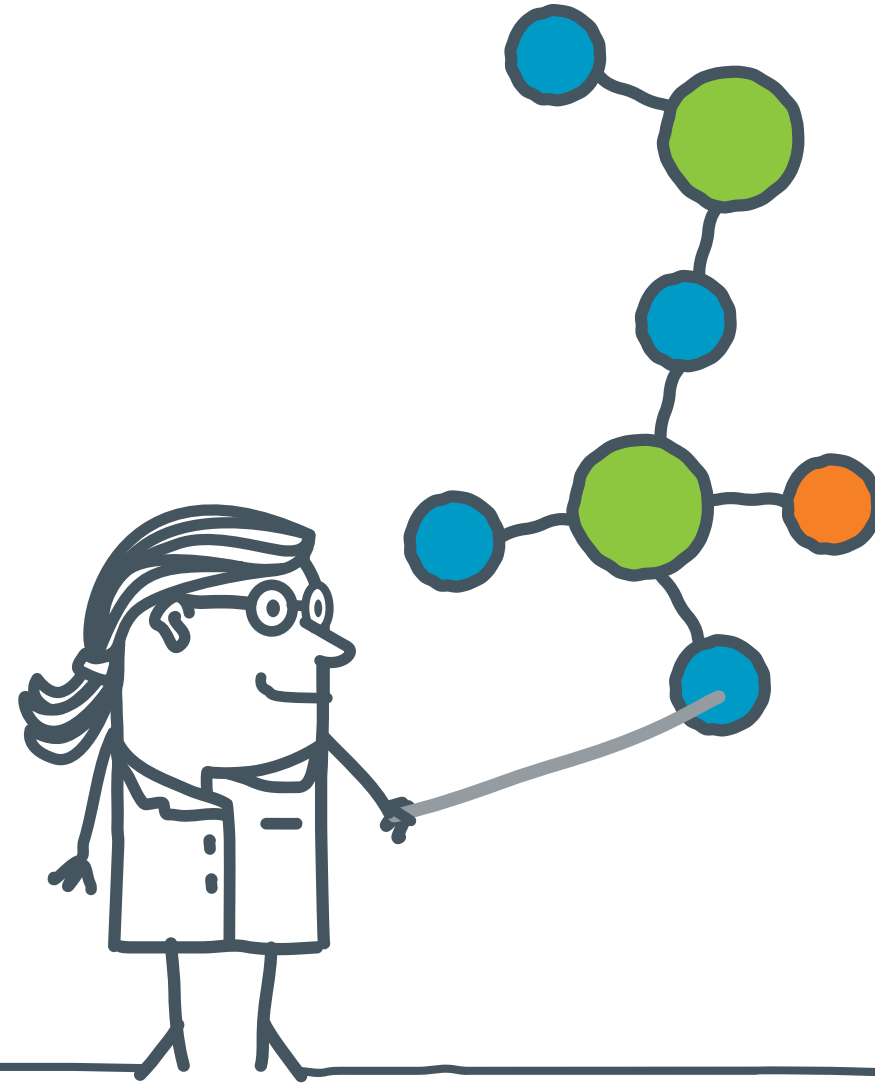
92% of all the visits and page views in the study belonging to branded websites.

Methodology – Behind the Counter

To give the data a more granular level of detail, we looked closely at different classifications of query phrases as follows:

- + **Branded vs. Non-Branded**
- + **Inclusion of words indicating interest in:**
 - + Treatment solutions (use information)
 - + Disease state
 - + Disease symptoms
 - + Cost of treatment/medication
 - + Side-effects
- + **Word length**

Based on our analysis of the trends reflected in the data, we compiled the following collection of **SEO best practices for pharmaceutical brands.**



Keywords

Keywords – Learning the Local Language

Before the Internet, people “searched” for information on diseases and treatments exclusively via traditional channels:

- + **Print resources** (reference books and medical journals)
- + **Professional resources** (doctors and pharmacists)
- + **Personal resources** (friends and family)



Today, online queries that drive searchers to disease-specific branded and non-branded websites, forums and communities, and general medical information sites (such as WebMD) complement those traditional search methods. Instead of visiting the local pharmacist, a patient or caretaker may now enter a string of relevant keywords into a search engine. Instead of waiting for the next pharmaceutical sales representative visit, HCPs are also visiting search engines.

Keywords – Learning the Local Language

The challenge for the pharmaceutical marketer is anticipating which search terms consumers and HCPs will use and ensuring that your site ranks well for those keywords. The first step is to gain an understanding of your audience’s language. Just like the pharmacist who must be fluent in the nuances of the local dialect and culture, you must become intimately familiar with the words and phrases your audiences use to search.



Differences in Dialect

The pharmaceutical brand has two, distinct audiences – consumers and HCPs. Though these two groups share some common language, they each also have their own, role-specific vocabulary. HCPs, not surprisingly, will be more likely to use technical medical terms. In addition, the “intention” of their queries may be very different and include phrases like “writing a prescription for ...” and “supporting patients with ...”

To learn more about how professionals are searching for information relevant to your brand, take a look at which keywords currently drive traffic to your HCP site and investigate HCP-focused meta-studies by industry analysts (Forrester, Manhattan Research, comScore, etc.).

Keywords – Learning the Local Language

ACTION ITEM: FIVE WAYS TO FIND THE RIGHT WORDS

1. In-house Demographic Research:

Start with what you have learned about your audience – gender, age, education level, language they report using.

2. Online Data Sources:

In addition to research, resources like comScore and Google’s Keyword and Insights tools can help you find related keywords and see trends in usage.

3. Related websites:

Mine related websites for keyword patterns. Advocacy websites, user forums, influencer blogs, and social platforms like Facebook and Twitter can provide important, “Real World” data on how people talk about topics relevant to your brand.

4. Research Studies:

Industry studies on aggregated search behavior (from companies like Forrester, Manhattan Research, and the Pew Internet Project) are a great place to learn about overall search trends.

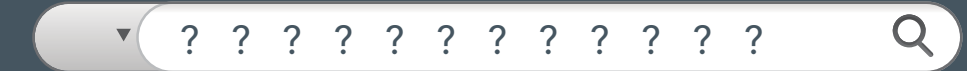
5. Current Traffic Data:

Look at which terms and phrases are currently driving traffic to your sites.

Once you have a sense of the keywords in play for your brand, step two is looking at **how your audience uses those words in queries.**

Keywords – Understanding Query Construction – Part 1

To help us understand how searchers string keywords together in a natural search query, we looked at two factors: **query length and query topic.**



QUERY LENGTH

Query length is a proxy indicating users are searching for additional information (shorter queries are typically navigational or transactional in nature)¹. In our sample, the majority (over 80 percent) of query phrases driving natural search traffic to websites were long (three words or more) whether the website destination site was branded or non-branded. This would indicate that searchers are looking for specific information using more detailed queries.

However, the impact of **short vs. long queries** on total website traffic shows that less than 25 percent of branded site traffic is driven by long queries. In contrast traffic to non-branded sites is split pretty evenly between long and short queries (49 percent and 51 percent respectively). The logical assumption is that searchers query using brand names (typically not more than two words long) when looking for branded information.

Keywords – Understanding Query Construction – Part 1



Stroke Treatment Medicine

How Many Words Does it Take?

Average query length in all search scenarios is between **three and four words** (approximately 22 characters). This average applies irrespective of the search objective or website category – branded vs. non-branded, consumer vs. HCP, etc. – and showed negligible variance over the course of the 13-month study. (See appendix Figure #3 for additional detail.)

Examples of Short vs. Long Queries:

Short:

- Heart disease
- Stroke treatment
- Migraine symptoms
- Plavix

Long:

- Heart disease treatment men over 65
- Stroke treatment comparisons and compatibility
- Migraine symptom frequency and duration
- Orencia for active women over 40 non-smoking

Short-tail vs. Long-tail

Long-tail keywords are terms that are longer than three to four words, and are typically less frequently searched. This means competition for top rank in search results for these words is less fierce than for more popular, short-tail keywords. Although, individually, they do not represent a large percentage of site traffic, long-tail keywords and phrases should not be overlooked. Collectively they can drive a respectable amount of traffic, and can indicate the searcher is further down the conversion funnel.

Keywords – Understanding Query Construction – Part 2

QUERY TOPIC

Not surprisingly, we found that branded queries drove the vast majority of traffic to branded sites – close to 84 percent of total visits. Also not surprising was the fact that close to 77 percent of all visits to non-branded websites result from queries – both long and short – intended to help the searcher learn more about certain diseases or ailments.

Digging beyond these expected outcomes, we took a closer look at the breakdown of non-branded queries that drive traffic to branded sites.

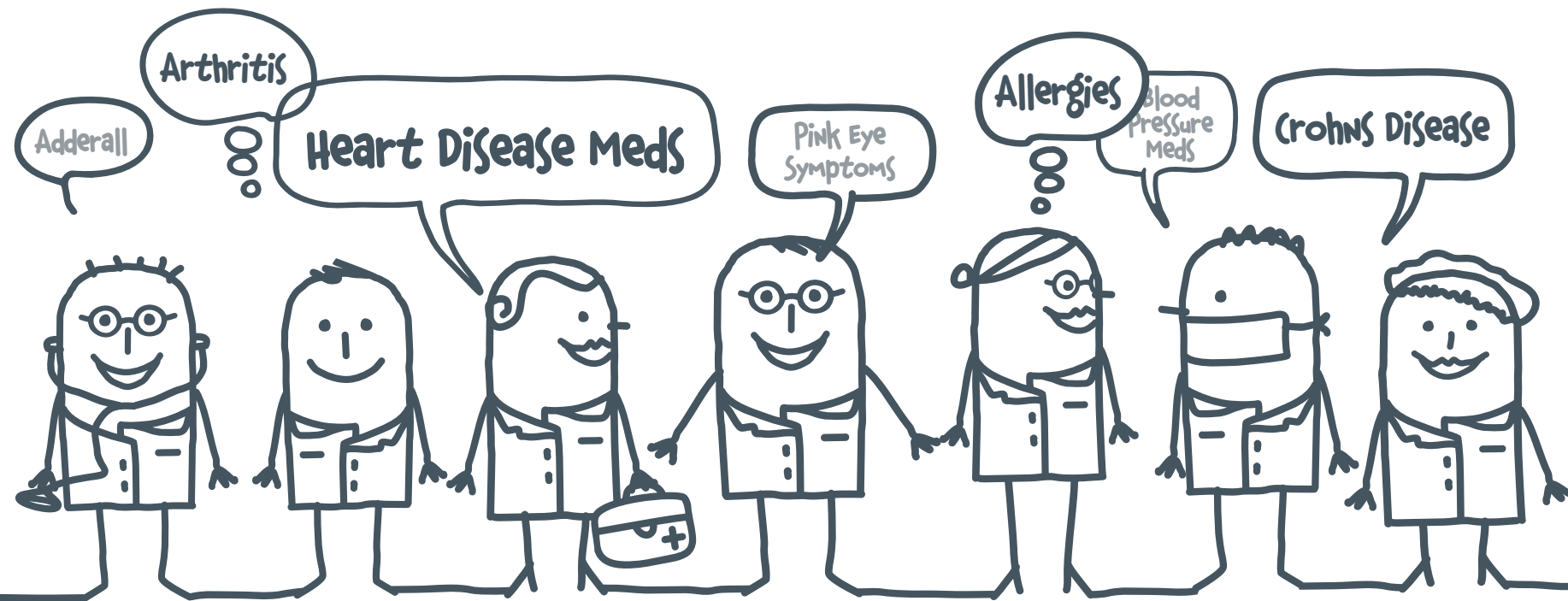
Queries Driving to Branded Sites

| Long Queries – With or Without Brand Name (16% of overall traffic) (Fig. 1 in appendix) | Non-Branded Queries (Fig. 2 in appendix) |
|---|---|
| Disease state (4%) | Disease state (35%) |
| Side-effects (4%) | Solution (16%) |
| Solution (4%) | Symptoms (6%) |
| Cost (3%) | Cost (4%) |
| Symptoms (1%) | Side-effects (1%) |

Keywords – Understanding Query Construction – Part 2

We found that there is a significant audience that is eager to learn more about not only the treatment, but also the disease via branded websites. Based on the keywords used to

formulate their queries, it's clear that these consumers are looking for information on both the disease and the drug.



Keywords – Understanding Query Construction – Part 2

ACTION ITEMS:

1. Look at which keywords and phrases are driving traffic to your site(s). Pay attention to how the following impact traffic:
 - a. Long, detailed queries (often non-branded) vs. short, (typically branded) queries – how are people finding you?
 - b. Different query topics – what are people hoping to learn on your site?
2. Compare your findings against your existing keyword list. Is it a match, or are there gaps? Is there an opportunity to create additional content that could help meet searchers' needs, and provide additional visibility in search results?

In addition to giving you a more accurate sense of the keywords your audience is using, this audit will help you identify opportunities to target additional, long-tail keywords that can drive incremental traffic. Combining a wider variety of strategically targeted keywords will give your brand greater visibility in search results and bring more visitors to your site. Now, it's **time to make a good impression.**



Presentation

Presentation – It Matters

Getting your audience to your virtual front door – your website – is only the first part of our prescription for SEO success. Once your prospects arrive, you have a limited opportunity to make a favorable impression. Good presentation, an oft-overlooked but important component of SEO, falls into two categories: **aesthetics and usability.**

AESTHETICS

No matter what people may say, it's human nature to judge books, people, and brands by their "covers." If you think of your website as the digital equivalent of a brick-and-mortar pharmacy, it's easy to see the importance of aesthetics. After all, which would you prefer to visit - a well-built, beautifully designed, neat, clean store; or a run down one?

If visitors to your site return quickly to search results without reading your content, search engines will assume that your content was not relevant or appealing. This will hurt your visibility in natural search. To increase the chances a visitor will read your content, your site must be:

- + Professional** – Inspiring trust is especially important for pharmaceutical brands. Don't let subtle cues like shoddy design raise subconscious red flags in the prospect's mind.
- + Proofed** – Errors in grammar, facts, or links erode the prospect's opinion of your brand. Pay attention to details.
- + Inviting** – A clean, uncluttered page layout welcomes visitors and encourages them to navigate deeper into the site.

Presentation – It Matters

ACTION ITEM:

Create a “report card” for your site’s aesthetic presentation. How does it measure up against the three criteria on the previous

page? What about the quick tips? Compare your site to your competitors’ sites. What are the respective strengths and weaknesses?



Presentation – It Matters

ADVANCED, BEHIND-THE-SCENES TIPS

Your “presentation” includes a lot of unseen elements. Sometimes, these elements are designed to seamlessly improve the user experience; sometimes they are intended exclusively to help search engines. Either way, paying attention to these details can pay off big dividends in how users find and interact with your site.

- + Incorporate text-based assets on all pages to help search engines “see” your content more easily.
- + If you have Flash or Javascript assets on your site, make sure you have alternate HTML versions that search engines can understand and mobile devices can display the content.
- + Include ALT tags on all your images.
- + Add content-specific titles and meta descriptions on each page of your site.

- + Optimize your URLs using key search terms and phrases.
- + Utilize HTML to build navigation. It’s easier for search engines to follow.
- + Make sure you have a strong internal search so visitors have a quick way to track down information that isn’t immediately visible in the navigation.
- + Create clear, comprehensive site maps for the user (HTML-based) and the search engines (XML-based) and make sure to keep them up-to-date.
- + Be careful about how much of your site’s content exists behind a login or cookie. Though this technology can help customize the visitor’s experience, it can greatly hinder search engines’ ability to crawl and index your site.

Presentation – It Matters

USABILITY

When you walk into a store, you want to be able to find what you're looking for quickly and easily. Likewise, your digital audience wants a site that offers a smooth and intuitive user experience. Four areas that can help you deliver this are:

+ Broad Accessibility – Test your site on multiple browser platforms and versions. Also consider your audience's specific needs. For example, would your core consumers benefit from a larger, easier-to-read font size?

+ Intuitive Navigation – Make it easy for visitors to find what they need by designing your navigation to correspond to popular queries.

+ Varied Access – Create multiple paths to key content. Primary navigation, side navigation, and "highlight" text are three ways to give visitors quick access. Also consider the power of using contextual links to guide people to related content.

+ Targeted Destinations – Creating highly targeted landing pages to address popular topics has multiple benefits. From a keyword perspective, it gives you the opportunity to optimize each page for a specific keyword. From a user perspective, it makes it easier for visitors to find exactly the information they're after. From a search engine's perspective, it provides additional pages to index.

Presentation – It Matters

ACTION ITEM:

If you haven't done formal usability studies recently, ask a small, casual group of people to "test drive" your site. Give them a few specific tasks to complete (i.e., "find the answer to this question") and have them make note of their experience navigating through your site.

The first two parts of our SEO prescription – keywords and presentation – help your audience find you and help you make a good first impression. Now it's time to engage your audience by delivering **the content they came for**.

Smarter Navigation

The Role of Navigation in Capturing Traffic from Non-Branded, Natural Search

Visitors arriving at your site from non-branded queries are usually looking for additional information about various disease states. If your site layout and navigation make it easy for them to find that information quickly, there is a greater likelihood they will remain on your site instead of returning to the search results to select an alternate resource.

Special Considerations for HCPs

HCPs are a distinct audience with distinct needs. They are not likely to be interested in your branding message. They typically do not need to be "sold." These are busy professionals who are "on a mission" to find specific information. The way to win them over is to make their job as easy and efficient as possible. Smart, audience-specific navigation and a strong search are even more important for this audience than for consumers who tend to have more time to "browse" a site.



Content

Content – Attract a Wider Audience with a Robust Selection

Optimizing with keywords is only one aspect of SEO for your content. After investigating the way searchers use keywords to formulate queries, our research took a closer look at the resulting content opportunities for pharmaceutical marketers. Those opportunities are considerable.

As stated earlier, the vast majority of visits to branded sites are driven by short, branded queries. Branded websites are designed to easily capture this traffic. The marketing **opportunity** for these sites lies in capturing incremental traffic from longer, non-branded queries.

We found that a majority of searchers using non-branded query phrases are seeking information on diseases.

17% of the queries referred to non-branded websites were from searchers inquiring about various diseases.

Similarly, although only...

16% of the total visits to the branded websites originated from non-branded queries...

21% of these queries were from searchers looking for more information on disease conditions (resulting in about...

35% of the total non-branded query visits).

There is clearly a substantial audience hoping to obtain disease state information on branded websites.

Content – Attract a Wider Audience with a Robust Selection

ACTION ITEMS:

+ Look again at which keywords are driving visitors to your site. What clues do they give to the needs of your audience? Are you delivering content that meets those needs?

+ Review our list of “ideal” content. Are you covering all the areas that are appropriate for your audience?

Ideal Content

The appropriate content categories will vary by product and audience, but – to start your brainstorm – here is a partial list of some typical topics:

Non-Branded Consumer Sites:

- Disease state description
- More detailed disease state information
- Broad symptoms
- Treatment options (including, but not limited to medications, and not solely focused on your branded drug)
- Patient profiles
- Disease discussion guides (for use with doctors, children, spouse, etc.)

HCP Sites:

- Mechanism Of Action (MOA)
- Dosing information
- Patient discussion guide
- Prescription Information
- Side effects
- Co-morbidities

A Variety of Content – a Variety of Formats

In addition to covering a variety of topics, you should also consider using a variety of formats. Search results are no longer driven exclusively by text-based content. Images and video are very viable content types within the context of search. Social media is another area that is growing. Even within text-based content, you can convey your message via many different “types” of content: web copy, blog posts, articles, studies, testimonials/patient stories, check lists, etc.

Content – Earn Trust by Thinking Like a Friendly Pharmacist

As we discussed earlier, our study shows that over 80 percent of the queries driving natural search traffic to pharmaceutical websites (branded and non-branded) are “long” (three words or more). This indicates that searchers are looking for more in-depth information. To successfully engage this focused audience, your website must be able to deliver detailed answers to specific questions.

Determining the topics and formats that are most appropriate and appealing to your audience is the first step in optimizing your content; but if you’re willing to go the extra mile, it can make a big difference in how much time your prospects and patients spend on your site. Go beyond covering the basics and think about how you can over-deliver. What knowledge and resources can you share that will help your audience learn, cope, and gain a sense of comfort and confidence about the disease and treatment?



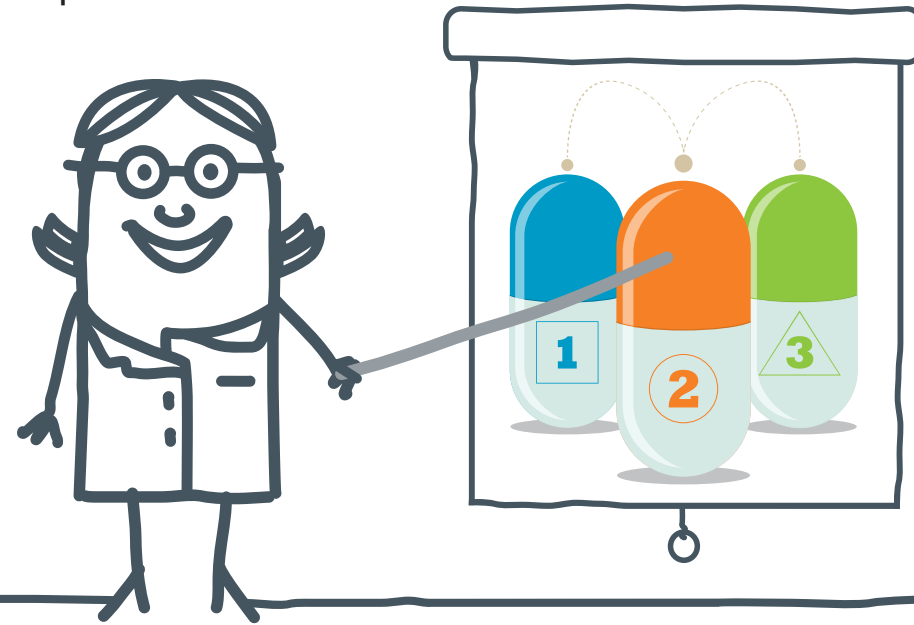
Content – Earn Trust by Thinking Like a Friendly Pharmacist

Incorporate discussions about the disease state in general, co-morbidities, and how patients can educate themselves and family members about the disease. Include symptom trackers and patient profiles. Share helpful resources like detailed treatment guidelines, support groups, peer communities, specialty programs, and related non-profits.

By providing this kind of “friendly advice,” you establish your brand’s role as an ally – a partner in the searcher’s quest for information and solutions. This type of content may also attract external links from other websites, an important factor in achieving good visibility in search results.

ACTION ITEMS:

Put yourself in the shoes of your audience – prospect, patient, HCP, caregiver. Brainstorm about the questions each of these groups might have and then think about how you would answer them in the “real world” as a “real person.” Use what you learn to create accessible, customer-centric content that positions your brand as the go-to source for helpful information.



Content – Earn Trust by Thinking Like a Friendly Pharmacist

WHO PATIENTS TURN TO AND WHY

In their study on peer-to-peer healthcare trends, the Pew Research Center looked at how people leverage online peer networks. Though most interactions take place offline, the Internet offers a new venue where patients and caregivers can seek counsel. The study found that a strong majority turned to healthcare professionals (doctors and nurses) for more clinical types of information (diagnosis, prescription drug information, and doctor recommendations, for

example), but sought out peers (family, friends, and other patients) in matters of emotional support and quick remedies. When looking for advice on coping with day-to-day issues related to an illness, the study participants turned to professionals and peers on an almost 50/50 basis! The opportunity for marketers is to look at ways to provide access to peer-type resources in addition to the more professional ones typically found on a pharmaceutical site.

1 “Peer-to-peer Healthcare” by Susannah Fox, Co-director. (Pew Research Center: Feb, 2011)

Content – Show You Care with Customization

They say you can't be all things to all people ... at least not at the same time. You can, however, address each of your unique audiences with customized content. To earn the attention of the prospects, patients, HCPs, and caregivers who arrive at your site via natural search queries, speak to them in a way that demonstrates your understanding of their specific needs. Let them know you "get it."

Customizing by audience is the final "layer" of content optimization. It builds off the work you've already done selecting topics, determining formats, and going deep with information that's above and beyond the call of duty. At this stage, you are not only making decisions about which information is important to each audience segment, you are refining details such as point-of-view and "voice." For instance, although both patients and HCPs will

be interested in indication information, the way you talk to those two audiences about that topic will be different.

ACTION ITEM:

Create a grid like the one displayed on the next page, but customized to your audience and topics. Map your existing content against the grid to identify any topical or audience-specific opportunities.

Customized vs. Personalized Content

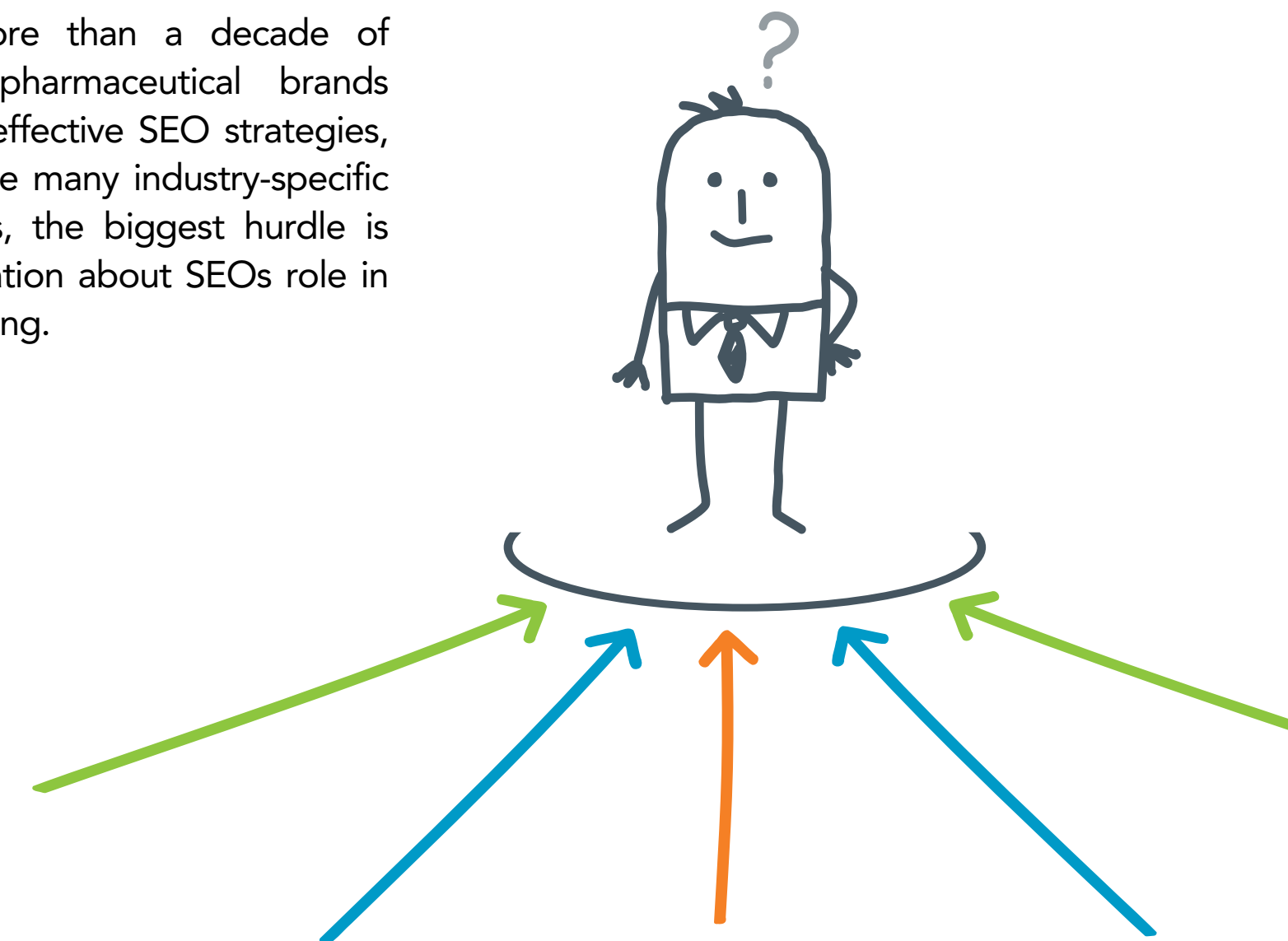
Customized content is intended for a specific audience segment. Personalized content is intended for an individual member of an audience. Because personalized content is often "hidden" behind a password or "cookie" requirement, it is not as SEO-friendly as customized content. Customized content is typically accessible to everyone, including search engines. One popular way to help visitors take advantage of customized content is to have them "self-identify" so that your site can deliver the most relevant experience.

| | Prospects & Patients | HCPs | Caregivers |
|--------------------------|----------------------|------|------------|
| Disease Awareness | | | |
| Disease State | | | |
| Symptoms | | | |
| Treatment | | | |
| Patient Profiles | | | |
| Discussion Guides | | | |
| Drug Information | | | |
| Medication Information | | | |
| ISI | | | |
| Side Effects | | | |
| Cost | | | |
| Indication | | | |
| MOA | | | |
| Dosing | | | |
| Co-morbidities | | | |
| Other Resources | | | |

Challenges & Misconceptions

Still Not Convinced of SEOs Efficacy?

In the course of more than a decade of experience helping pharmaceutical brands develop and execute effective SEO strategies, iProspect has overcome many industry-specific challenges. Sometimes, the biggest hurdle is misunderstood information about SEOs role in pharmaceutical marketing.



Still Not Convinced of SEOs Efficacy?

COMMON MISCONCEPTIONS:

SEO doesn't really make a difference.

Actually, SEO can make a big difference for pharmaceutical brands. Sample results from one of our health sciences client include doubling search referrals, increasing the number of targeted keywords generating rankings by 62 percent, and increasing rankings in position one by 64 percent.

SEO happens naturally.

There are many "drug information" websites competing for the same traffic. Don't assume that your site will come out on top – even for branded search terms.

My search agency has SEO covered.

I'm already doing SEO – I have meta data. As we hope we've shown in this e-book, there is a lot more to SEO than meta data. Working with an SEO partner who understands the complete picture is the only way to get the maximum return on your SEO investment.

I can't do SEO because I have a black box warning.

We've had a lot of experience dealing with the red tape that comes with sensitive concerns around pharmaceutical products. There are many tactics that can be executed behind the scenes to improve your brand's search performance.

Trying to do SEO within the constraints of managerial, legal, and medical guidelines is impossible.

We feel your pain. The complexity and lengthiness of legal and medical reviews combined with the mandates handed down by upper management can make you feel hog-tied. Engaging a dedicated SEO partner who has experience working with all of these parties as well as your other agencies will help alleviate the gridlock so you can put best practices into action.

Still Not Convinced of SEOs Efficacy?

As a pharmaceutical marketer you have more than the average number hoops to jump through. However, iProspect's experience working around just such hurdles proves that there are ways to leverage the best of SEO even under difficult situations.

Are you ready to see what a strong SEO strategy can do to help you capture more natural search traffic for your brand?



Summary

Summary – Just What the Doctor Ordered

Our study provided valuable insights about how both consumers and HCPs use natural search to seek out health-related information. We hope this e-book has helped translate those insights into a detailed action plan for pharmaceutical brands that want to attract and retain organic traffic.

THE BOTTOM LINE IS THIS: SMART SEO DRIVES SIGNIFICANT, HIGHLY RELEVANT TRAFFIC.

Utilizing complementary strategies that leverage both paid and natural search ensures that you are maximizing your brand's reach. Combining the keyword, presentation, and content best practices we've outlined is a powerful prescription that will help you take advantage of the considerable opportunities

afforded by capturing incremental traffic from natural search. Following through on even one of the action item assignments in this e-book can have a big impact not only on how your audience finds you, but how they engage with your content, and – ultimately – the opinion they form about your brand.

Summary – Just What the Doctor Ordered

OUR CLIENTS HAVE ALREADY SEEN IMPRESSIVE RESULTS.

Our customized SEO strategies have helped a wide variety of pharmaceutical and medical device brands increase the number of ranking keywords, position one listings, and overall search referrals. We have helped these brands

overcome a diverse collection of industry and brand-specific challenges so they can reap the benefits of a smarter, more streamlined online marketing strategy that helps them deliver a more effective user experience.

Are You Ready to Do the Same?

To speak with one of our digital performance experts,

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About iProspect:

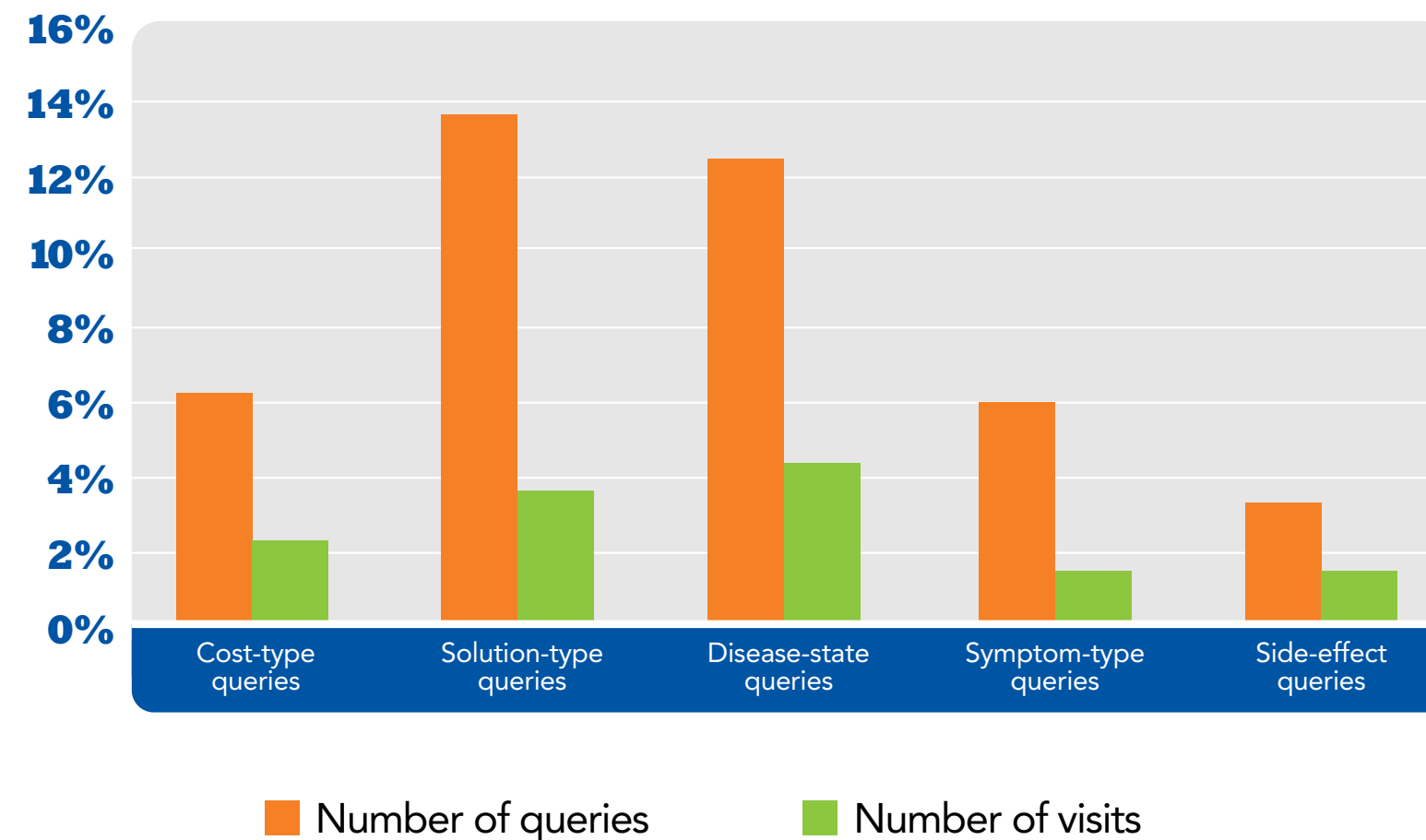
iProspect is a leading global digital performance agency that helps many of the world's most successful brands maximize their online marketing ROI through paid search, social media strategy, search engine optimization, display media, comparison shopping engines, conversion optimization, mobile marketing and attribution modeling and management, research, and other related services.

The agency, which is part of Aegis Media, has received numerous industry awards including: Ad Age's 2011 Best Places to Work in Media & Marketing, Internet Retailer's Top 500 List in 2009, 2010 and 2011, ClickZ's 2010 Connected Marketing Award for Best Use of Search Engine Marketing; Search Engine Strategies 2009 Award for Best Social Media Marketing Campaign; Search Engine Strategies 2009 Award for Best Use of Local Search. They have offices in Boston, New York, Chicago, San Francisco, Dallas-Fort Worth, and around the globe.

Appendix

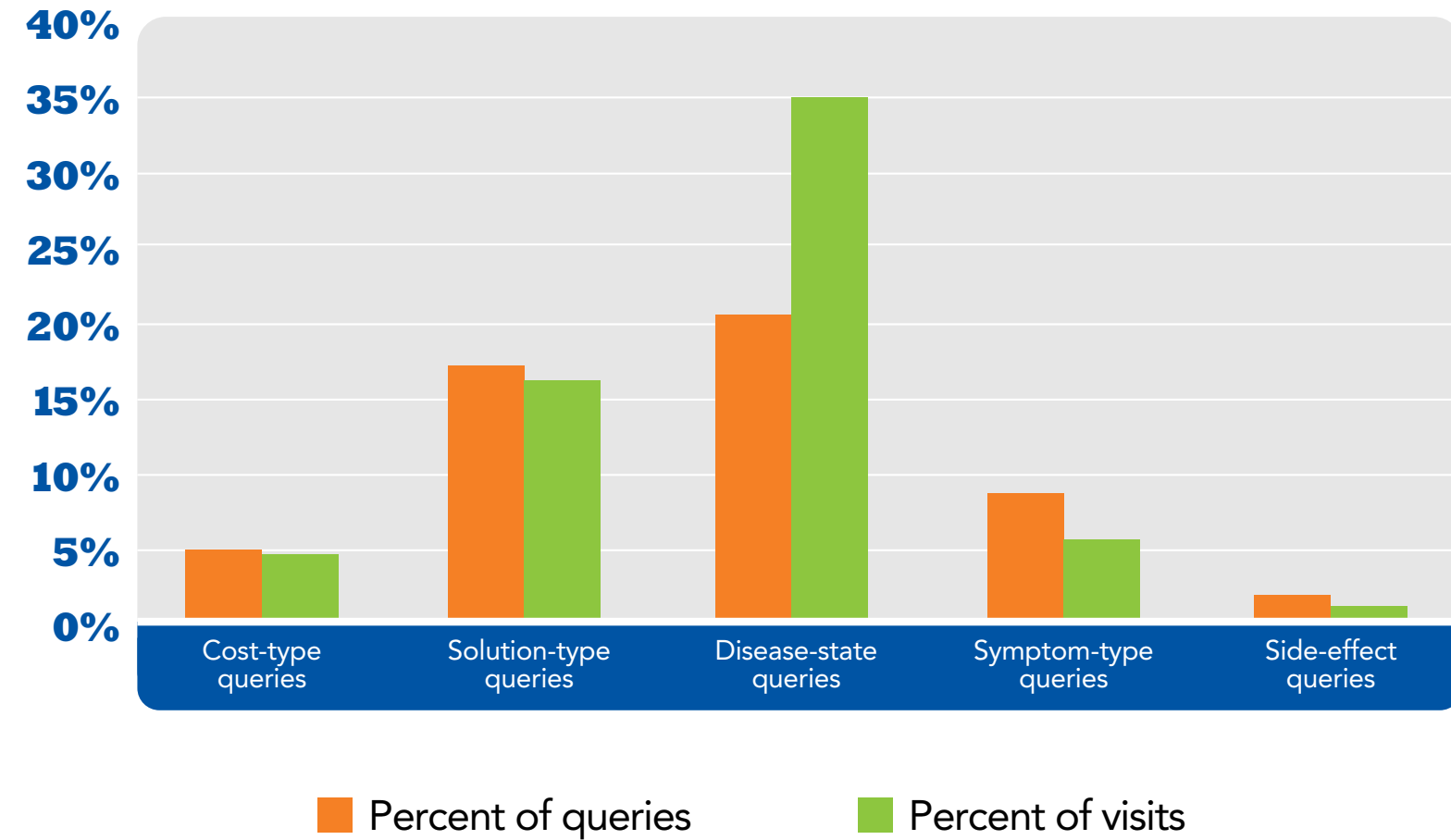
Appendix

Figure 1: Query Frequency and Resulting Visits to Branded Websites (Longer Length Queries)



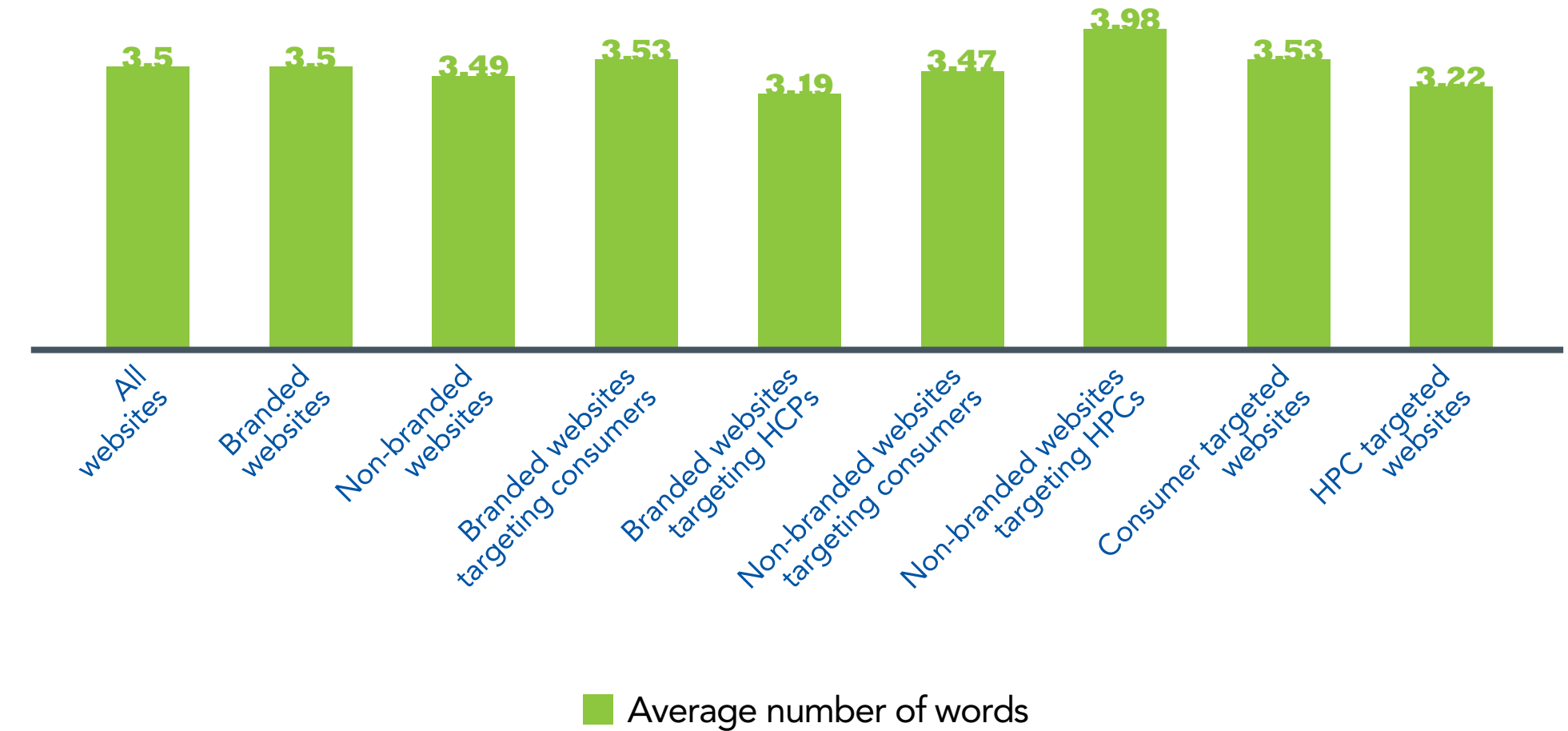
Appendix

Figure 2: Classification of Non-Branded Queries Referred to Branded Websites



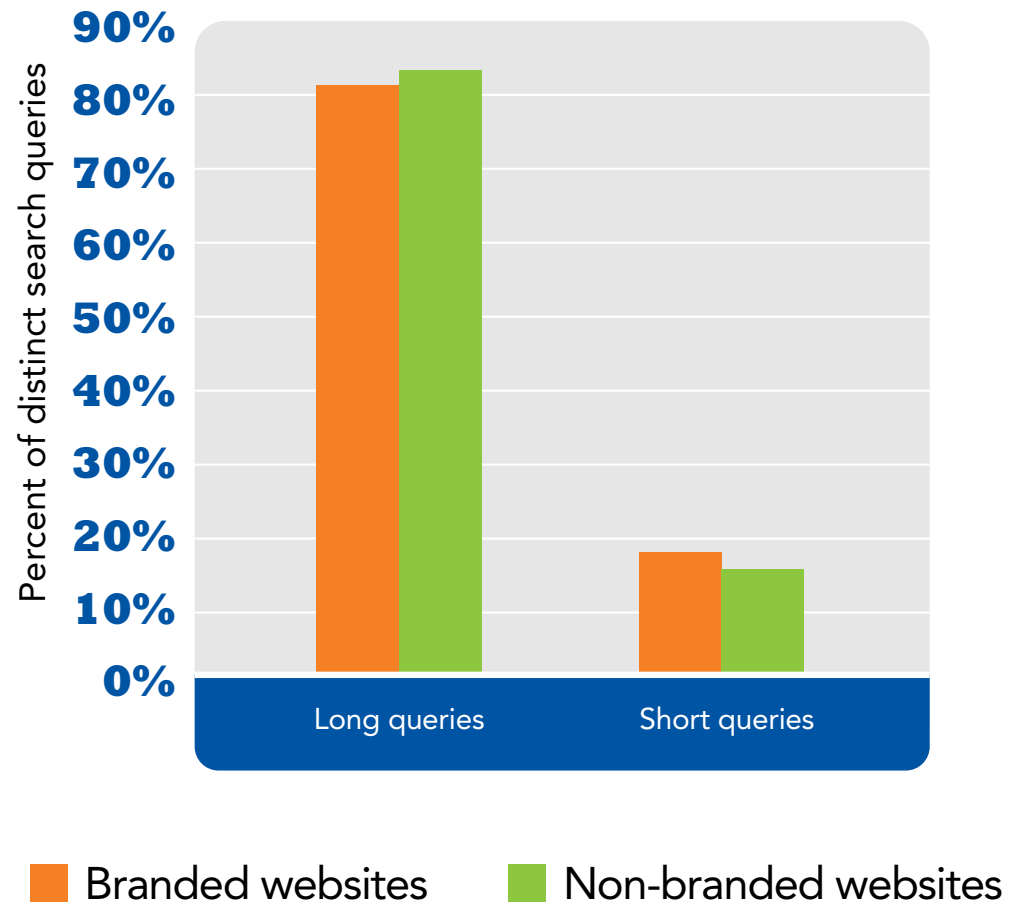
Appendix

Figure 3: Influence of Website Category on Word Length of Query Phrase



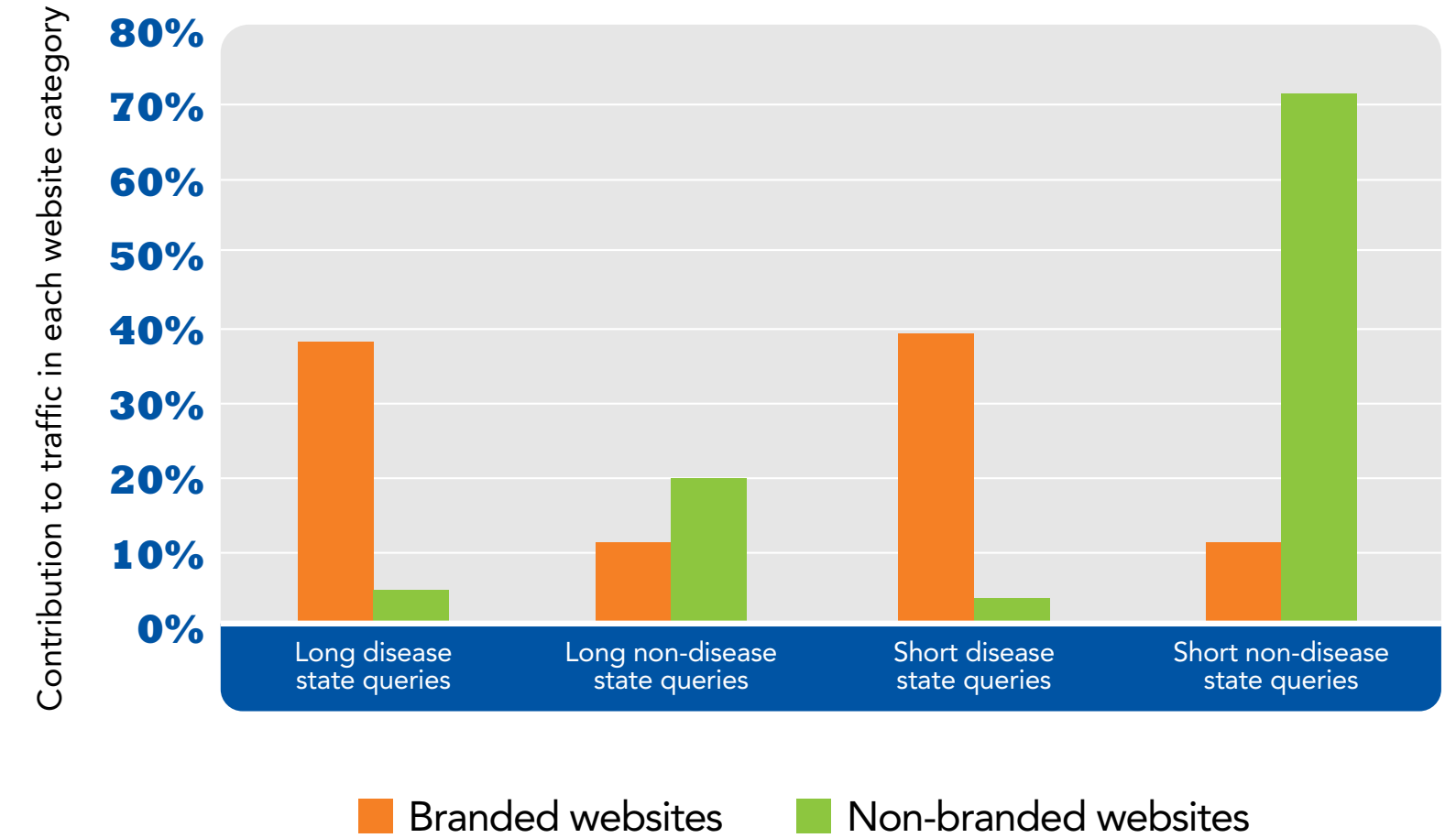
Appendix

Figure 4: Nature of Query Phrases Driving Traffic to Websites



Appendix

Figure 5: Contribution of Visits By Various Classes of Disease-State Queries



Appendix

Figure 6: Influence of Query Phrase on Visits and Page Views (Branded Websites)

