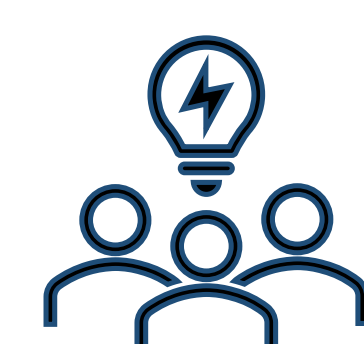


Effect of SEO on reliable healthcare information online



Helping patients to find health information they need: Making reliable healthcare information online more accessible and relevant using SEO measures

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Background

Patient perspective: Many people look for health information by using internet search engines, while it is often perceived as challenging to identify reliable, high-quality information.

Organisational perspective: Quality criteria for reliable health information online include a patient-centered development of information and easy accessibility for its intended audience.

Aim: Evaluate the effect of specific SEO-measures regarding technical and content aspects.

Research Questions

How do primarily technical SEO adaptations influence the visibility of healthcare information online?

How do content adaptations based on keyword research influence the perceived utility of healthcare information online?

Does keyword research constitute a relevant option to complement a patient information needs assessment?

Visibility

Endpoints for visibility: 1) Website ranking for defined keywords, 2) unique visitors, 3) organic traffic and 4) time on site.

Design: Longitudinal study monitoring the endpoints before and after intervention using the Result Assessment Tool, Sistrix and Matomo.

Intervention: Technical adaptations including meta data, keywords in URL structure and titles, image optimization, canonical URLs, pagination, pagespeed, creation of AMP and mobile responsiveness.

Utility

Endpoints for utility: 1) Relevance, 2) applicability and 3) comprehensibility.

Design: Comparative between-subjects design; patients assess perceived utility of non-optimised content to optimised content using a standardised questionnaire through the Result Assessment Tool.

Additional in-depth information through semi-structured qualitative interviews with the intended audience of information.

Intervention: Content adaptations based on answers to frequently asked questions and topics as identified through keyword research.