

COVID-19 Site Traffic Analysis April 2020

Alex's Contributions:

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Overall Site Performance*

March 1-23, 2020

SESSIONS	NEW USERS	RETURNING USERS	BOUNCE RATE
691,497 -0.4% PoP** +63%YoY***	397,144 +2% PoP** +60% YoY***	117,877 +0.2% PoP** +23%YoY***	40.27% -2% PoP** -8%YoY***
VIRTUAL CARE CLICKS	DOWNLOADED INFO	SUBMITTED A FORM	ENTERED MYCHART
617 +601% PoP** +100% PoP**	21,602 -24% PoP** -4%YoY***	15,266 -16% PoP** +2.4K%YoY***	6,369 +27% PoP** -2% YoY***

*Includes all website data

**PoP is March 1-23, 2020 vs. Feb 7-29, 2020

***YoY is March 1-23, 2020 vs. March 1-23, 2019

Coronavirus Traffic Site Performance*

March 1-23, 2020

SESSIONS	NEW USERS	RETURNING USERS	BOUNCE RATE
78,128 11% of Overall Traffic	57,275 14% of Overall Traffic	15,346 13% of Overall Traffic	30.26% -10% from Overall Traffic
VIRTUAL CARE CLICKS	DOWNLOADED INFO	SUBMITTED A FORM	ENTERED MYCHART
21 3% of Overall Traffic	1,320 6% of Overall Traffic	592 4% of Overall Traffic	226 4% of Overall Traffic

*Includes traffic that viewed coronavirus / COVID-19 related content

Summary

Takeaways

- There is a clear connection between coronavirus-related events in Oregon and interest-level over the topic in Feb-March.
[Slide 11](#) & [12](#)
- CLIENT provided valuable information early on in the COVID pandemic, bringing visitors from across the country to the site.
[Slide 13](#)

Opportunity

- Excluding non-local traffic could paint a clearer picture of potential patients [Slide 13](#)



Summary

Takeaways

- An influx of New Users flocked to CLIENT's website via Organic Search, specifically to the COVID-19 Hub Page [Slide 17](#)
- Closure of certain CLIENT locations due to shelter in place state mandates has reduced visibility within GMB [Slide 18](#)
- Coronavirus traffic to CLIENT peaked in mid-March, and can be traced to important local events [Slide 19](#)
- Coronavirus traffic was more engaged than overall traffic leading up to March 16th, then leveled off to end the month [Slide 22](#)

Opportunity

- Seer SEO is currently working to analyze the search landscape for FAQ optimization opportunities. [Slide 17](#)
- Syncing site content with current events can help better prepare for spikes in traffic [Slide 20](#)



Coronavirus - Pageviews

What is happening?

Pageviews related to the coronavirus have spiked dramatically over the past month.

Users can be seen specifically looking for information about:

- COVID-19 symptoms
- Coronavirus Testing
- Virtual Care

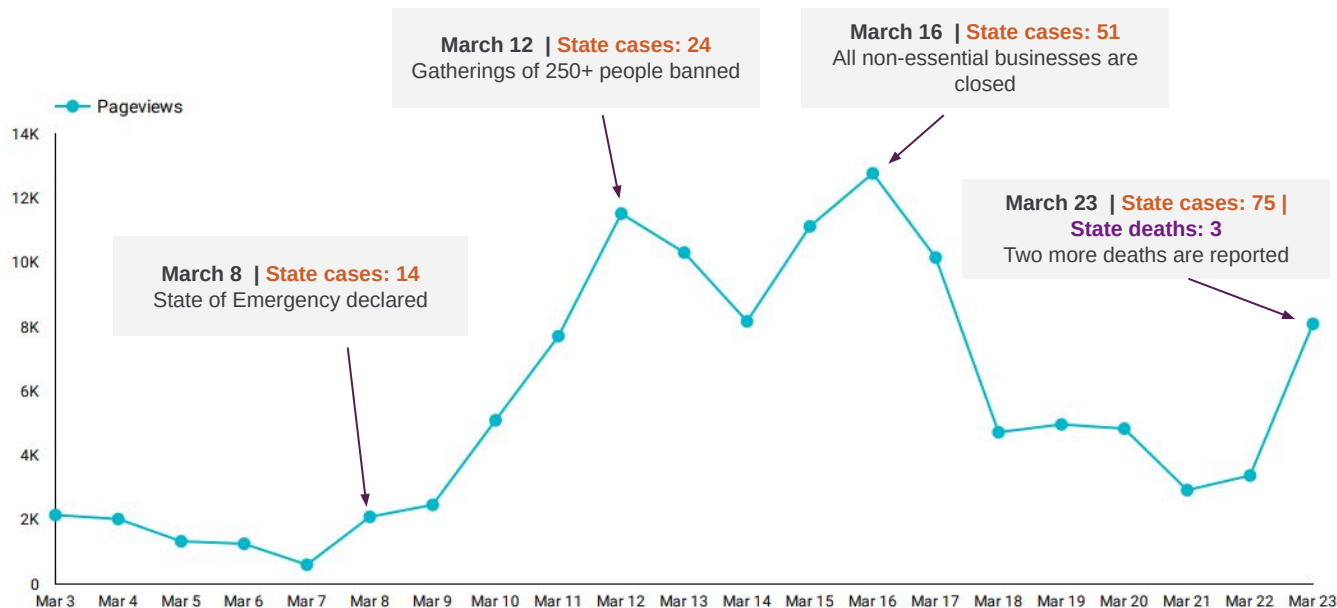
Why is this important?

Much of the traffic can be attributed to local events affecting the community.

What do we recommend?

Syncing site content with current events can help prepare for spikes in traffic.

COVID-related Pageviews Peaked on March 12th & 16th Corresponding with State Announcements



Coronavirus - Bounce Rate

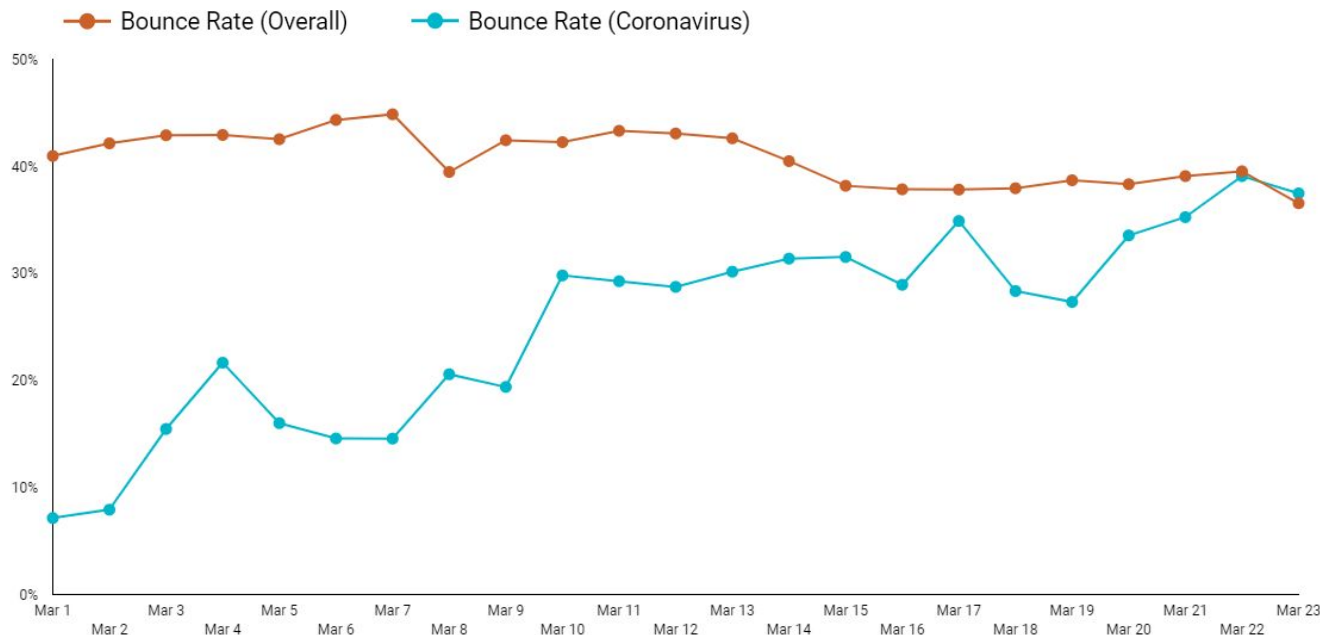
What is happening?

Compared to the overall site, bounce rates for users coming to the site for Coronavirus content was much lower, with a 30% avg. (vs 41% sitewide).

The pages that most contributed to the lower bounce rate were the Homepage, March Wellness, and Virtual Care.

The bounce rate steadily increased over the course of the month for Coronavirus traffic, rising from 7% on the 1st to 37% on the 23rd.

Coronavirus traffic was more engaged with the site at the beginning of March but leveled out towards the end of the month



Data as of 3/23/20

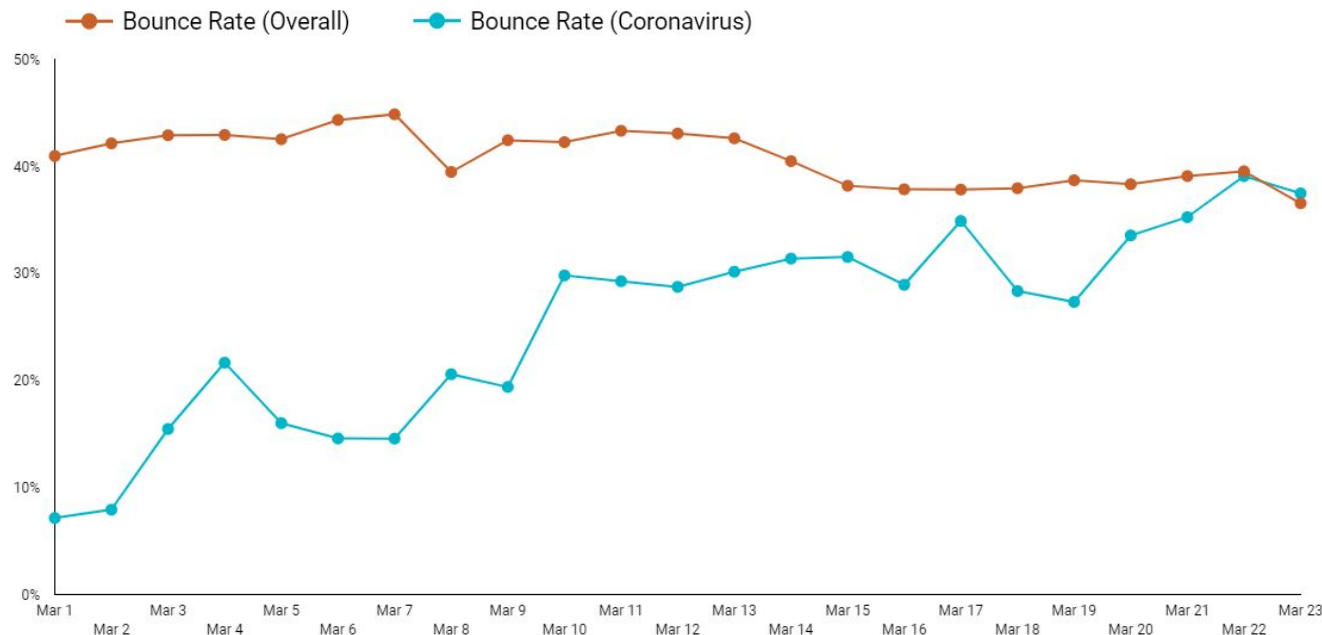
*PoP: March 1-11 vs March 12-23, 2020

Coronavirus - Bounce Rate

Why is this important?

As traffic from the Coronavirus pages peaked on March 16, this segment's bounce rate increased while the overall site bounce rate decreased.

Bounce Rate for Coronavirus traffic was lower than Overall Traffic at the beginning of March but switched after March 16



Data as of 3/23/20

*PoP: March 1-11 vs March 12-23, 2020

Summary

Takeaways

- Most coronavirus traffic did not seek out other elements not related to COVID-19 on CLIENT's site, revealing an exclusive concern on the topic [Slide 27 & 28](#)
- Virtual Visit usage fell short of expectations [Slide 27](#)
- With a greater focus on simply gathering information, Coronavirus traffic had a 50% lower Goal Conversion Rate compared with overall traffic [Slide 29](#)
- Downloading information about COVID-19 in the form of PDFs happened about 2x as much as submitting a form and 5x as much as entering MyChart [Slide 29](#)

Opportunity

- Virtual Care will be in high demand in the coming months, which can lead to an uptick in conversions [Slide 26](#)
- If possible, apply extra paid budget to the Virtual Visits campaign, to ensure support to patients unrelated to the coronavirus [Slide 28](#)



Coronavirus Landing Pages

What is happening?

84% of Coronavirus-related traffic started their sessions on the coronavirus resources page, totaling 65,267 sessions. Another +8% started on the homepage, whose main CTA also brings users to the same resources page.

Why is this important?

As a result of this traffic focused on COVID-19 information, users have the opportunity to browse other sections of the site.

The need for Virtual Care rises in a pandemic environment, increasing chances for new patient conversions.

The coronavirus resources page is the #1 webpage for CLIENT to share important pandemic information

Top 10 Landing Pages	Sessions	% of Sessions
/example-landing-page	65,267	84.19%
/example-landing-page	6,468	8.34%
/example-landing-page	669	0.86%
(not set)	589	0.76%
/example-landing-page	373	0.48%
/example-landing-page	367	0.47%
/example-landing-page	273	0.35%
/example-landing-page	241	0.31%
/example-landing-page	205	0.26%
/example-landing-page	119	0.15%



Coronavirus Resources Page

What is happening?

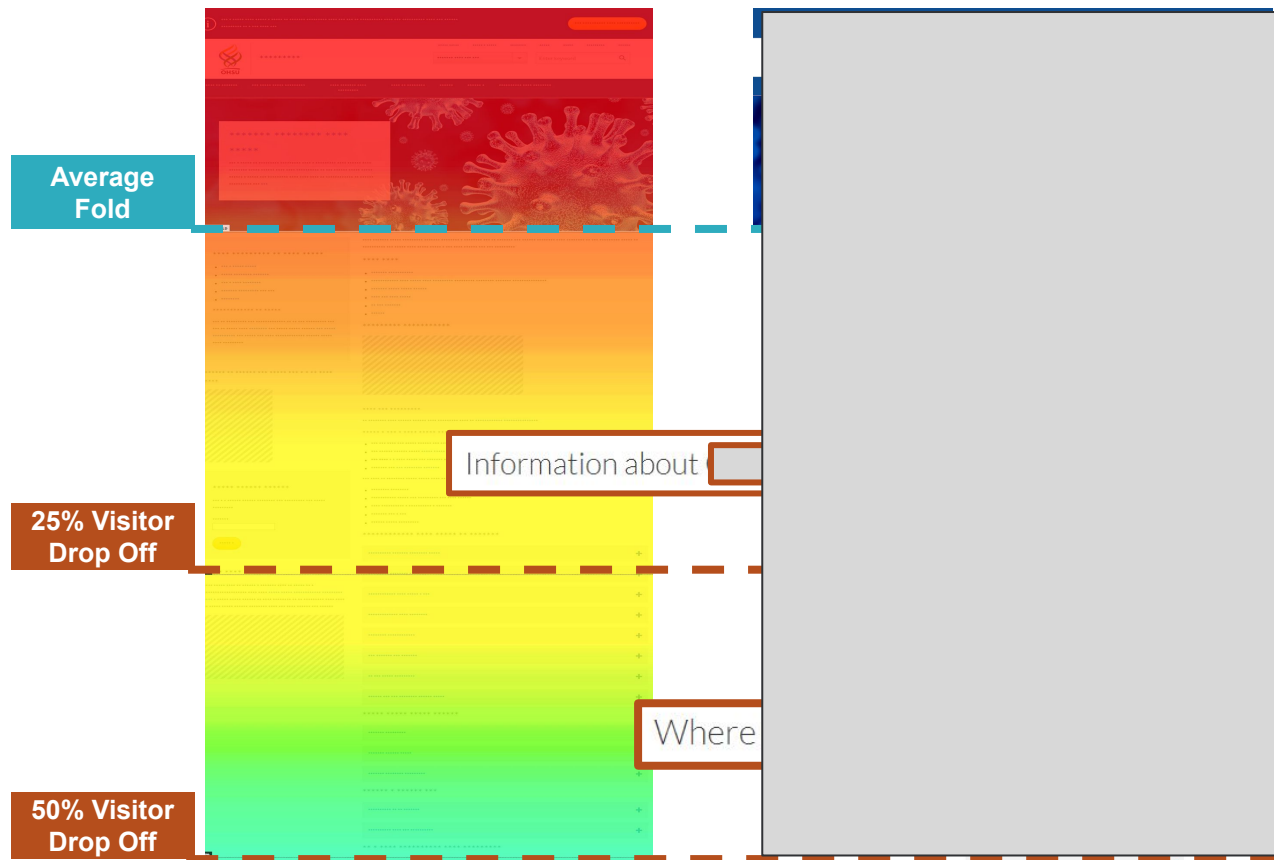
94% of users scrolled past the average fold and 50% made it to the *Where to Learn More* section. Users are scrolling further down this page than usual due to the importance of the matter and amount of content accordions.

Why is this important?

Many of the important CTAs are seen by at least 50% of users, making this an impactful page:

- COVID-19 essentials
- Information about CLIENT and COVID-19 Advice from CLIENT experts
- Where to learn more
- FAQ on COVID-19
- Information in Español

The Coronavirus Resources page provides essential info and quick links, making vital details easy to find



Coronavirus Resources Page

What is happening?

45% of all clicks to this page were for the content accordions, with the top ones being:

- 6%: COVID-19 testing at CLIENT
- 4%: Public Resources

The next top action was Link clicks:

- 5%: Top of page "Quick Links"
- 3%: Top of page "For patients and the public" links

Why is this important?

Users are taking time to engage with the on-page content. However, they may have some confusion as to which quick links they should click at the top of the page within the orange box on the right because there are so many links.

Users are highly engaged with the page base on client events throughout the whole page

