

Alere Home Monitoring, Inc.

::: Alere Home Monitoring – SEO



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PTINR.com Searches

Keyword Considerations

These are most used keywords that people come to your site and search for. These are critical because it is the type of info that people are interested in finding on your site.

1. PTINR
2. Warfarin diet
3. Coumadin Diet
4. What is DVT
5. PTINR test
6. PT INR
7. INR PT
8. Warfarin side effects
9. INR Test
10. Vitamin K in foods
11. Coumadin Diet
12. Antidepressant Medications
13. Coumadin Medication



People search for a lot of diet-related information, from Vitamin K to other foods.

Common Search Engine Searches

Keyword Considerations for Google and Bing Common Searches

Here are other SEO words that people are searching for on Google, Bing and that competitors are also vying for search results.

1. PTINR
2. INR PT
3. PT INR
4. Coumadin level
5. Self testing - this one has a high rank range and a low cost per click
6. INR tests
7. Coumadin INR
8. INR levels
9. PT with INR test
10. INR testing (this one is down a bit from previous months)
11. PT blood testing
12. INR blood test - this one also has a high rank range, and a lower (under \$1 cost per click)
13. PT blood test
14. Home INR testing
 - several variations of this one
 - INR tester at home
 - INR home testing

Unique Ideas for Keyword Search

Out-of-the-Box Keyword Considerations

Looking at the traffic and what people are searching for that may be indirectly related to Alere Home Monitoring Services, here are some ideas for keyword search.

Due to Warfarin being a highly trafficked keyword search, our recommendation is to have this as part of the content so it comes up organically (as well as from other efforts)

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|-----------------------------------|------------------------------------|--------------------------|
| 1. Protime | 12. Heart disease therapies | 23. Cardiac care |
| 2. Protime testing | 13. Heart disease monitoring | 24. Issues after stroke |
| 3. INR Kit | 14. Proventil – very common search | 25. Heart disease |
| 4. Warfarin diet | 15. Blot clotting issues | 26. Blood clot testing |
| 5. Warfarin dose | 16. INR self test | 27. Finger stick testing |
| 6. Warfarin dolor | 17. INR ratio strips | |
| 7. How Warfarin works | 18. INR at home | |
| 8. Vitamin K | 19. INR meter cost | |
| 9. Stroke + blood | 20. Clotting issues | |
| 10. Blood coagulation treatment/s | 21. Blot clotting monitoring | |
| 11. Prothrombin INR | 22. Blot clot therapy | |

SEO Challenge

Unique Challenge with Alere Home Monitoring SEO

- **Obstacle to Overcome:**

Due to the nature of the disclaimer on the PTINR.com website, a challenge is that Google recognizes PTINR.com as related to trademark, trademarking services.

- **Possible Solution:**

Reduce the number of mentions of the word “trademark” in the disclaimer on each page of the PTINR.com website.