

Online Marketing  
**Keyword Analysis**  
For Improving Online Visibility  
Through  
Search Engine Optimization

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**Interactive**

# Framework

# Business Strategy

- L Marketing and Sales Strategy

- L Digital Strategy

- L Online Visibility

- L SEO

- L Keywords



Revenue, Cash flow, Profit

"Help you sell"

# Focus on the Right Target Groups



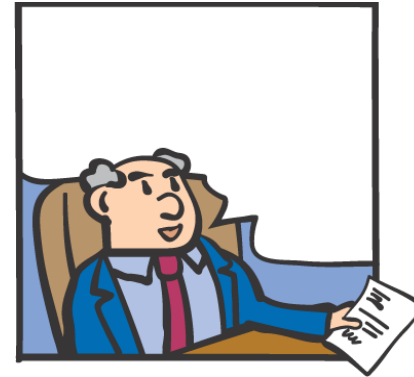
Practicing  
Physician



Key Opinion  
Leader



Pharmacist



Store  
Owner



Patient /  
Consumer

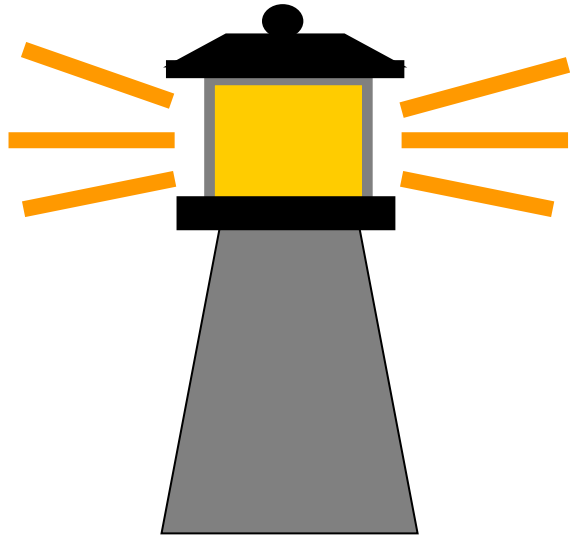
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Relevance for Revenue ?  
(as decision maker or influencer)

# The Ideal Situation

The target group gets a recommendation or finds a solution to a problem online

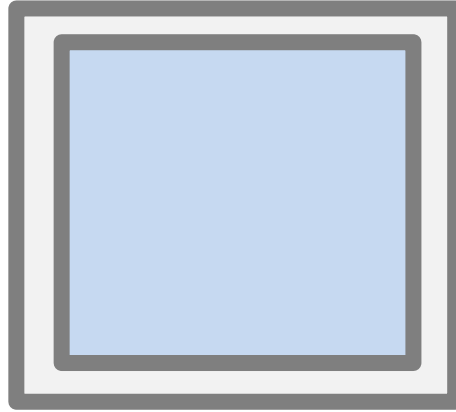
(Pull Marketing)




Visibility  
is the name  
of the game  
especially  
online

A competitive advantage giving  
us an edge in the market





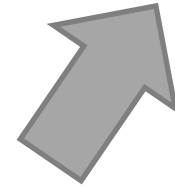
Window of opportunity



"Reach people  
at the top of  
the funnel"

Make people aware of the  
choices they have

# Digital / Online

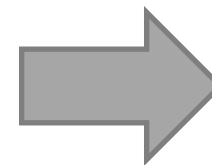


"Going digital"

"Using the internet" ...

"e-marketing strategy"

?



Many companies are still  
*not* exploiting the full  
potential of digital channels

# Language



Every word must tell,  
Every word must sell

# Step-by-Step Approach

Deliver

the right **content** in

the right **format** via

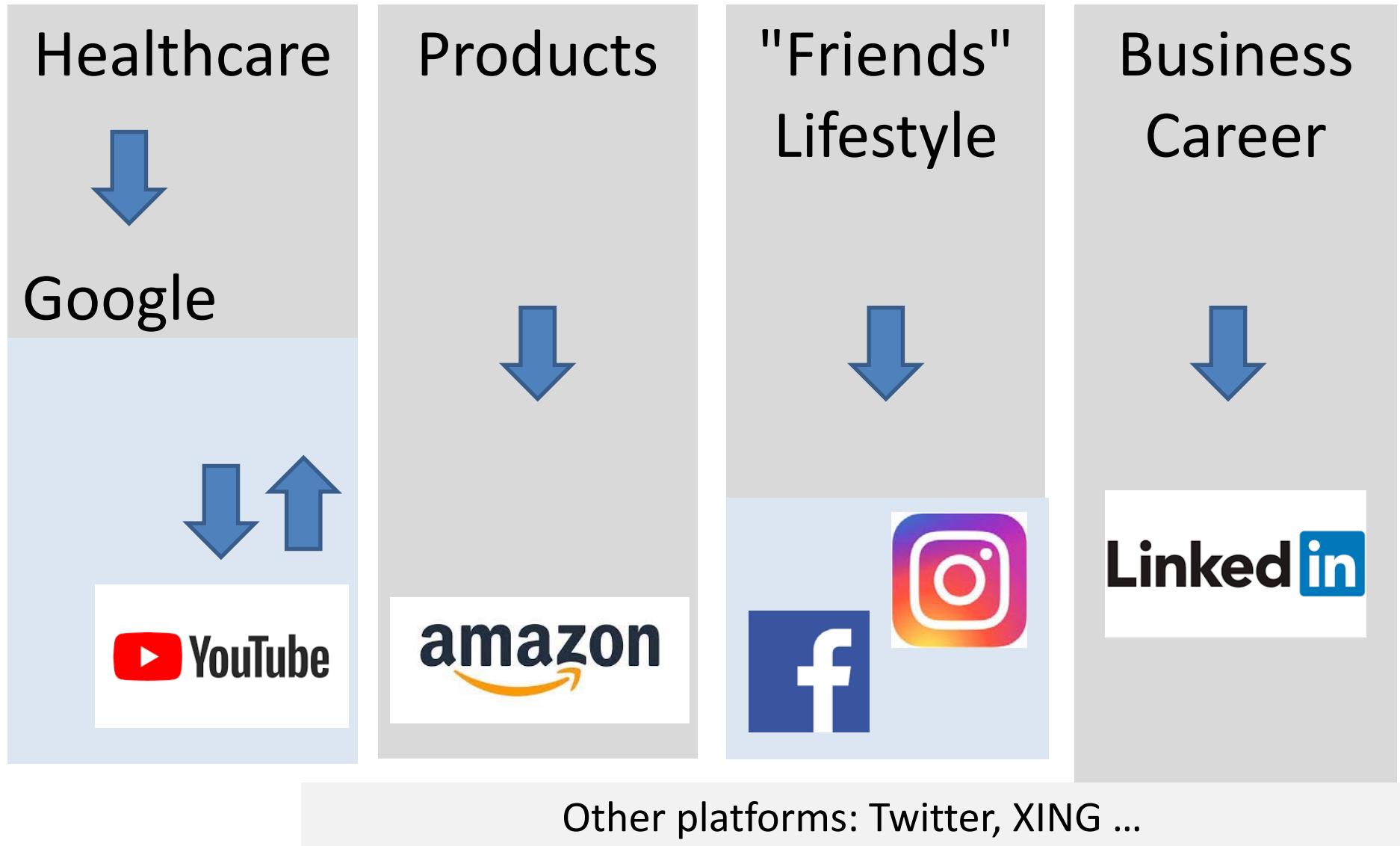
the right communication **channels**

Today the customer journey  
often starts online.



You have to be where  
your target audience is

# Entry Points → Web



Note: Numbers of overall users can be misleading

More than just being visible

 "Digital dominance"

You want several spots,  
e.g. links to your website,  
different videos, PDFs ...

# Type of Digital Media

## Owned Media

Websites

Newsletter

Subscribers

Online Videos

## Paid Media

Google Ads,

Facebook Ads ...

## Earned Media

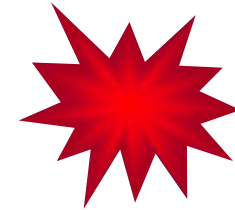
Social Media

Communities Influencer:

Blogger, YouTuber ...

# Where do visitors come from?

## Online Search



**Organic**

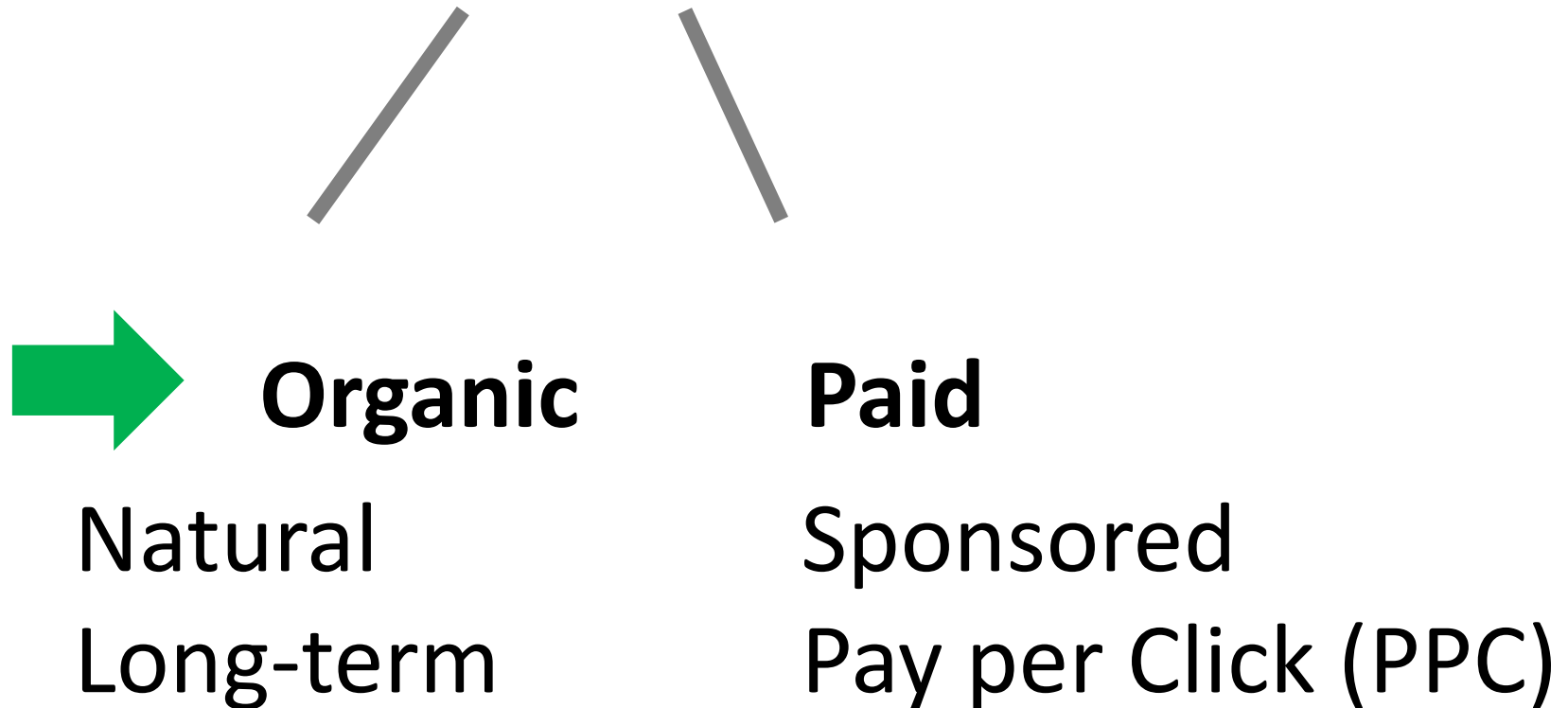
**Paid**

Natural  
Long-term

Sponsored  
Pay per Click (PPC)

# Online Search in Healthcare

## Where do visitors come from?



# **Advantage of "Organic Search Results"**

Instead of spending money  
on advertisements you get  
organic traffic ...



... for a given search query =  
for specific terms and phrases  
known as keywords



# Finding relevant keywords

- Connotations

(Implications associated with the word)

- Semantics

(Meaning of words)

- Cultural differences

(National market)

Example

- Anti virus

Computer software

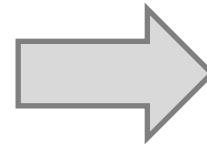
# Attract Your Target Audience

It is **not** important to get a lot of overall traffic

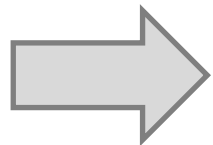
"Health"

"Healthy lifestyle"

...




"high  
search  
volume"



You want **qualified** traffic (from the people that are likely to buy from you)

# Business / Technical Language

## *Examples*



Health Portal / Gesundheitsportal  
Health Brand / Gesundheitsmarke  
Patient Portal / Patientenportal

# Business / Technical Language

## *Examples*

~~Health Portal / Gesundheitsportal~~

~~Health Brand / Gesundheitsmarke~~

~~Patient Portal / Patientenportal~~

# "Trophy Words"

## *Examples*

Excellence

Innovation

...

# "Trophy Words"

*Examples*

Excellence  
Innovation  
...

Users will ***not*** search for these words

# Keywords: My Personal Story



Marketing Director and Brand Team Leader

Started as consultant for the healthcare industry



# Learning the Craft of Being Visible

Healthcare Marketing

Pharma Marketing



~~Healthcare Marketing~~

Pharma Marketing

**Lesson learned**

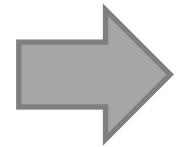
# **SEO: Search Engine Optimization**

Achieve a top organic rank

on search engines (mostly Google)

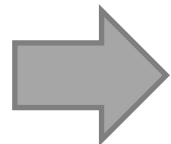
for a specific keyword combination

# SEO helped me to reach



A top organic Google ranking

- Marketing Training Beratung
- Pharma Online Marketing Tipps ...
- ...



Also helpful: Competitors were sleeping

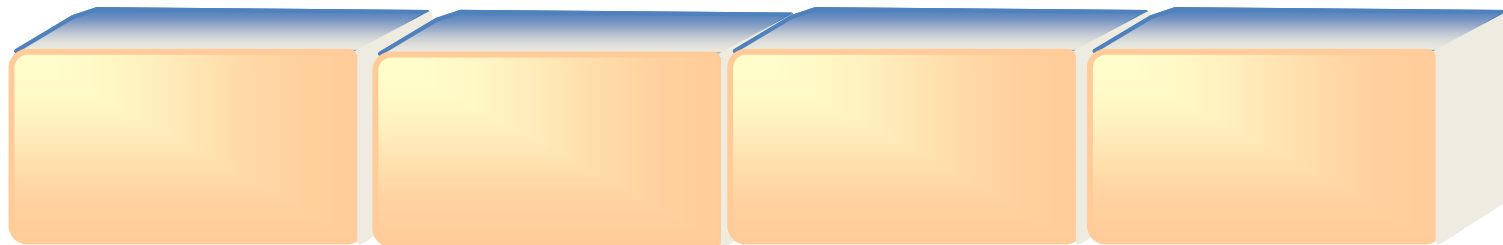
**Before** we move to SEO  
techniques and tools,

we have to decide upon  
the keywords ("vocabulary")

Sounds easy,  
but it's not

"Getting the keywords wrong  
is like building a house on the  
wrong foundation"

Getting the building blocks  
right takes some time



# Finding The Right Keywords

?

What HQ thinks

Ask an ad agency

Web search queries

Data online

Search engine results

Data online

 What the target audience  
in our niche will look for

Listen to  
customer



**Nobody will do this for us**

# **Sequence of Words**

# SEO: Sequence of Words

*Example*

Inquiries per month

Psoriasis Therapie

Therapie Psoriasis

Therapie bei Psoriasis

Google Adwords / Tools / Keyword Planer

**Note of caution:** Different keyword research tools report different search volumes (inquiries / queries) for the **same** keywords

# SEO: Sequence of Words

*Example*

Inquiries per month



Psoriasis Therapie

880

Therapie Psoriasis

90

Therapie bei Psoriasis

20

Key word search volume

Google Adwords / Tools / Keyword Planer

# "Homework"

Which questions will the customers in your market ask so we can fine-tune the keywords and develop a draft of FAQs?

Example: What ..., why ..., how ...

FAQs = Frequently Asked Questions

## **Next step**

- Suggest order of words
- Craft messages
- Craft FAQs