



Industry Benchmark Report: **Healthcare**

Learn what healthcare websites need to do to outshine their competition and attract new and existing patients that will translate into hundreds of thousands of dollars in new billing.

 <https://go.milestoneinternet.com/audit>

 +1 (408) 200-2211  sales@milestoneinternet.com



Milestone
Research

Milestone analyzed 72 healthcare websites to see if they were using structured data in April 2020.

The total U.S. healthcare expenditure in 2019 was more than [\\$3.6 trillion](#) according to the Centers for Medicare and Medicaid Services. At that level, it accounted for 17.7% of gross domestic product (GDP). The U.S. spent about \$11,172 per person on healthcare. 85 publicly-traded healthcare companies made \$47 billion in profit on [\\$545 billion](#) in global sales. Healthcare employs more than 18 million people and is the largest industry employer in the US.

According to Think with Google's [The Digital Journey to Wellness: Hospital Selection](#), 77% of patients use search engines prior to booking appointments, making it far and away the largest source of traffic. So to access their portion of trillions of dollars, providers need to succeed in SEO and local.

Milestone Research set out to determine the degree to which the healthcare industry was utilizing technical SEO and specifically mobile, schemas, and AMP to improve organic results.

Mobile speed average of 39, not very fast for an industry where mobile matters

In the same way that long hold times on the phones frustrates and loses customers and lowers satisfaction, slow-loading mobile pages do also, but the effect is less noticed. The healthcare benchmark mobile speed score was 39 on average, which was higher than the 27 average in a recent Milestone cross-industry benchmark. Interestingly, large and renowned medical facilities averaged 32, while smaller and local providers averaged 42. Mobile is important for matching content to questions and queries, to reviewing the reputation and ratings of providers, voice search, and to navigating to the facility.

Healthcare Average Page Load Speed Score: 39

■ Speed ■ Opportunity



54% of facilities in the sample have no schema markup



The proportion not using schemas is fairly consistent with other industries, but entity-based SEO opportunities are more significant in the healthcare space because of the high volume of queries for specific information about diseases, symptoms, medicines, treatments, and health maintenance.

Schema is a markup system that helps to further articulate to the search engines what facts your content contains. Although Google does a good job of accurately determining the type of content and connecting it with search queries, the search engine sometimes needs help identifying the purpose and intent of certain page elements. Schema adds information for the search crawler that is not made visible to the consumers. It helps make entities out of facts and makes it easier for Google to place those entities in the knowledge graph.

Milestone founder and president, Benu Aggarwal explains the gains, “Using schema adds additional metadata published to a spec that makes it easy for search engines to crawl and apply to search intent. It is another case of providing a better user experience for consumers by following search engine’s guidelines and being rewarded with increased rank and traffic.”

54% of Healthcare Sites Have No Schema Markup

■ Sites w Schema ■ Opportunity



60% of facilities in the sample who use schema have schema errors



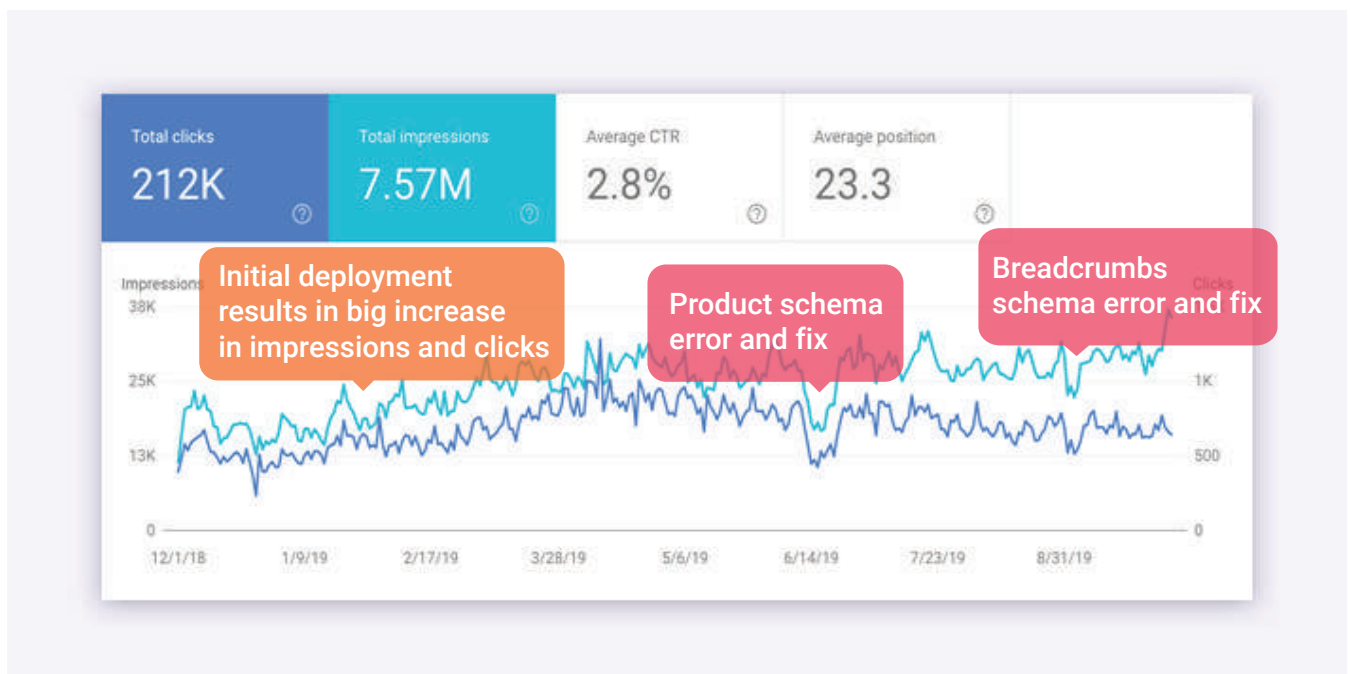
About half the sites in the benchmark have attempted to implement schema, but 60% of them are showing errors. This happens because the code is much more complicated than HTML markup and because schema.org can change schema and definitions, which require updates to the code. This rate of errors is a major problem and opportunity. Milestone Research has measured that a single schema error can drop impressions and clicks 35% overnight and once fixed the traffic will return.

60% of Healthcare Sites Have Schema Errors

■ Sites with No Schema Errors ■ Opportunity



Schema errors drop traffic 35% and fixes recover traffic for hardware retail chain



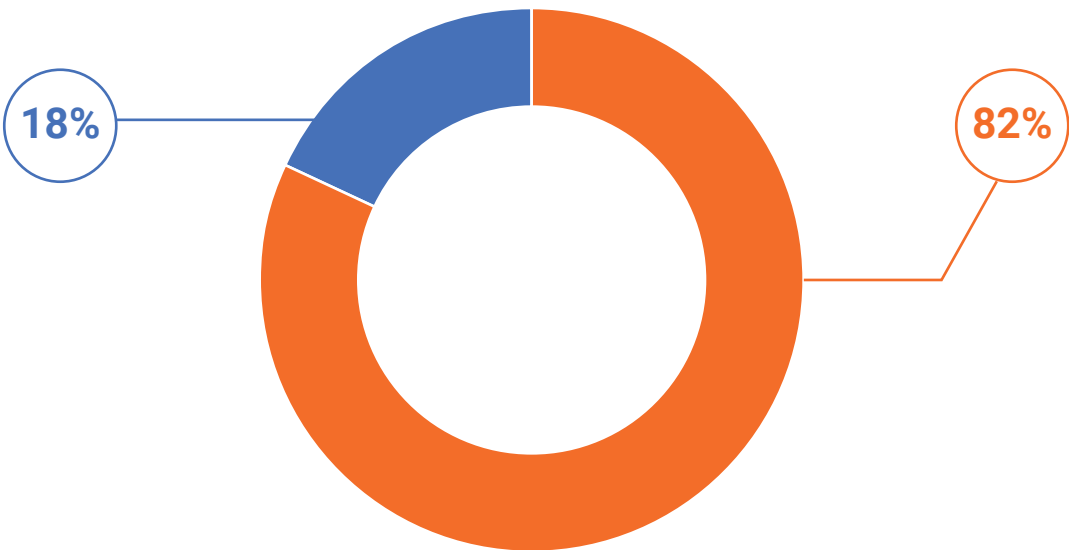
82% of facilities in the sample use fewer than 6 schema types on their domain

Milestone Research finds that using more than 20 schema types generates the largest lift, so 82% of the healthcare facilities in the benchmark have an opportunity to strengthen their organic visibility.



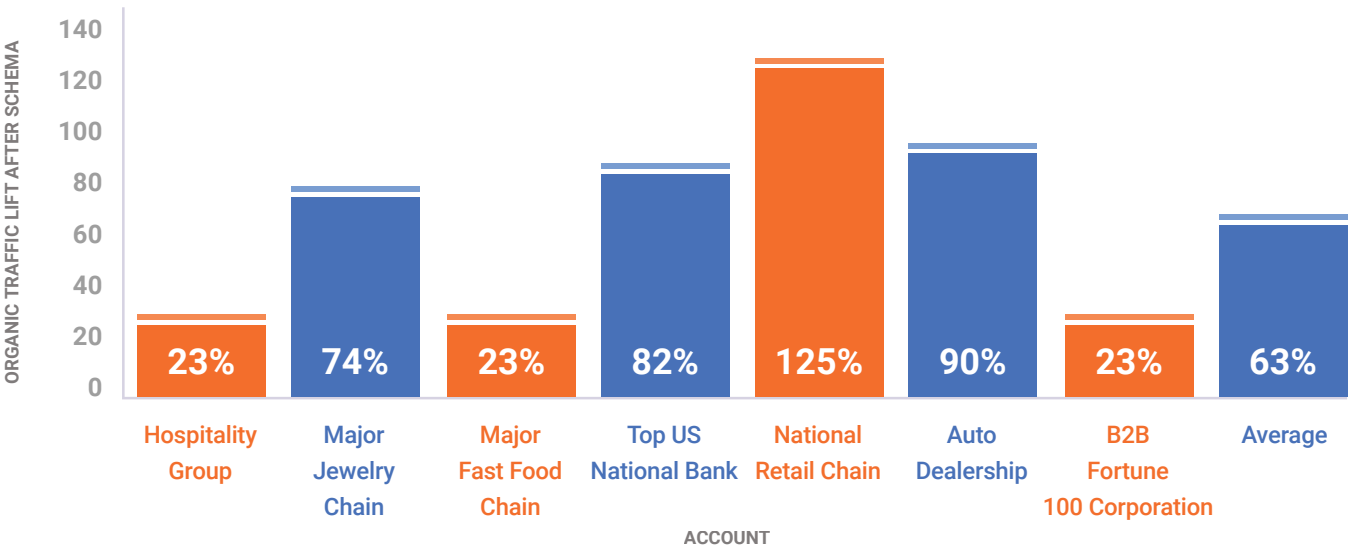
82% of Healthcare Sites Not Using Advanced Schema More Than 6 Types

Sites w Schema Opportunity



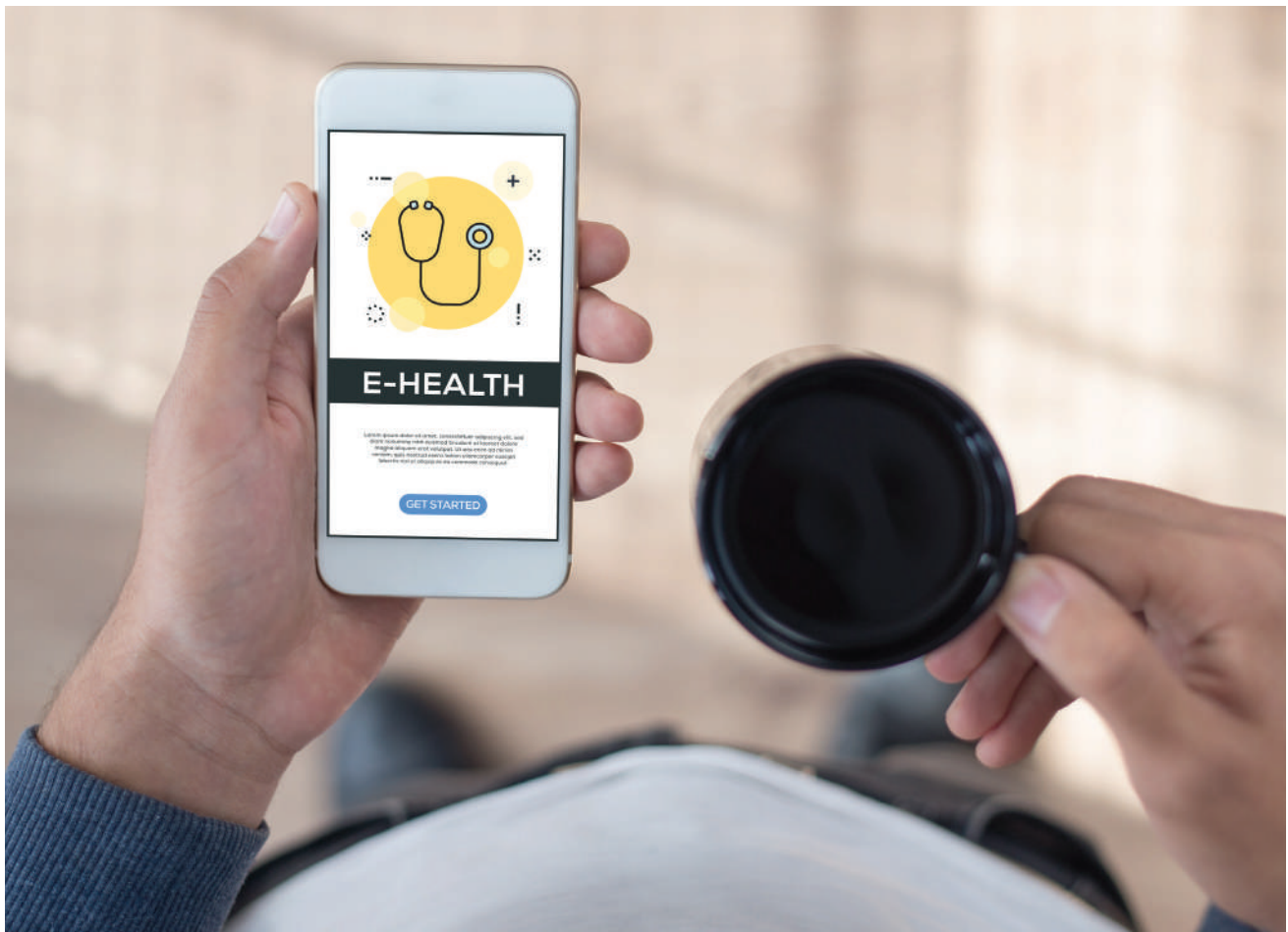
Milestone has done more than 9,400 schema deployments and over 4300 AMP deployments. The average schema-enabled page done by Milestone has more than 20 schema types using an average of 750 lines of code. The average gain from schema deployments over the last two years has produced a 24% increase in organic traffic.

Here are some of Milestone’s top-performing customer schema results across industries

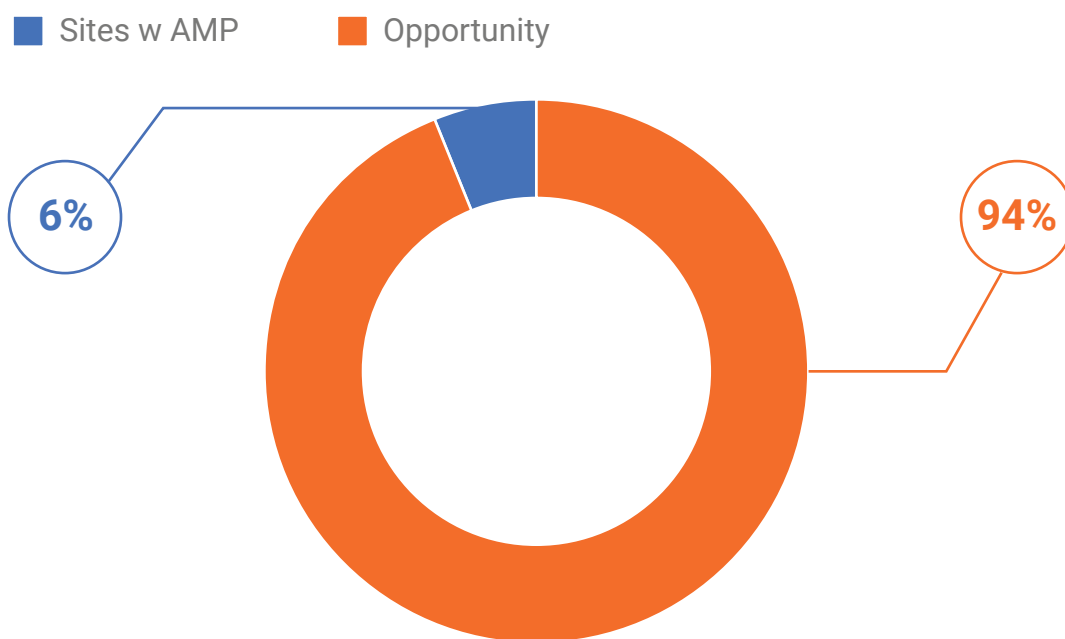


94% of the healthcare benchmark is not using AMP

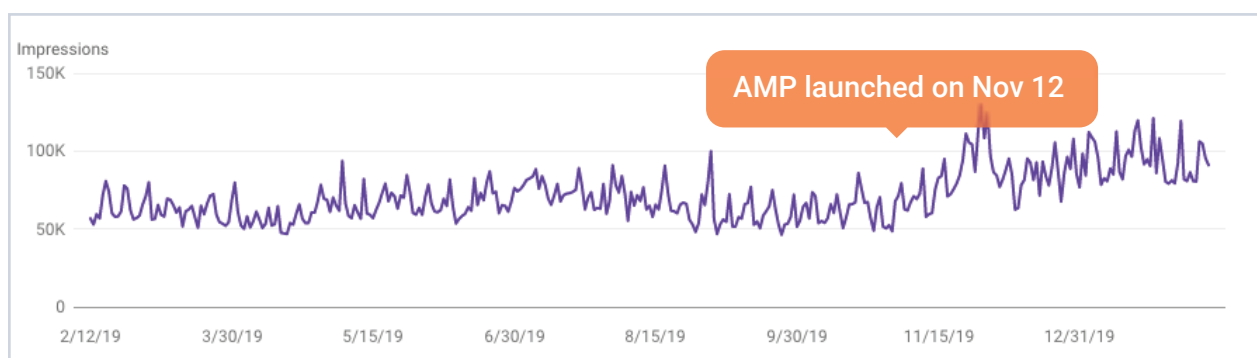
Accelerated Mobile Pages (AMP) has become the 3rd most impactful SEO tactic behind schemas and page load speed. Google says that it is not a ranking factor, but Milestone has multiple case studies that show a strong correlation of AMP deployment to rank, impressions, and traffic, possibly based on better overall speed and user experience. The gain in visibility outweighs traffic that does not click through due to the carousel display of some AMP content, like news stories.



94% Healthcare Sites Not Using AMP



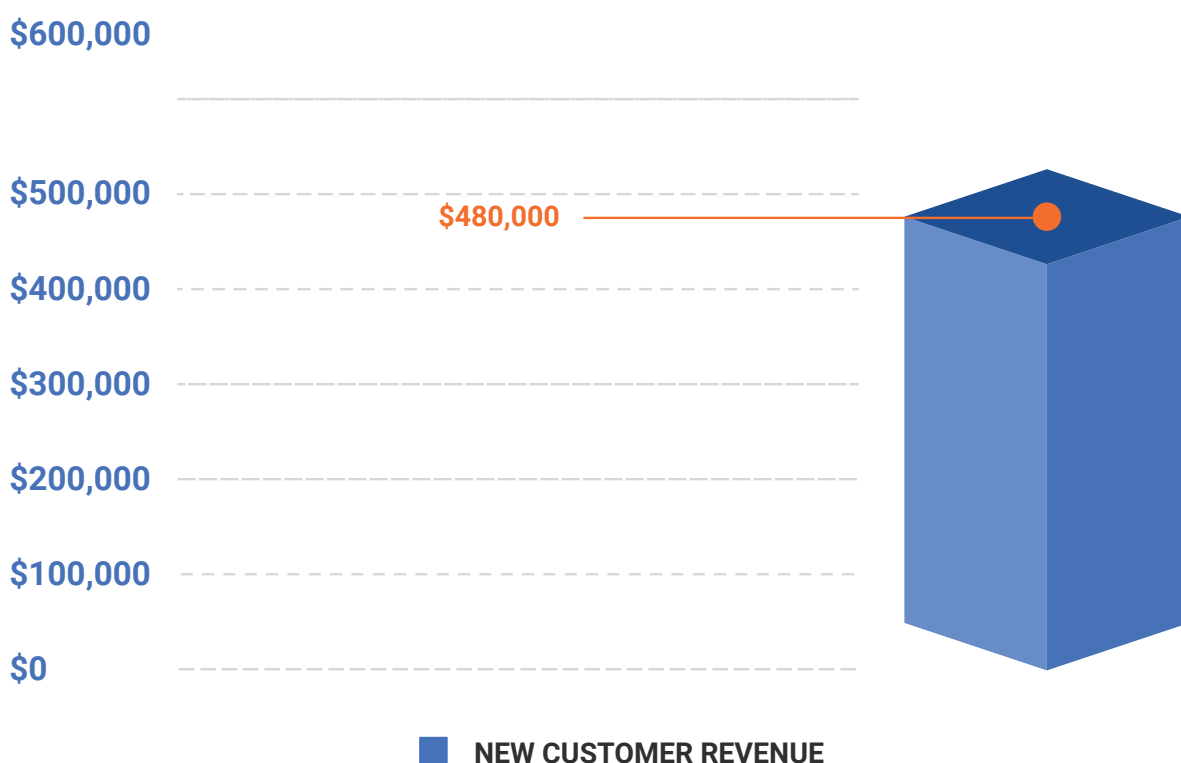
AMP case: 100% increase in mobile impressions, 30% increase in mobile traffic after site implemented AMP



Schema would add an estimated \$480,000 in revenue to the average site in the benchmark

A 24% gain in traffic **for** the average site in the benchmark would secure 48,000 additional visitors a month with a media traffic value of \$322,500. At 2% conversion, it could generate an additional 960 new patients. If each patient generates \$500 in revenue, it would add \$480,000 a year in billing.

Estimated New Patient Revenue From Using Schema



Schemas are the **#1** highest impact organic factor. Request an audit today and find out how you compare to the industry benchmark and what schema types you should add to your site.