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## News

### Pharma websites not stacking up 23.05.2022 AM

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**Australian pharma companies can discover how their websites stack up with a new service that reveals where they appear in HCP and patient search results - with many not doing as well as they hoped.**

The new RShareo/SERP analysis provided by Brand Medicine International is believed to be the first of its kind, and once completed allows companies to tailor content that responds directly to what stakeholders are asking.

"You can see the informational need - the unmet need - in your communication strategy," Brand International CEO Julia Walsh said of the new service.

"So you might be developing a lot of content around dosing but what people are really asking is how to buy it, or the side-effects, or combining it with other medications or alcohol or having a Covid vaccine.

"This allows companies to quickly find what people are looking for and create the answers to those questions,

"For example a client might have been spending hundreds of thousands of dollars over years developing a local website and they might find through this exercise that 'Oh, we're sitting at number 92 in the ranking' in relation to the questions patients are asking."

#### Disinformation

Walsh said the new service not only reveals to pharma companies where their website ranks in response to real search terms but also what other sites are turning up on Page One,

And all too often, the most prominent websites that are driving the narrative and influencing real world behaviours are negative reviews,

"I had one assignment, where this really bad review by one woman turned up on page one on nearly every question across the category," she said.

"And she had written this review three weeks after having the device implanted and the device needed at least six to eight weeks for neuro adaptability to occur.

"So she was writing a review, influencing everybody else before her body had even adjusted to it.

"She got on page one because she's writing the content in a way that people are searching, So organically it's matching up, But not only is the client not aware, the client isn't even turning up in the search."

Walsh, the [author of the book](#), "What We Really Ask Dr. Google" said the key is using the real life language that either patients or HCPs are using in their searches.

She said disinformation can be reported and deprioritised while legitimate websites with domain authority open the opportunity to develop new partnerships,

"You're not going to make them go away but you can collaborate with them," she said.

"So maybe there's a doctor who's got a YouTube channel and his website is at the top of Page One - will he's a digital opinion leader and if he's not a key customer of yours, he needs to be,

"To me it's the key we haven't had, We've had a 'build it and they will come' attitude to digital assets and we put them there and we look at our analytics and go, great job done,

"But what we don't know is where people are really going across all the questions related to that category,

"If you don't look, you don't find."

**Christine Spiteri**

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