

Orthopedic Optimization Project v.02



BaylorScott&White
QUALITY ALLIANCE

Agenda

- Stakeholder objectives
- Current ortho pages & recommendations for improvement
- Case studies: The good, the bad and the ugly
- Look into analytics-adjacent findings
- Competitor analysis
- Current tools and testing
- Recap of recommendations/improvements
- Questions/comments



Stakeholder objectives



Stakeholder objectives

Joints:

- Primarily hip, knee and shoulder replacement or revision replacement
- Musculoskeletal tumor programs at BUMC, Plano and Temple; orthopedic oncologists who have niche expertise in bone and soft tissue tumors whether malignant or benign. This also applies to spine patients.
- Hip preservation is a niche service that seeks to preserve the hip joint and largely serves a 45 and younger demographic that leans heavily female.

Spine:

- All neck and back related issues, including scoliosis; primarily adults but we do see teenagers – about 16 years old and 100 lbs. McLane's in Temple sees all pediatric scoliosis.
- Neurosurgery also feeds spine and neck cases so the web page/spine speaks to both specialties and leaves it to customers to choose which is best for them.

Sports Medicine:

- Joints – not ready for replacement but may experience pain from early osteoarthritis or other reasons; candidates for biologic procedures and rehab to fix mechanical issues and strengthen surrounding muscles
- Severe sprains
- Ligament and cartilage issues

Current ortho pages &
recommendations for improvement



Web content - Orthopedics

Fill in the gaps (15)
Rewrite (6)
Update (5)
Keep (3)



Page is missing sections or key info
Copy needs to be completely rewritten
Copy mostly good; minor edits needed
No updates needed

Page name

Recommendation

Arthritis
Back pain
Fracture
Herniated disc
Joint pain
Ankle pain and injuries
Hand and wrist pain and injuries
Hip pain and injuries
Knee pain and injuries
Shoulder and elbow pain and injuries
Meniscus tear
Neck pain
Orthopedic trauma
Osteoarthritis
Osteomyelitis
Osteoporosis
Psoriatic arthritis
Rheumatoid arthritis
Sciatica
Scoliosis
Tendonitis
Orthopedics
Back and neck care
Back and neck center
Foot and ankle care
Joint pain treatment
Hip preservation
Complex joint revision and musculoskeletal tumor program
Dislocated joint



Takeaways:

- Content is the number one priority
 - Lots of pages need new sections, copy and revision in tone
 - Several pages could benefit from imagery outlining the condition
- Pages should not alienate users (case in point: scoliosis is a condition that affects patients of all ages, yet the page only shows imagery of adults and seniors)



Recommendations for improvements

Page type	Typical page issues	Recommendation
Condition (22)	Extremely sparse content, boring, one or two sentence overviews, missing key sections like types, symptoms, risk factors, complications.	Rewrite the page to be more informative and in an accessible tone, add key sections
Specialty (4)	These are well built, they could just use some tweaking like cross-linking, conditions treated, some of the bulleted lists are a bit long so maybe there would be an opportunity to add more visuals.	Audit the page for UX and linking opportunities
Treatment (3)	Tone across these pages was very dry and formal, could do with a more familial vibe/voice. A few grammatical issues. Overall were good pages.	Not too much required except a grammar check and a tone redo.

Case studies: The good, the bad
and the ugly



Case study: The good



Back and neck care

Good intro, could be edited for conversational tone but has a positive angle

Patient videos make the content familiar and relatable

Some cross-linkage going on, just need to add more

Links to a relevant condition page

Targeted verbiage, better engagement

Lots of clickable options

Baylor Scott & White Health and NextCare Urgent Care form partnership to expand quality convenient care options throughout Texas. Find urgent care near you →

Doctors Locations Services Tools & Resources

Back and Neck Care

Overview Conditions Treated Treatment and Services Patient Stories Scoliosis Care Advice From Our Blog Find a specialist

Expert treatment of neck and lower back pain

Eight out of 10 adults experience debilitating back or neck pain at some point in their lives. In fact, lower back pain is the second-most common cause of missed workdays due to illness and the most common cause of disability. The good news is most people do not need spine surgery.

Baylor Scott & White Health offers sophisticated solutions for neck and lower back pain. We're here to help with locations and spine doctors across North and Central Texas, including the [NeuroHealth Institute](#) at Baylor Scott & White in the greater Austin area, and the [Baylor Scott & White Back and Neck Center](#) serving customers in Frisco, McKinney, Plano, Rowlett and surrounding communities. You'll have access to orthopedic experts near you, such as [physical and occupational therapists](#), as well as orthopedic spine doctors and neurosurgeons on the medical staff who can help you move better.

Neurospine and orthopedic spine conditions we treat

Pinched nerves and sciatica are common causes of lower back pain. Baylor Scott & White has neurosurgeons and orthopedic spine surgeons on staff who provide surgical and non-surgical treatment for these and other back and neck conditions, including:

- Arthritis of the spine (osteoarthritis, rheumatoid)
- Bone spurs and overgrowth
- Cervical radiculopathy
- Complex spinal disorders
- Degenerative disc disease (cervical, thoracic, lumbar)
- Facet joint syndrome
- Herniated discs (cervical, thoracic, lumbar)
- Kyphosis
- [Lower back pain](#)
- Myofascial pain (inflammation of muscles and ligaments)
- [Neck pain](#)
- Pinched nerves
- [Scoliosis](#)
- Spine cancer
- Spinal deformities (scoliosis, kyphosis)
- Spinal epidural abscess
- Spinal infection
- Spinal injuries
- Spinal stenosis (narrowing of spinal canal)
- Spine trauma or fractures
- [Spondylitis](#)
- Spondylosis

Our goal is to provide effective and safe spine and neck treatment that allows you to return to an active lifestyle as soon as possible.

Beat back pain today. Take our pain assessment to see if it's time to talk to a back specialist. [Take the assessment](#)

Back and neck treatment options

The spine doctors on our staff can quickly determine which treatment approaches are best for the pain in your back or neck.

Baylor Scott & White Health can help you find the care you need.

For more information, download a treatment guide →

- Non-surgical treatment options
- Advanced spine surgery approaches
- Interventional pain management procedures

Back and neck surgery guide

A team of our nurses and other caregivers along with spine physicians on our medical staff helped compile this informative back and neck surgery newsletter to enhance your recovery experience. Click on the link to access your guide.

[Back and neck surgery guide](#)

Back and Neck Center

The Baylor Scott & White Back and Neck Center provides a convenient way for you to access expert care for your back and neck pain. From setting up an initial virtual appointment to discussing the best treatment approach, a dedicated team of experts will support you along your entire journey. The also offer second opinions if you are looking for another expert viewpoint to help in your current treatment plan.

With our expertise provided by Dr. Gabe, Dr. Gabe, Dr. Gabe, and Dr. Gabe, our team includes advanced practice providers, nurse navigators and physical therapists to help you manage your pain, physical medicine and rehabilitation, interventional orthopedics, and spine surgery.

Having an appointment is easy. Call us at 800.824.2022 or email us at [BackAndNeckCenter@baylorhealth.com](#)

[Learn more about the center](#) →

Baylor Scott & White Health was my second opinion but first choice for spine surgery

Our Dad knew he had to do something about his back, but he wasn't sure where to go. He found us on the internet and we were able to help him. He's now back in the saddle. That's why we're proud to be Baylor Scott & White.

Special care for scoliosis

Baylor Scott & White offers specialized care specifically for those living with scoliosis.

[Explore scoliosis care](#) →

Expert advice from our blog

[Scoliosis 101](#) → A place where back or spine issues are happening every day with the people whose back health are on the line. Back of pain, neck pain, and medical staff who are caring from and advancing medicine.

[View more back pain articles](#) →

[Could you have a herniated disc? Treatment options for back and neck pain](#)

[Back and neck pain that just won't quit? It could be scoliosis](#)

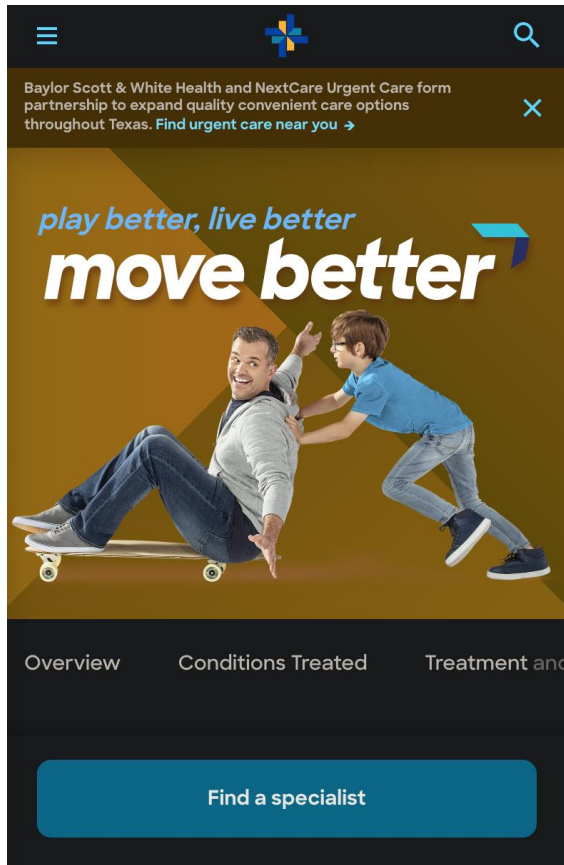
[3 simple ways to relieve scoliosis pain at home](#)

Our footer contains various links: Our Offerings, Tools and Resources, About Us, Our Involvement, For Medical Professionals, and a download link for the Baylor Health App.



Case study: The bad

Orthopedics, mobile

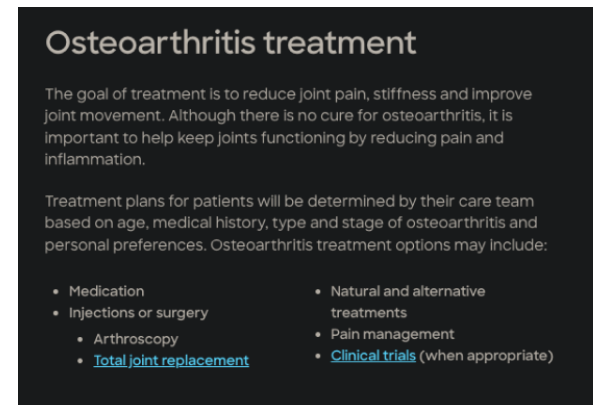


The banner takes up the entire mobile page upon entering

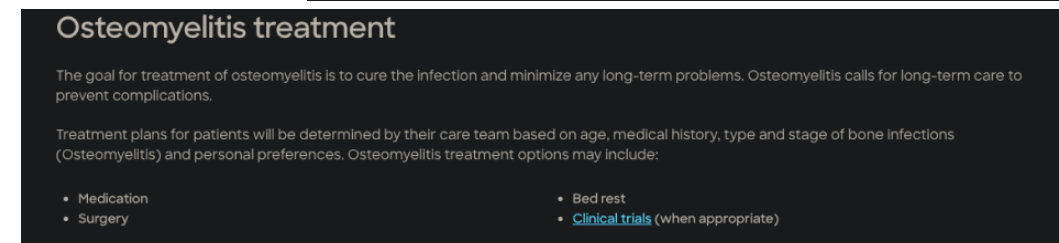
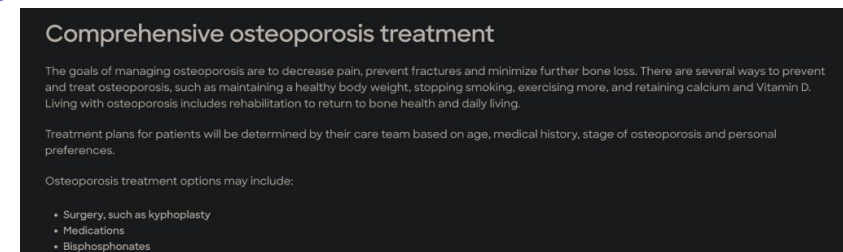
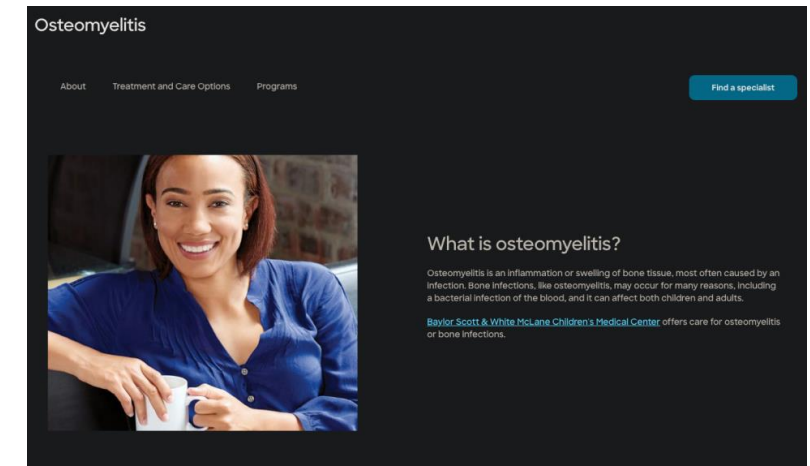
Foot and ankle: Lengthy bulleted lists with no linkbacks in sight



Verbiage that is similar across multiple pages (The goal of... / Treatment plans for...)



Stock photography with absolutely no relevance to the subject matter





Case study: The ugly



Pages that, across the board, have extremely brief, unhelpful content


Banner to events that are lacking so in essence ineffectual

Baylor Scott & White Health and NextCare Urgent Care form partnership to expand quality convenient care options throughout Texas. Find urgent care near you

Doctors Locations Services Tools & Resources

Neck Pain

About Treatment and Care Options Find a specialist



What causes neck pain?

Neck pain can range from mild discomfort to disabling, chronic pain. It can result from many different causes—injury, old age-related disorders or inflammatory disease.

The most common types of neck injuries are:

- Strain/Sprain
- Whiplash
- Weakened discs
- Weakened joints

Neck pain treatment


Treatment for neck pain is recommended when the pain starts to prevent any future injury or damage. Living with neck pain can be difficult, but the following treatments, often in combination, prove effective both immediately and over time.

Treatment plans for patients will be determined by their care team based on age, medical history, type and stage of neck pain and injuries and personal preferences. Neck pain treatment options may include:

- Medicine
- Physical therapy/neck brace
- Neck or spine fracture treatment
- Cervical epidural injection
- Surgery

Arthritis

About Treatment and Care Options Find a specialist



Overview of arthritis

There are more than 100 different arthritis diseases. Arthritis and other rheumatic diseases are common conditions that cause pain, swelling and limited movement. They affect joints and connective tissues around the body.

Looking for learning opportunities and support? Attend an event online or near you. Find a class or event

Arthritis treatment


There is no cure for arthritis. The goal of arthritis treatment is often to limit pain and inflammation and help maintain joint function. Your arthritis treatment plans may include both short-term and long-term methods to help manage your arthritis symptoms.

Treatment plans for patients will be determined by their care team based on age, medical history, type and stage of arthritis and personal preferences. Arthritis treatment may include:

- Medication
- Surgery
- Arthroscopy
- Transcutaneous electrical nerve stimulation
- Acupuncture
- Joint aspiration
- Exercise
- Hyaluronic acid therapy
- Viscosupplementation treatment
- Clinical trials (when appropriate)

Tendonitis

About Treatment and Care Options Find a specialist



What is tendonitis?

Tendons are strong cords of tissue that connect muscles to bones. Tendonitis is an inflammation of the tendons, which causes pain and swelling.

Looking for learning opportunities and support? Attend an event online or near you. Find a class or event

Tendonitis treatment

Tendonitis can be caused by overuse, injury or too much exercise. Your physician or the medical staff at Baylor Scott & White Health can work with you to determine what caused your tendonitis and create a personalized treatment plan.

Treatment plans for patients will be determined by their care team based on age, medical history, type and stage of tendonitis and personal preferences. Tendonitis treatment options may include:

- Medication
- Surgery
- Joint aspiration
- Rest

Download the MyBaylorHealth app

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Bullets that are disorganized/unaligned

Look into analytics-adjacent findings



Look into analytics-adjacent findings // Knee Pain Page

Hotjar: July, Aug & Sept



People are trying to click on types of injuries, so we need to add more links/pages if ever possible

CTA works well for quiz and find a doc, along w targeted verbiage

We rank 17th For "ligaments Knee pain." May be worth prioritizing

Brightedge: Aug 2023

Track

Columns

Show

50

entries

	Keyword	Blended Rank	Blended Rank Change
<input type="checkbox"/>	the knee pain	83	9 ▲
<input type="checkbox"/>	injured knee	47	54 ▲
<input type="checkbox"/>	knee pain locations	48	7 ▼
<input type="checkbox"/>	acl pain	53	8 ▼
<input type="checkbox"/>	knee pain types	56	16 ▼
<input type="checkbox"/>	outer side knee pain	87	11 ▼
<input type="checkbox"/>	types knee pain	55	23 ▼
<input type="checkbox"/>	types of knee pain	56	14 ▼
<input type="checkbox"/>	knee ligaments pain	22	No Change
<input type="checkbox"/>	ligaments knee pain	17	1 ▼
<input type="checkbox"/>	tears of knee pain	84	13 ▼
<input type="checkbox"/>	knee blow out	80	63 ▼
<input type="checkbox"/>	knee injuries treatment	48	5 ▲
<input type="checkbox"/>	knee issues	78	23 ▲
<input type="checkbox"/>	pain with acl tear	100	19 ▼
<input type="checkbox"/>	stretched acl	64	4 ▲
<input type="checkbox"/>	acl mcl lcl	84	9 ▼
<input type="checkbox"/>	knee conditions	73	13 ▼
<input type="checkbox"/>	stretched knee ligament	72	18 ▼
<input type="checkbox"/>	stretched ligament in knee	83	18 ▲
<input type="checkbox"/>	acl mcl lcl pcl	76	14 ▼
<input type="checkbox"/>	acl surgery pain	97	38 ▼
<input type="checkbox"/>	knee pain test	81	39 ▼
<input type="checkbox"/>	acl knee pain	24	18 ▲
<input type="checkbox"/>	knee buckling with pain	76	25 ▲
<input type="checkbox"/>	knee pain acl	25	1 ▼
<input type="checkbox"/>	knee pain buckling	77	3 ▼
<input type="checkbox"/>	assessing knee pain	92	9 ▲
<input type="checkbox"/>	knee pain quiz	78	23 ▲
<input type="checkbox"/>	sore knee pain	83	18 ▲
<input type="checkbox"/>	sudden knee buckling	70	3 ▼
<input type="checkbox"/>	knee buckling treatment	65	36 ▲
<input type="checkbox"/>	knee injuries that require surgery	61	40 ▲
<input type="checkbox"/>	acl test direct	50	24 ▼
<input type="checkbox"/>	most painful knee injury	24	7 ▼
<input type="checkbox"/>	knee injury quiz	70	1 ▼
<input type="checkbox"/>	lateral collateral ligament popping	84	1 ▼
<input type="checkbox"/>	pain medication for torn acl	56	18 ▼
<input type="checkbox"/>	does mcl tear hurt to touch	76	25 ▲
<input type="checkbox"/>	knee buckling no pain	60	9 ▲
<input type="checkbox"/>	acl pcl mcl injury	91	4 ▼
<input type="checkbox"/>	can you walk with a torn acl mcl and meniscus	54	47 ▲
<input type="checkbox"/>	mcl surgery cost with insurance	84	25 ▼
<input type="checkbox"/>	mcl vs acl vs meniscus	73	28 ▲
<input type="checkbox"/>	torn acl mcl and meniscus surgery	93	8 ▼
<input type="checkbox"/>	acl pcl mcl lcl reconstruction	96	5 ▲
<input type="checkbox"/>	swollen knee skiing	90	4 ▼
<input type="checkbox"/>	aclmcl surgery	100	1 ▲

Show

50

entries

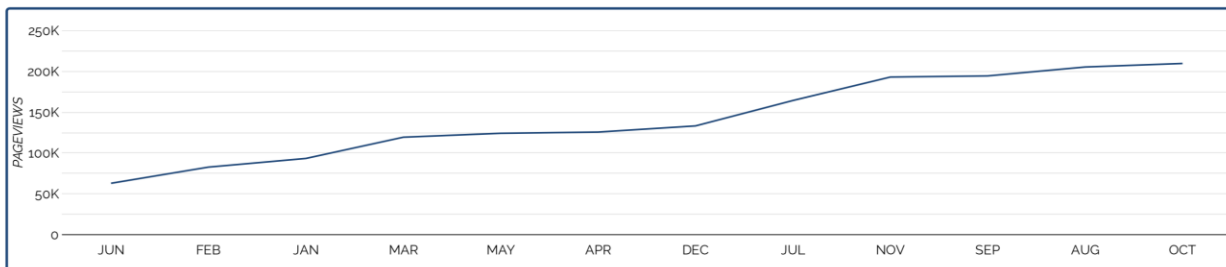
Showing 1 to 48 of 48 entries



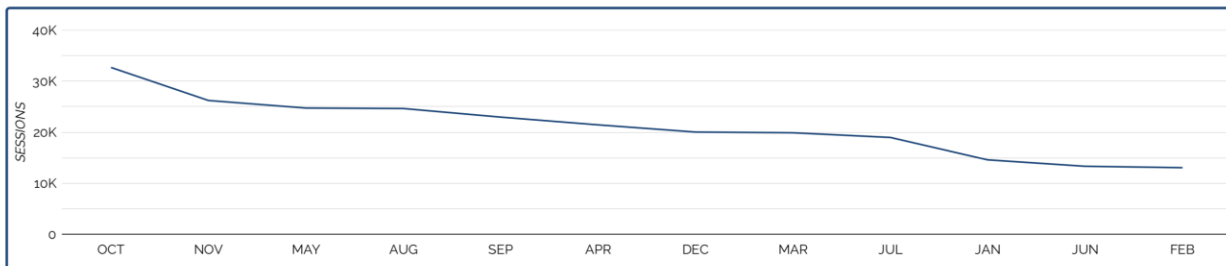
Look into analytics-adjacent findings

October seems to be our highest performing month, would love to know why

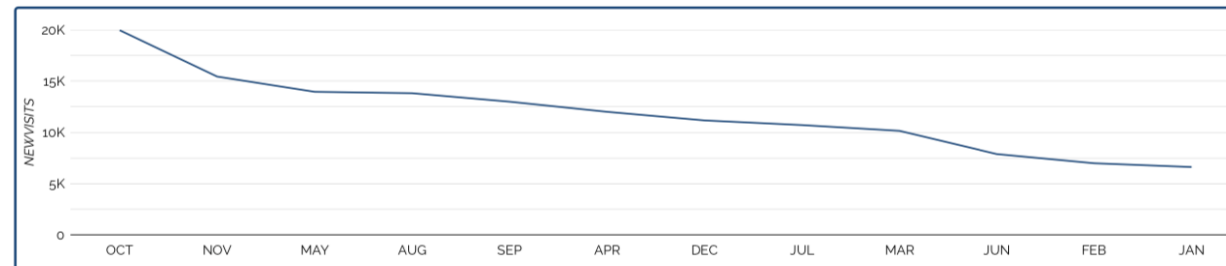
Pageviews by Month



Sessions by Month



New Visits by Month



Source: Google Analytics
(7/1/2022 – 6/30/2023)



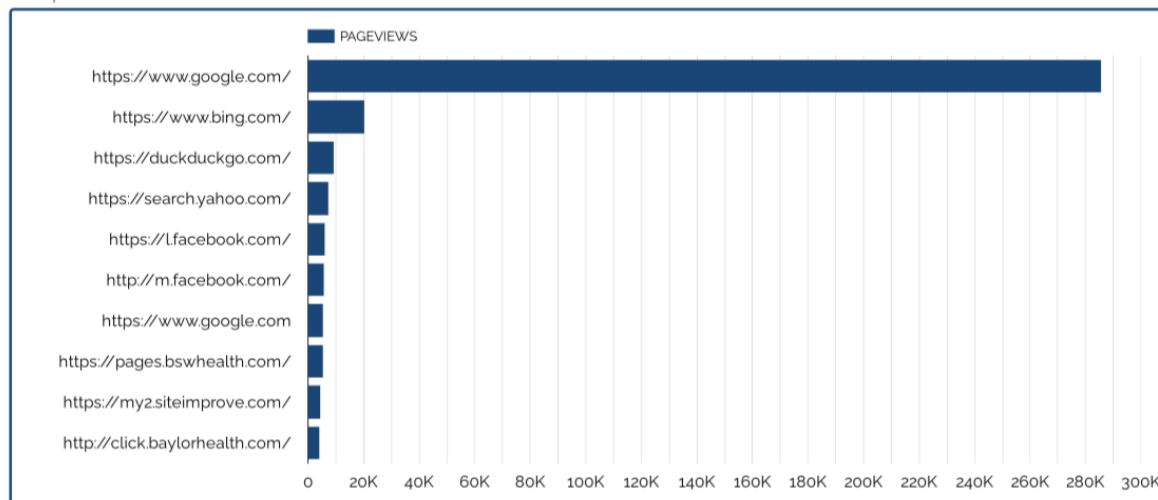
Look into analytics-adjacent findings

Sessions/Pageviews by Traffic source (Top 10)

	Traffic Source	SESSIONS	PAGEVIEWS
1.	google	169,958	1,077,618
2.	google-mybusiness	15,621	141,895
3.	(direct)	18,212	122,218
4.	bing	9,000	106,986
5.	yahoo	4,258	49,129
6.	duckduckgo	2,832	29,237
7.	facebook	8,775	17,326
8.	marketo	3,515	15,214
9.	statics.teams.cdn.office.net	900	9,820
10.	scrubbing.in	1,313	8,959

Google is the top traffic source across the board

Top 10 Referers

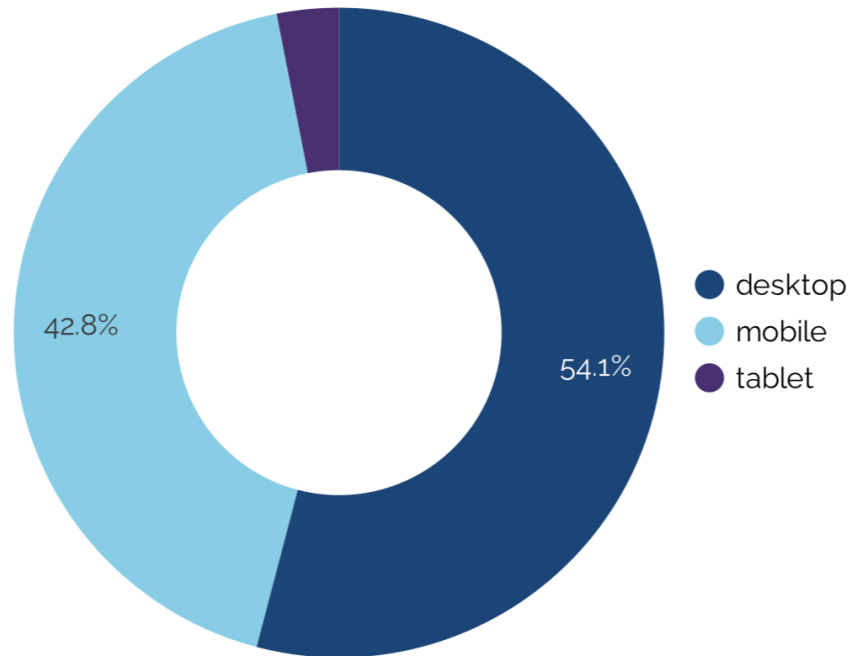


Source: Google Analytics
(7/1/2022 – 6/30/2023)



Look into analytics-adjacent findings

Pageviews by Device

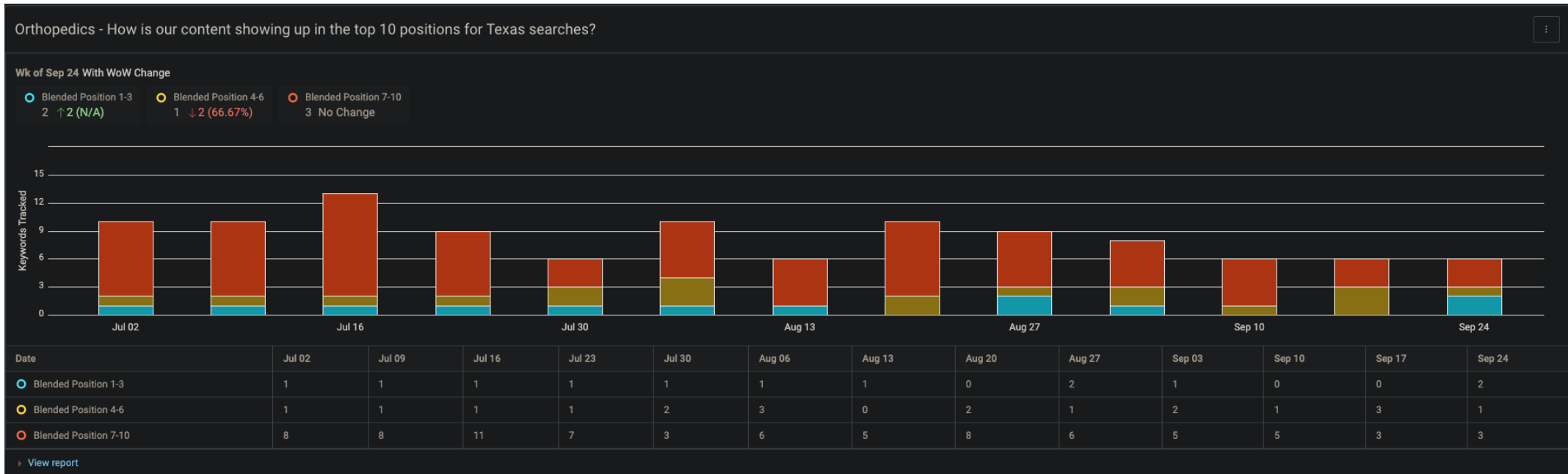


An overwhelming number of users access our site through mobile, so focusing on our mobile experience is crucial.

Source: Google Analytics
(7/1/2022 – 6/30/2023)



Look into analytics-adjacent findings

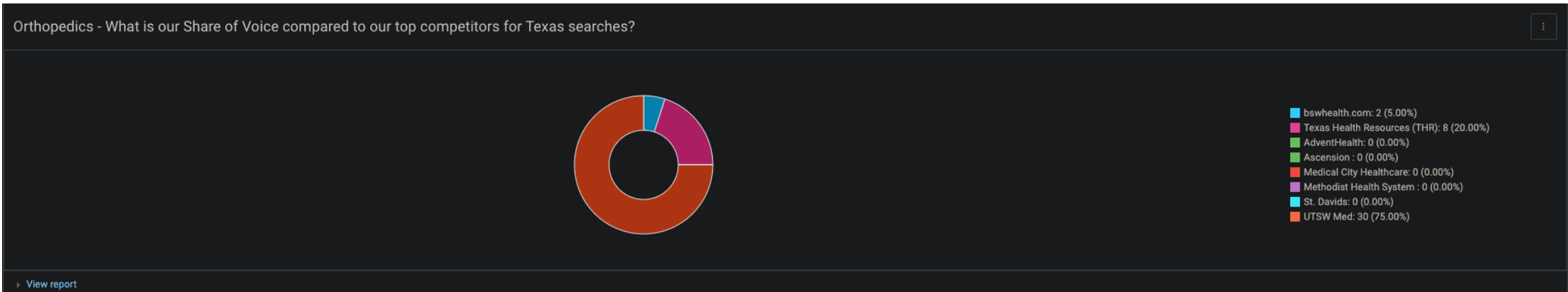


We are overall ranking for 7-10, though in August & September we had a little bump

Source: Brightedge (7/2023 – 9/2023)



Look into analytics-adjacent findings



UTSW Med is the outstanding performer in search, followed by Texas Health Resources.

Source: Brightedge (12/2022 – 9/2023)



Look into analytics-adjacent findings

Orthopedics - When people search for our popular keywords, do they find us on the first results page? (or do they have to go to page 2, 3...)					
Keyword	Monthly Search Volume	Page Number	Blended Rank	Blended Rank Change	Page URL
psoriatic	823,000	N/A	Not Ranked	N/A	Not Ranked in Top 100 Positions
orthopedics	450,000	6	63	38 ▲	https://www.bswhealth.com/specialties/orthopedics
osteopo	301,000	N/A	Not Ranked	N/A	Not Ranked in Top 100 Positions
pso arthritis	201,000	N/A	Not Ranked	N/A	Not Ranked in Top 100 Positions
psoriatic arthritis	201,000	N/A	Not Ranked	N/A	Not Ranked in Top 100 Positions
tendonitis	165,000	N/A	Not Ranked	N/A	Not Ranked in Top 100 Positions
osteomyelitis	135,000	N/A	Not Ranked	N/A	Not Ranked in Top 100 Positions
orthopedic surgeon	110,000	6	62	39 ▲	https://www.bswhealth.com/specialties/orthopedics
tom meniscus	90,500	9	82	N/A	https://www.bswhealth.com/conditions/meniscus-tear
foot doctor	74,000	N/A	Not Ranked	No Change	Not Ranked in Top 100 Positions
sciatica therapies	74,000	N/A	Not Ranked	N/A	Not Ranked in Top 100 Positions
pain in the wrist	60,500	N/A	Not Ranked	N/A	Not Ranked in Top 100 Positions
orthopedic doctor	60,500	8	77	1 ▲	https://www.bswhealth.com/locations/orthopedic-associates-dallas
wrist pain	60,500	N/A	Not Ranked	N/A	Not Ranked in Top 100 Positions
pain in elbow joint	60,500	7	66	N/A	https://www.bswhealth.com/blog/dont-shrug-off-shoulder-and-elbow-pain
psoriatic arthritis symptoms	49,500	10	95	N/A	https://www.bswhealth.com/conditions/psoriatic-arthritis
pain in the ankle	40,500	N/A	Not Ranked	N/A	Not Ranked in Top 100 Positions
ankle pain	40,500	N/A	Not Ranked	N/A	Not Ranked in Top 100 Positions
osteoporosis treatment	27,100	N/A	Not Ranked	N/A	Not Ranked in Top 100 Positions

We are not ranking for the majority of our search terms, our best result is for "knee injury (18,100)" which appears on page 2 and "back specialist near me (22,200)" & "doctor for back (12,100)" which appear on page 3.

Source: Brightedge (1/2023 – 9/2023)



Look into analytics-adjacent findings

Landing page conversions:
pages that contain forms

Landing Page	Sessions	Cases	Form Fills	Cases/Sessions	Form Fills/Sessions	Landing Page URL
Total Knee Replacement – Low Intent	34234	41	1816	0,12%	5,30%	https://pages.bswhealth.com/knee-joint-replacement.html
AFIB-Low Intent	25068	14	1041	0,06%	4,15%	https://pages.bswhealth.com/afib-treatment-guide.html
Meniscus Repair – Low Intent	23100	19	1577	0,08%	6,83%	https://pages.bswhealth.com/meniscus-acl-knee-ligament-guide.html
Knee Always On - Intent	18765					https://pages.bswhealth.com/knee-joint-assessment
Knee Always On Q3 - Intent	7497	147		1,96%		https://pages.bswhealth.com/schedule-knee-pain-appointment
Knee Replacement	7497	96		1,28%		https://pages.bswhealth.com/schedule-knee-pain-appointment.html
CAD-High Intent	5940	301	208	5,07%	3,50%	https://pages.bswhealth.com/coronary-artery-appointment.html
Valve-Low Intent	4394	11	199	0,25%	4,53%	https://pages.bswhealth.com/heart-valve-treatment-guide.html
CAD-Low Intent	3971	2	146	0,05%	3,68%	https://pages.bswhealth.com/coronary-artery-treatment-guide.html
Total Knee Replacement – High Intent	1808	61	147	3,37%	8,13%	https://pages.bswhealth.com/knee-pain-appointment.html
Knee Always On - Awareness	1808					https://www.bswhealth.com/treatments-and-procedures/joint-pain-treatment
Complex Joint Repair – Low Intent	1663	1	111	0,06%	6,67%	https://pages.bswhealth.com/complex-knee-joint-revision.html
Valve-High Intent	1509	16	14	1,06%	0,93%	https://pages.bswhealth.com/heart-valve-appointment.html
AFIB-High Intent	732	6	5	0,82%	0,68%	https://pages.bswhealth.com/afib-appointment.html
Complex Knee Revisions	510	4		0,78%		https://pages.bswhealth.com/schedule-complex-knee-appointment.html
Complex Joint Repair – High Intent	268	4	11	1,49%	4,10%	https://pages.bswhealth.com/complex-revision-knee-surgery-appointment.html
Meniscus Repair – High Intent	118	2	38	1,69%	32,20%	https://pages.bswhealth.com/meniscus-acl-knee-ligament-appointment.html
Meniscus ACL	2					https://pages.bswhealth.com/schedule-meniscus-acl-appointment.html
Back Pain Always On Q3 - Intent	1					https://pages.bswhealth.com/spine-assessment

Looks like the top session performer only had 5.3% share of form fills. How can we improve engagement?

Additionally, our paid search initiatives are directed to pages hosted on Marketo. Do we want to continue using Marketo or should we start creating these pages within Sitecore instead so we get those sessions ourselves?

Source: Bicycle Project, Google Analytics (12/2021 – 9/2023)



Look into analytics-adjacent findings

Paid Social, expanded

Campaign Name	Clicks	Impressions	Cost	Cases	Form Fills	Cases/Clicks	Form Fills/Clicks	Landing Page URL
20-ALL-630150-KNEEAOQ3-AWARENESS	7917	4.331.044	\$18.281,25					https://www.bswhealth.com/treatments-and-procedures/joint-pain-treatment
20-ALL-630150-KNEEAOQ3-INTENT	5848	1.185.474	\$30.468,75	51,00		0,87%		https://pages.bswhealth.com/schedule-knee-pain-appointment
20-ALL-630150-KNEEAOQ3-CONVERT	3233	1.730.505	\$19.297,63					https://pages.bswhealth.com/schedule-knee-pain-appointment
20-ALL-662173-BACKPNORTHAOQ222-AWARENESS	2579	1.736.412	\$5.820,52					https://www.bswhealth.com/specialties/orthopedics/back-and-neck-care
20-ALL-662173-BACKPNORTHAOQ222-INTENT	1859	321.417	\$7.997,88					https://pages.bswhealth.com/spine-assessment
20-ALL-662173-BACKPNORTHAOQ222-CONVERT	1449	515.481	\$5.933,10					https://www.bswhealth.com/find-care#?keyword=back+and+spine+care&vector=clinicalTerm&sortBy=NextAvailableAppointment&distance=10

The campaign with the most clicks cost over 10k less than one with fewer. What worked about it and what didn't work for others with higher spend?

I recommend to keep me in the loop to help prioritize things I am looking at. For example, say the campaign is promoting a new procedure, but our web pages don't mention anything about it, that creates a disconnect and is wasted \$.

Source: Bicycle Project, Google Analytics (1/2023 – 7/2023)



Look into analytics-adjacent findings

Keyword	Clicks	Paid Search	Form Fills	Paid Search/Form Fills	Cases	Paid Search/Cases	Appointments	Paid Search/Appointments
atrial fibrillation	12556	\$20,750,46	321	\$64,64	5	\$4,150,09	1	\$20,750,46
afib	8845	\$17,874,33	393	\$45,48	3	\$5,958,11	1	\$17,874,33
achy knee pain	4458	\$17,594,72	44	\$399,88	7	\$2,513,53	4	\$4,398,68
hurt knee	4629	\$17,219,32	110	\$156,54	17	\$1,012,90	10	\$1,721,93
knee pain	3123	\$15,433,21	35	\$440,95	23	\$671,01	10	\$1,543,32
cardiovascular disease doctor	1691	\$12,732,03	15	\$848,80	39	\$326,46	15	\$848,80
heart disease specialist	1325	\$12,301,44	21	\$585,78	43	\$286,08	11	\$1,118,31
achy knee joints	1990	\$10,017,63	17	\$589,27	2	\$5,008,82	1	\$10,017,63
total knee arthroplasty surgery	1042	\$6,631,56	21	\$315,79	1	\$6,631,56		
heart palpitations	3556	\$6,113,25	93	\$65,73				
heart disease physician	876	\$5,650,74	74	\$76,36	79	\$71,53	21	\$269,08
knee pain causes	1359	\$5,644,42	19	\$297,07	2	\$2,822,21	1	\$5,644,42
cardiovascular disease physician	828	\$5,370,11	7	\$767,16	25	\$214,80	17	\$315,89
knee replacement surgery	1804	\$4,586,84	90	\$50,96	4	\$1,146,71	3	\$1,528,95
knee problems	992	\$4,505,96	14	\$321,85	16	\$281,62		
swollen knee	1590	\$4,482,10	46	\$97,44				
heart valve disease	1168	\$4,140,01	49	\$84,49	2	\$2,070,01		
torn meniscus	1829	\$3,939,59	100	\$39,40				
knee pain when bent	762	\$3,866,60	7	\$552,37				
knee relief	1349	\$3,826,21	76	\$50,34	8	\$478,28	4	\$956,55
inner knee pain	770	\$3,801,23	10	\$380,12	2	\$1,900,61	2	\$1,900,61
knee pain symptoms	1035	\$3,570,99	3	\$1,190,33				
cardiovascular disease doctor near me	750	\$3,313,13	13	\$254,86	20	\$165,66	6	\$552,19
bad knee pain	773	\$3,248,25	9	\$360,92				
cardiac plaque test	1059	\$3,114,64	21	\$148,32	42	\$74,16	17	\$183,21
knee replacement info	1281	\$3,090,12	58	\$53,28	3	\$1,030,04	1	\$3,090,12
total knee arthroplasty	657	\$2,740,26	9	\$304,47				
tavr	749	\$2,616,23	7	\$373,75	3	\$872,08	1	\$2,616,23
valve disease	825	\$2,569,09	29	\$88,59	3	\$856,36		
sharp pain in knee	558	\$2,484,10	4	\$621,03				
knee pain injections	779	\$2,364,12	30	\$78,80	21	\$112,58	8	\$295,52
knee pain treatment	831	\$2,359,12	20	\$117,96	1	\$2,359,12	1	\$2,359,12
heart valve replacement	615	\$2,356,67	39	\$60,43				
heart disease doctor	265	\$2,142,82	4	\$535,71	6	\$357,14	5	\$428,56
cardiovascular disease	778	\$2,090,33	31	\$67,43	1	\$2,090,33	1	\$2,090,33
heart palpitations causes	1184	\$2,054,42	29	\$70,84				
symptoms of atrial fibrillation	2173	\$2,053,42	20	\$102,67				
meniscus tear treatment	932	\$2,052,29	56	\$36,65				
knee pain when walking	407	\$1,995,36	6	\$332,56	2	\$997,68		
best knee revision surgeons	201	\$1,870,92	1	\$1,870,92	7	\$267,27	1	\$1,870,92
heart disease	747	\$1,820,12	36	\$50,56				
atrial fibrillation common symptoms	1133	\$1,790,38	31	\$57,75				
what does a torn meniscus feel like	875	\$1,631,59	26	\$62,75	1	\$1,631,59		
symptoms of knee pain	394	\$1,576,08	3	\$525,36				
how to treat knee pain	509	\$1,562,09	11	\$142,01	1	\$1,562,09		
knee pain relief	535	\$1,553,89	11	\$141,26				
total knee replacement	705	\$1,524,86	35	\$43,57				
tavr procedure	497	\$1,509,77	3	\$503,26	1	\$1,509,77	1	\$1,509,77
heart disease specialist near me	215	\$1,439,04	7	\$205,58	5	\$287,81	1	\$1,439,04
meniscus tear	927	\$1,419,64	34	\$41,75				
causes of afib	1127	\$1,330,05	39	\$34,10				

Keyword paid
search: seems effective in
getting clicks and form fills,
not necessarily
appointments.

Source: Bicycle Project, Google Analytics 9/2022 – 9/2023)



Look into analytics-adjacent findings

Nurture campaign performance

Email Name	Last Action Date	Sent	Delivered	% Delivered	Opened (w/o Apple iOS15+)	%Opened (w/o Apple iOS15+)	Clicked	% Clicked
16-EST-773206-EastRegionBackandNeckWebinar.03 - Invite 3	17 septiembre, 2023	3458	3418	98,84%	1855	53,64%	55	1,61%
20-ALL-0278-KneeReplacement.01 - Thanks for downloading our knee replacement guide	15 septiembre, 2023	1505	1451	96,41%	944	62,72%	339	23,36%
20-ALL-0278-KneeReplacement.02 - Take our online knee assessment	19 septiembre, 2023	1417	1393	98,31%	838	59,14%	593	42,57%
20-ALL-0278-KneeReplacement.03 - [Video] Joint Replacement that lasts 30+ years! or longerâ€	19 septiembre, 2023	1362	1334	97,94%	800	58,74%	493	36,96%
20-ALL-0278-KneeReplacement.04 - Why do more women than men need knee replacements?	14 septiembre, 2023	1319	1310	99,32%	711	53,90%	175	13,36%
20-ALL-0278-KneeReplacement.05 - Considering Hip or Knee Joint Replacement?	14 septiembre, 2023	1285	1280	99,61%	701	54,55%	142	11,09%
20-ALL-0287-MeniscusACL.02 - Take our online knee assessment TG	15 septiembre, 2023	1243	1220	98,15%	734	59,05%	228	18,69%
20-ALL-0287-MeniscusACL.03 - Is Your Knee Pain Serious? TG	14 septiembre, 2023	1222	1195	97,79%	667	54,58%	125	10,46%
20-ALL-0287-MeniscusACL.04 - Find out more about your knee pain TG	18 septiembre, 2023	1187	1175	98,99%	634	53,41%	31	2,64%
20-ALL-0287-MeniscusACL.01 - Thanks for downloading our Meniscus & Ligament guide - image	29 marzo, 2023	1165	1126	96,65%	693	59,48%	245	21,76%
99-ALL-0227-GlobalReengagementProgram.03 - [DS] [BPBPBP] - Managing Your Familyâ€™s Care is Easier	7 agosto, 2023	987	969	98,18%	501	50,76%	19	1,96%
99-ALL-0227-GlobalReengagementProgram.04 - [AC][WPBPWPBP] - Your Journey to Better Begins with Pr	29 julio, 2023	983	977	99,39%	525	53,41%	23	2,35%
99-ALL-0227-GlobalReengagementProgram.01 - [AW] [BPBP] - Get Back to Better with Baylor Scott & Whi	29 julio, 2023	977	968	99,08%	507	51,89%	20	2,07%
99-ALL-0227-GlobalReengagementProgram.02 - [IN/EN][WPBPBP] - Is It Time for Self-Care? Tips for Yo	11 agosto, 2023	977	960	98,26%	490	50,15%	25	2,60%
13-ALL-579703-BicycleAfib.001 - [AW] Thank You [TG]	19 septiembre, 2023	860	825	95,93%	499	58,02%	282	34,18%
13-ALL-757613-CV_ReengagementCampaign2023.01 - [AW][BPWPBP] - Are you concerned about an advanced	22 agosto, 2023	743	742	99,87%	405	54,51%	17	2,29%
13-ALL-579703-BicycleAfib.002 - [IN] When is Irregular Heart Beat a Cause for Concern?â€	14 septiembre, 2023	740	725	97,97%	422	57,03%	177	24,41%
13-ALL-719853-WomensAfibWebinarFeb2023.03 - Invite 3	24 marzo, 2023	731	731	100,00%	393	53,76%	8	1,09%
20-ALL-0278-KneeReplacement.07 - [AC][WPWP] - This is Your Last Chance: Book an Appointment Today!	14 septiembre, 2023	720	720	100,00%	459	63,75%	34	4,72%
13-ALL-719853-WomensAfibWebinarFeb2023.02 - Invite 2	24 marzo, 2023	703	702	99,86%	399	56,76%	3	0,43%

Users seemed most interested in Back & Neck, Knee replacement and meniscus-related content. The highest click rate was a knee assessment, indicating users seek out quizzes and other engaging types of activity.

Stakeholder takeaways:

Let's focus on knee optimization to align with the knee bicycle project. Let's review HCA as the system competitor (they are known as Medical City in NTX and St. David's in Austin).

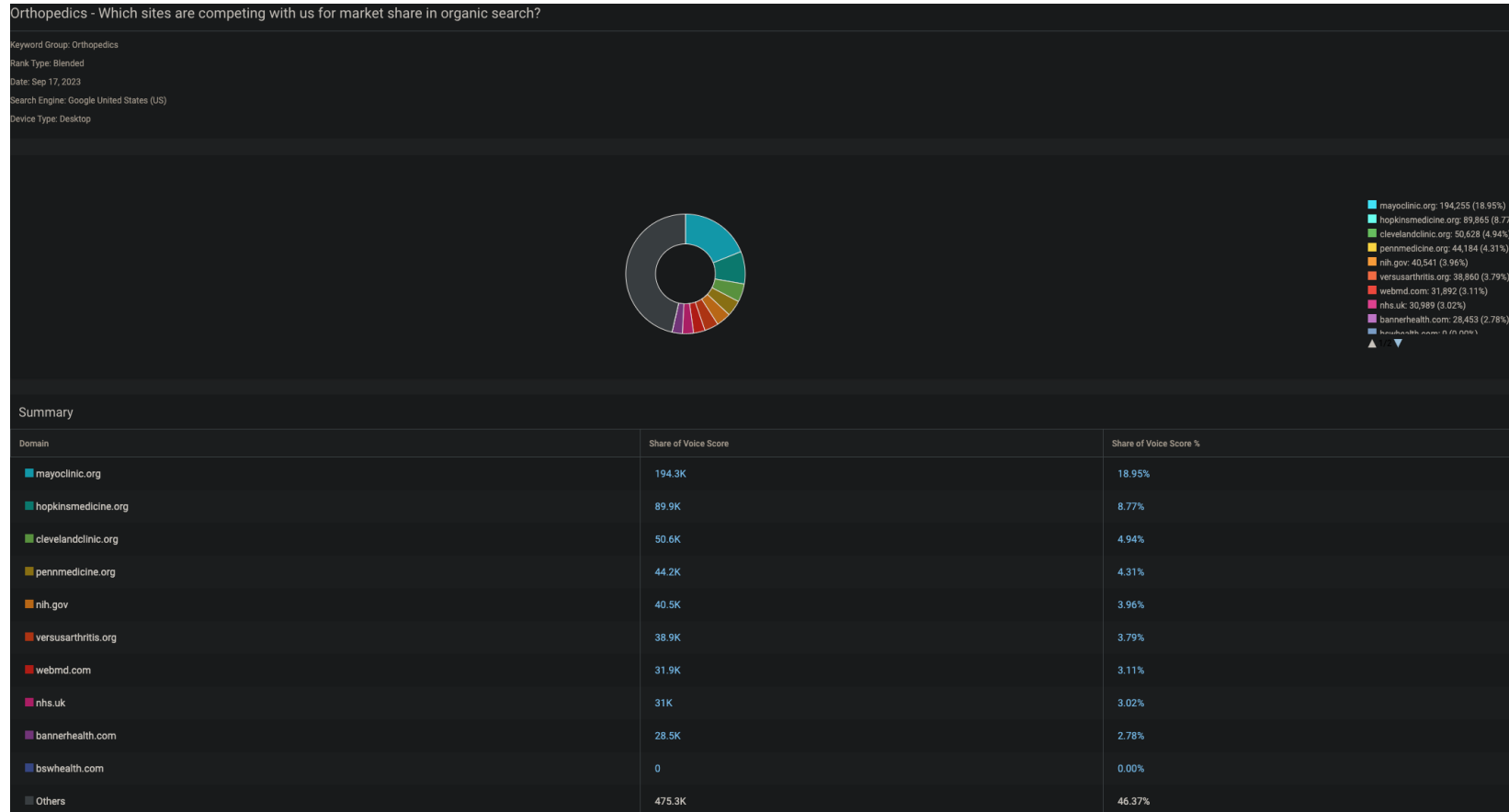
Source: Bicycle Project, Google Analytics 12/2021 – 9/2023)

Competitor analysis



Competitor analysis: national

Organic search



Top competitors:

- Mayo clinic (18.95%)
- Hopkins medicine (8.77%)
- Cleveland Clinic (4.94%)

Source: Brightedge 1/2023 – 9/2023)



Competitor analysis: What do they do better?

Mayo Clinic: top hit for Sciatica

Sciatica

Request an Appointment

Symptoms & Causes | Diagnosis & Treatment | Doctors & Departments

Overview

Sciatic nerve
Enlarge image

Sciatica refers to pain that travels along the path of the sciatic nerve. The sciatic nerve travels from the lower back through the hips and buttocks and down each leg.

Sciatica most often occurs when a herniated disk or an overgrowth of bone puts pressure on part of the nerve. This causes inflammation, pain and often some numbness in the affected leg.

Although the pain associated with sciatica can be severe, most cases clear up with treatment in a few weeks. People who have severe sciatica and serious leg weakness or bowel or bladder changes might need surgery.

Products & Services

[A Book: Mayo Clinic Guide to Pain Relief](#)

Sections include:

- overview
- symptoms
- when to see a doctor w/ "request an appt" CTA
- email capture with a preview option
- causes
- risk factors
- complications
- prevention

Diagrams for easy reference, we have none for ortho

Longer overview, accessible tone

Vs. BSWH Sciatica page

Sciatica

About | Treatment and Care Options

Find a specialist

What is sciatica?

Sciatica, also called lumbar radiculopathy, is a pain that originates along your sciatic nerve. This nerve extends from the back of your pelvis down the back of your thigh. Your sciatic nerve is the main nerve in your leg. It is also the largest nerve in your entire body.

[Read more about sciatica](#)

Looking for learning opportunities and support? Attend an event online or near you.

Find a class or event

Sciatica treatment

The goal of treatment is to reduce your sciatic nerve pain. Your Baylor Scott & White Health team will be available for questions you may have about your condition.

Treatment plans for patients with sciatica pain will be determined by their care team based on age, medical history, type and stage of sciatica and personal preferences. Sciatica treatment options may include:

- Medication
- Surgery
- Exercise
- Physical therapy

How's your back health?

Assess your back wellness by answering ten questions and learn what specialist may be appropriate for the care you may need.

[Take the quiz](#)

Source: Brightedge 1/2023 – 9/2023)



Competitor analysis: What do they do better?

Cleveland Clinic: top hit for Hip pain

Hip Pain

Hip pain is a common symptom that can be caused by anything from sports injuries to arthritis. You can usually treat hip pain at home by taking a break from physical activities and taking over-the-counter pain relievers. But if the pain persists or gets worse, other treatments may be necessary.

[Possible Causes](#) | [Care and Treatment](#) | [When to Call the Doctor](#)



OVERVIEW

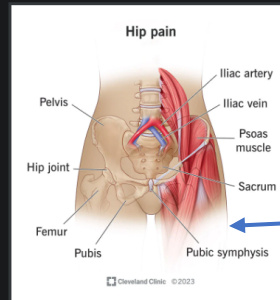
What is hip pain?

Hip pain is pain or discomfort you feel in or around your [hip joint](#).

A joint is a place in your body where two bones meet. Your hip joint is where your thigh bone ([femur](#)) connects to your pelvis. Your hip joint is one of the largest joints in your body, and you use it constantly to move, support your weight and maintain your balance.

Hip pain can range from a temporary, short-term annoyance to a bigger issue that needs treatment from a healthcare provider. Where you feel the pain depends on which part of your hip joint is damaged. You might feel hip pain:

- **Close to the surface above or around your hip** (usually an issue with your [muscles](#), [tendons](#) or [ligaments](#)).
- **Deeper inside your hip joint** (pain that comes from your bones or [cartilage](#)).
- **In your lower back**. Hip pain can sometimes spread (radiate) to other areas like your



Hip pain can be caused by arthritis, injuries, bursitis and structural issues with your hip joint.

Sections include:

- Overview: What is hip pain?
- Possible causes: What causes hip pain?
- Care and treatment: How is hip pain treated?
- How can I prevent hip pain?
- When to call the doctor: When should I see a healthcare provider if I have hip pain?
- Medically Reviewed: Last reviewed by a Cleveland Clinic medical professional on 06/05/2023. Learn more about our editorial process.
- accordion menu with references for citation
- *each H1 has a little icon next to it (Cleveland Clinic branding touch)

Diagrams for easy reference as well

Also plenty of cross-linkage

Vs. BSWH Hip pain page

Hip Pain and Injuries

[About](#) | [Treatment and Care Options](#)

[Find a specialist](#)



What is hip pain?

The hip is one of the most stable joints in the body. But its function, bearing the body's weight, makes it susceptible to arthritis or injury due to excessive pressure. Hip pain may be caused by injury to muscles, tendons or bursae (small fluid-filled sacs that cushion and lubricate joints).

[Take our hip pain assessment](#)

Looking for learning opportunities and support? Attend an event online or near you.

[Find a class or event](#)

Hip pain treatment

When pain can no longer be managed by medication and lifestyle changes, sometimes it's necessary to remove the damaged bone and replace it with a prosthetic hip implant. Baylor Scott & White Health offers advanced [options for hip replacement surgery](#), including anterior hip replacement and robotic-assisted procedures.

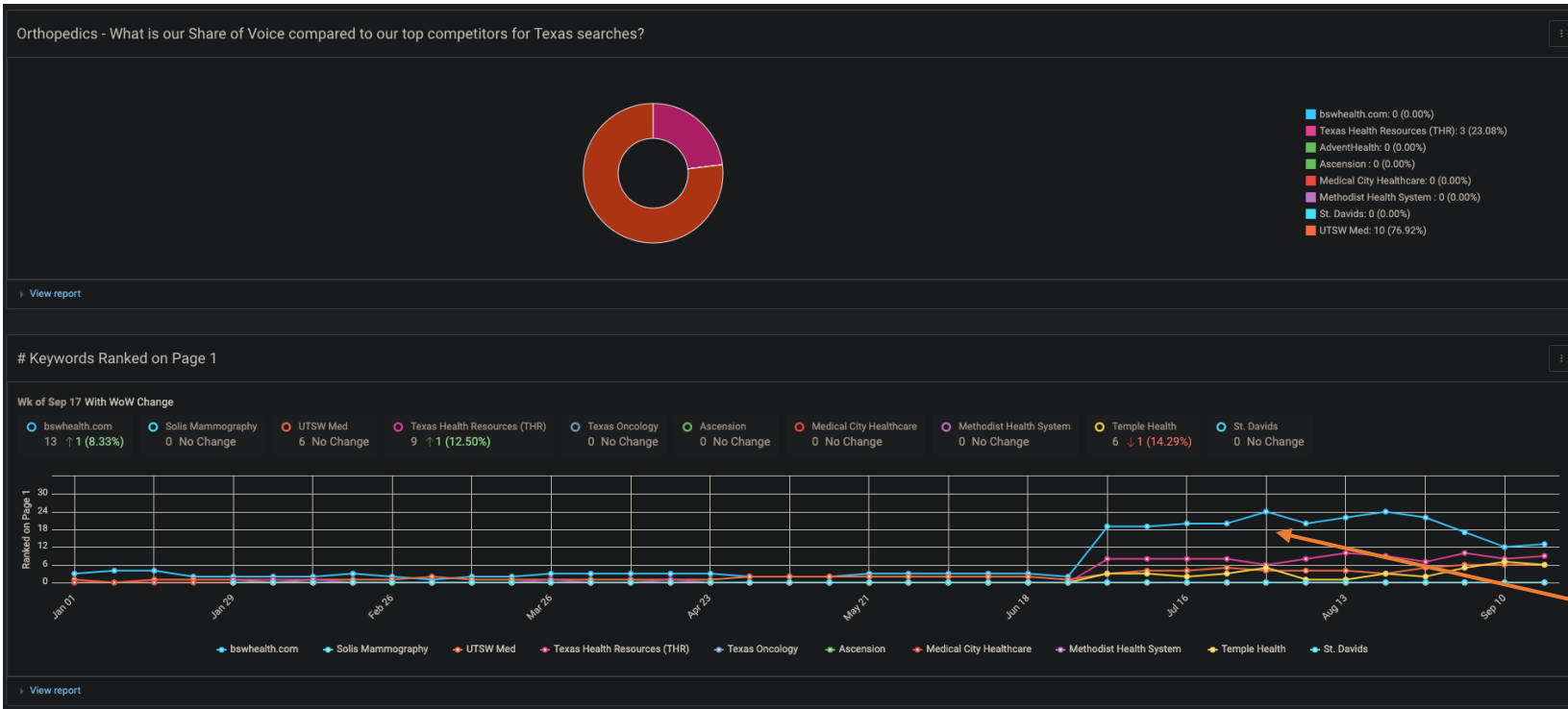
Treatment plans for patients will be determined by their care team based on age, medical history, type and stage of hip pain and personal preferences. Hip pain treatment options may include:

- Medication
- Physical therapy
- Surgery
 - Surgery for hip fracture
 - Minimally invasive total hip replacement
 - Hip arthroscopy
- Hip corectrication
- Hip resurfacing



Competitor analysis: local

Organic search



Top competitors:

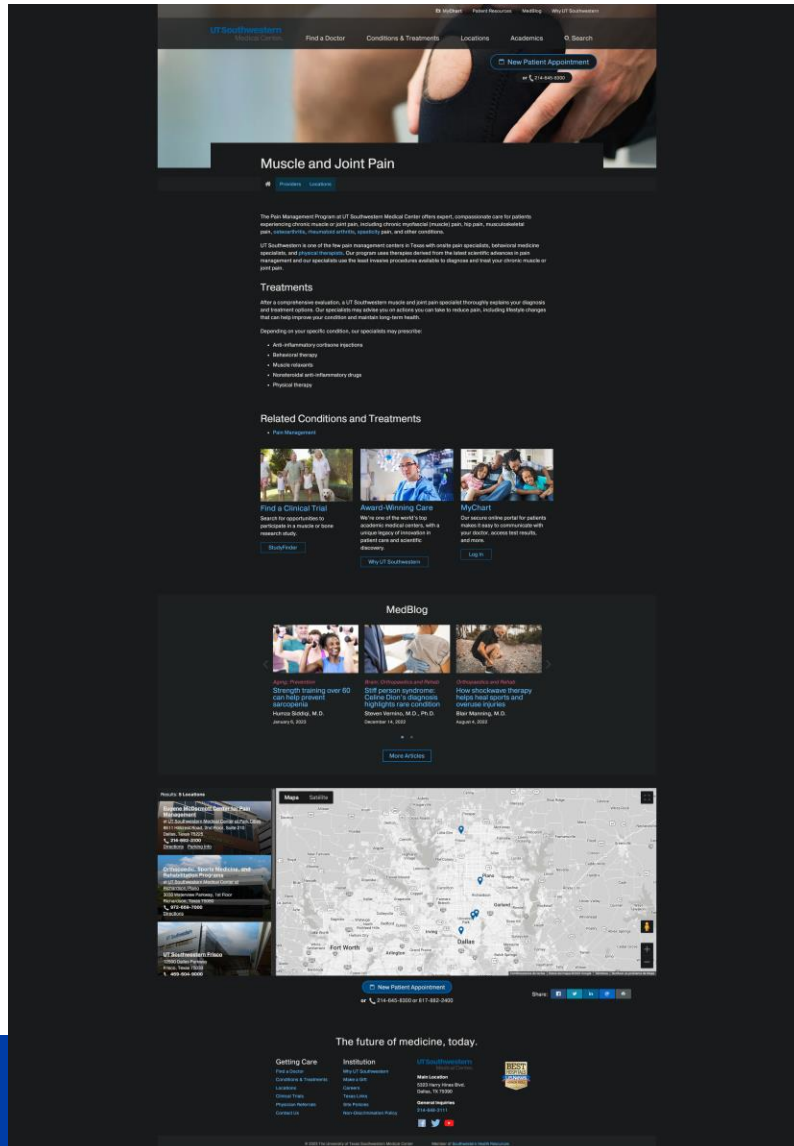
- UTSW Med (76.92%)
- Texas Health Resources (23.08%)

We did enjoy a slight keyword rank increase of 24 keywords on page 1 from mid June – end of August, not sure why!

Source: Brightedge 1/2023 – 9/2023)



Competitor analysis: What do they do better?



Local competitors:

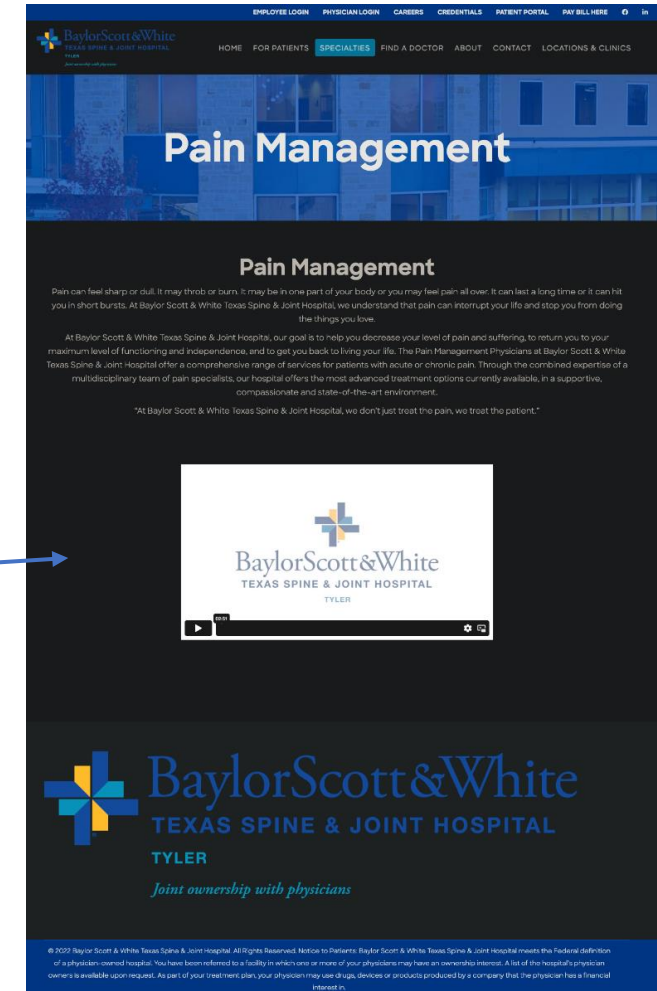
-top hit for "joint pain treatment texas" is UT Southwestern

-their page isn't very robust, just a two paragraph overview of their services and a list of treatments.

-surprisingly, our joint pain condition page wasn't the one that showed up on the first google search result page, it was this one

-is this the page we want to rank in our search results? (The copyright is from 2022, btw)

-my takeaway: with local competition, it seems it's purely based on optimizing for SEO, as there is plenty of content already on this page.



Current tools and testing



Current tools and testing: Live chat

Let's chat

Use our chat feature to instantly connect with an adviser who can help you find a provider, register for a class, event or support group, or answer your other questions about services offered at Baylor Scott & White Health.





Current tools and testing: Live chat

Chat 1: rep disconnected after just 30 seconds of idle time (maybe good to increase that timing)



Teresa: Hello, You are connected now to Teresa.
Teresa: Thank you for chatting at BSWHealth.com/Ortho. How may I help you?
You: hi, i was wondering what services you have for hip replacement?
Teresa: I'm happy to help you. Are you looking for a doctor to schedule an appointment with or what type of services are you looking for?
You: hip replacement options in the Dallas area
Teresa: Just to confirm you are looking for a doctor to see about a hip replacement correct?
You: well, basically what services you would have for hip replacement including cost, providers, locations
Teresa: I can locate a provider and you would discuss cost with the office
Teresa: Is there a specific type of insurance or method of payment you want us to search by?
Teresa: If you would like to continue this chat, please respond. If no response is received within 30 seconds, this chat will automatically end. Thank you.
Teresa has disconnected.

Takeaway: chat doesn't list services as advertised, but it's a decent option for those who prefer getting information online about a location

Chat 2: rep only provided info relating to specific locations, was not able to answer questions about services or insurances accepted



Elzina: Hello, You are connected now to Elzina.
Elzina: Thank you for chatting at BSWHealth.com/Ortho. How may I help you?
You: hi, i have a question about scoliosis treatments in the Austin area
Elzina: I'm happy to help you with that request. One moment please.
Elzina: May I have your full name and email address?
You: no, i would just like an answer to my question
You: just wanted to know what services would be available to me for scoliosis for a teenager in the Austin area
Elzina: Thank you. Thank you. Please continue to hold for 1 to 2 minutes while I review.
Elzina: May I have your Austin zip code please?
You: 73301
Elzina: Thank you.
Elzina: Thank you. Please continue to hold for 1 to 2 minutes while I review.
You: np
Elzina: I have a Neurosurgery team and Chiropractic team. Which are you interested in for the treatment?
You: chiropractic
Elzina: Thank you.
Elzina: Thank you for patiently holding. Please contact the following: Dr Aaron Williams, DCM or Dr Kevin Herman, DC at 1524 S IH 35 Ste 140, Austin, TX 78704 and phone number 800.404.6050 for assistance with your request.
You: ok, do you know what types of services they would have there?
You: i would like to know the types of treatments offered
Elzina: Unfortunately I am not in the office directly. Please contact the office and inquire of the request.
You: ok, no problem, thanks
Elzina: Do you have any additional questions for today?
You: do you know which insurance they would accept?
Elzina: Unfortunately I do not have the insurance information, please contact the office directly for your insurance questions.
You: ok, not too helpful, thanks anyway
You have disconnected.

Recap of
recommendations/improvements



Recap of recommendations/improvements

Easy to tackle

- Formatting and grammar fixes
- Add linkbacks

Mid-level difficulty

- Refresh and add images that are relevant (diagrams, images that don't include everyone smiling all the time)
- Add more pages to allow for more linkbacks
- Add more pages with forms and quizzes to increase engagement (currently we have knee quiz and two assessments (back and shoulder)).

Longer term:

- Add "medically reviewed" processes to each page to ensure there is no outdated content/and to hold us accountable for the freshest info
- Do a holistic content refresh to add in sections, refine tone and give current & up-to-date information
- Redo the pages to present better on mobile (dev lift)
- Move the forms we are using from Marketo to Sitecore (future plan in place)



Recap of recommendations

Pages we can add to increase linkbacks and engagement:

- Avascular necrosis
- Bone spurs
- Bunions
- Cervical kyphosis
- Charcot foot
- Diabetic ulcers
- Hip dysplasia
- Hip impingement
- Hip cartilage damage
- Ligament tears
- Mallet, claw and hammer toes
- Myelopathy
- Perthes disease
- Plantar fasciitis
- Pseudarthrosis
- Radiculopathy
- Spinal stenosis
- Spondylolisthesis
- Spondylolysis

We got your back! Literally!



Thanks for listening <3