The COVID-19 Coronavirus

Surfacing Answers When They Are Most Needed

Friday, March 6, 2020
Carrie Liken
Head of Industry, Healthcare
Yext
Global search traffic is rising

12/2019: First Case reported in Wuhan, China
1/31: 10,000 cases confirmed in China
US bans travel from China to US
3/4: 95,000+ cases worldwide

# Questions via search = intent

<table>
<thead>
<tr>
<th>Rank</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>What is the coronavirus?</td>
</tr>
<tr>
<td>2</td>
<td>How to prepare for the coronavirus</td>
</tr>
<tr>
<td>3</td>
<td>How many people have died from coronavirus?</td>
</tr>
<tr>
<td>4</td>
<td>How many cases of coronavirus are there in the US?</td>
</tr>
<tr>
<td>5</td>
<td>How did the coronavirus get started?</td>
</tr>
</tbody>
</table>
Intent: Understand how many...

US: Most searched "How many cases of coronavirus in......"  

1. US  
2. California  
3. Italy  
4. China  
5. Japan  

Source: Google Trends March 1 2020
**Intent: Understand what to...**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Query</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>What to know about coronavirus</td>
</tr>
<tr>
<td>2</td>
<td>What to do if you get coronavirus</td>
</tr>
<tr>
<td>3</td>
<td>What to buy for coronavirus</td>
</tr>
<tr>
<td>4</td>
<td>What to do to prepare for coronavirus</td>
</tr>
<tr>
<td>5</td>
<td>What to stock up on for coronavirus</td>
</tr>
</tbody>
</table>

Source: Google Trends March 1 2020
Health systems: advised to be on “alert”
CDC has issued a preparedness checklist — but what should you communicate?

Information for Healthcare Professionals

Current Interim Guidance

- Interim Guidance for Public Health Personnel Evaluating Persons Under Investigation (PUIs) and Asymptomatic Close Contacts of Confirmed Cases at Their Home or Non-Home Residential Settings
- Interim Guidance for Collection and Submission of Postmortem Specimens from Deceased Persons
- Healthcare Infection Control Guidance
- Clinical Care Guidance
- Home Care Guidance
- Guidance for EMS
- Healthcare Personnel with Potential Exposure Guidance

Interim Guidance for Businesses and Employers to Plan and Respond to Coronavirus Disease 2019 (COVID-19), February 2020

This interim guidance is based on what is currently known about the coronavirus disease 2019 (COVID-19). The Centers for Disease Control and Prevention (CDC) will update this interim guidance as needed and as additional information becomes available.

CDC is working across the Department of Health and Human Services and across the U.S. government in the public health response to COVID-19. Much is unknown about how the virus that causes COVID-19 spreads. Current knowledge is largely based on what is known about similar coronaviruses.

Coronaviruses are a large family of viruses that are common in humans and many different species of animals, including camels, cats, bats, and bats. Newly, animal coronaviruses can infect people and then spread between people, such as with MERS-CoV and SARS-CoV. The virus that causes COVID-19 is spreading from person-to-person in China and some limited person-to-person transmission has been reported in countries outside China, including the United States. However, respiratory illnesses like seasonal influenza, are currently widespread in many US communities.

The following interim guidance may help prevent workplace exposures to acute respiratory illnesses, including COVID-19.
How people are searching
Query Themes: Jan 29–Mar 4, 2020

Search queries about the coronavirus over the last month have included the following themes:

- coronavirus + location
  - “coronavirus chicago”
- coronavirus + symptoms
  - “coronavirus symptoms sweating”
- worry queries
  - “should i worry about the coronavirus”

Source: Google Analytics accounts for Yext Healthcare customers, Jan 29, 2020–Feb 29, 2020
Total Google Search Referrals to Healthcare Sites
Jan 29-Mar 4, 2020

Source: Yext Healthcare customer Google Analytics, Jan 29–Mar 4 2020
On-Site Search (Healthcare Sites): Jan 29-Mar 4, 2020

Search queries *on health system sites* include:

- coronavirus
- are sore muscles a symptom of the coronavirus?
- best mask for the coronavirus
- can the coronavirus be transmitted in fabric?
- can you catch the coronavirus from raw meat
- can you survive the coronavirus
- coronavirus precautions
- coronavirus preparation
- coronavirus smithtown
- coronavirus test
- coronavirus testing
- coronavirus update
- how to catch the coronavirus
- how to tell if you have the coronavirus
- how worried should we be about coronavirus
- information about coronavirus
- novel coronavirus
- what is the coronavirus
- what you need to know about the coronavirus

Source: Google Analytics accounts for Yext Healthcare customers, Jan 29, 2020-Feb 29, 2020
What do people want to know?

Questions on Google and on health system sites follow similar themes and focus on the coronavirus itself:

● Definition of the coronavirus
● Location queries
● Symptoms
● How to treat it
● Alleviating worry

Source: Google Analytics accounts for Yext Healthcare customers, Jan 29, 2020-Feb 29, 2020
What do we expect people will want to know?

Many businesses have begun to develop and communicate response plans this week:

- Changes in policy or procedure
- Closures, outages, or changes to operating hours
- Guidance to visitors
How can you better deliver answers to questions about the coronavirus?
Two types of questions:

1. About the coronavirus itself
2. About your organization’s response
Answer questions where people search

On your website:
Point the public to the best source of information about the coronavirus

NEW: Customers with Yext Answers can add Frequently Asked Questions and Answers from the US Centers for Disease Control and Prevention to your search experience at no cost
● Yext will assist in maintaining and updating these FAQs if and when the CDC makes changes
● To add these FAQs, reach out to your Yext Administrator

Customers with Yext Pages can:
● Add a module to any Yext-powered page that links out to the CDC’s FAQs
Example: IHACares.com
Answer questions where people search

On your website:

*Publish your own coronavirus preparedness plans*

Customers with **Yext Answers** can work with their Yext Administrator to add additional FAQs about your own plans at your discretion, like:

- “Will [brand’s] support centers continue to be open 24/7?”
- “Are there service disruptions due to coronavirus?”
- “Where can I make an after-hours withdrawal?”

Customers with **Yext Pages** can:

- Add an Announcement Bar module to keep users aware of closures or other important information
- Create Schema-optimized FAQ pages to answer questions on third-party search engines like Google and Bing
Answer questions where people search

Off your website (Google, Bing, etc.):
Focus on communicating critical operational updates

Customers with Yext Listings can:
• Update core data
  ○ Operating hours
  ○ Menu items or services offered
  ○ Descriptions
  ○ Pick-up, drop-off, or entrance locations
• Use the Featured Message to reinforce any urgent information or messages
  ○ “Please note this location is closed through [DATE]”
• With Google Q&A feature in Ultimate package:
  ○ Answer existing questions in “Questions & Answers” on Google Maps listings
  ○ Add proactive FAQs about your organization’s coronavirus preparedness plans
Entity Type: Healthcare Facility

Core Information

Name: Hospital & Healthcare Centers

National Provider Identifier (NPI): Click to add

Specialties:
- PRIMARY
- Health & Medicine > Medical Facilities > Hospital

Address:

9097 Big Branch Rd
Virgie, KY 41572
United States

Map Marker

Featured Message

We now welcome walk-in appointments 24/7.
We welcome patients of all ages in the River Valley.
Frequently Asked Questions to appear on Google Q&A

Frequently Asked Questions

Question:
Can I walk in at any time?

Answer:
Yes, we welcome walk-ins 24/7. Please call (123) 456-7890 for current wait times.

Additional Attributes

Year Established: 1906

Services:
Hospital
Emergency Room
Family Birthing Suites
Level II Trauma Center
Level II Perinatal Care Provider
Primary Stroke Center
angio
electrocardiogram
echocardiogram
angio
gle
stenting
peripheral atherectomy
cardioversion
Add informational videos, social links, etc.
What else can you explore?

Outside the Yext Search Experience Cloud, you can:

- **Look at your own data** — in Google Analytics, Google Trends, Adobe Analytics, etc. — to understand what people are *specifically* asking about coronavirus within your region(s)
  - Third-party search queries (off-site, e.g. Google and Bing)
  - Site search queries (on your own site)
- **Create SEO-optimized FAQ pages** with or without Yext
  - Are any of your current resources stored in a PDF, which is difficult to search?
    - Transform that to an optimized FAQ page
  - The “FAQPage” Schema tag helps search engines read these pages
  - If it’s a heavy lift internally, Yext’s Page Builder can help
- **Start collecting data that you may want to publish later**, even if you are not ready now
Consider what could potentially come next

What if scientists create a vaccine soon?

Scientists at the Galilee Research Institute (MIGAL) are close to developing a coronavirus vaccine that could be ready in three weeks and available in the next 90 days. Get ready to answer questions about it!

Anticipate the questions people will ask about the vaccine:
• Look at your data and find queries for the flu shot from this season
• Use the flu shot queries to anticipate what kinds of questions someone might ask about the Coronavirus vaccine.
• Add these questions and answers to your Knowledge Graph
• Create an FAQ page for the “Coronavirus Vaccine” (use Yext Pages or create your own in your CMS)

If you need anything...

Contact your dedicated CSM, AE, or Yext Administrator with product- or strategy-related questions

or

Feel free to email me:
carrie@yext.com
Perfect Answers Everywhere.