The COVID-19 Coronavirus

Surfacing Answers When They Are Most Needed

Friday, March 6, 2020
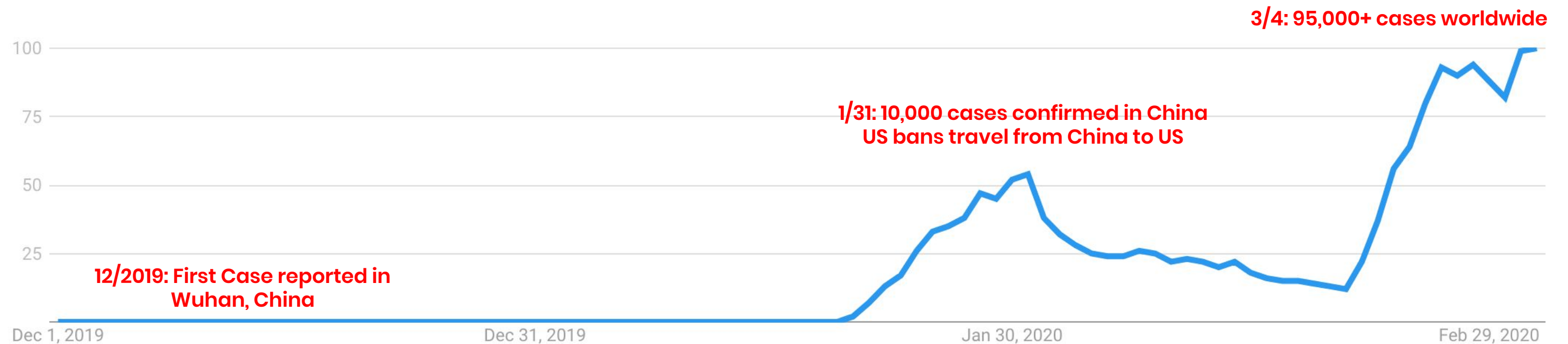
Carrie Liken

Head of Industry, Healthcare
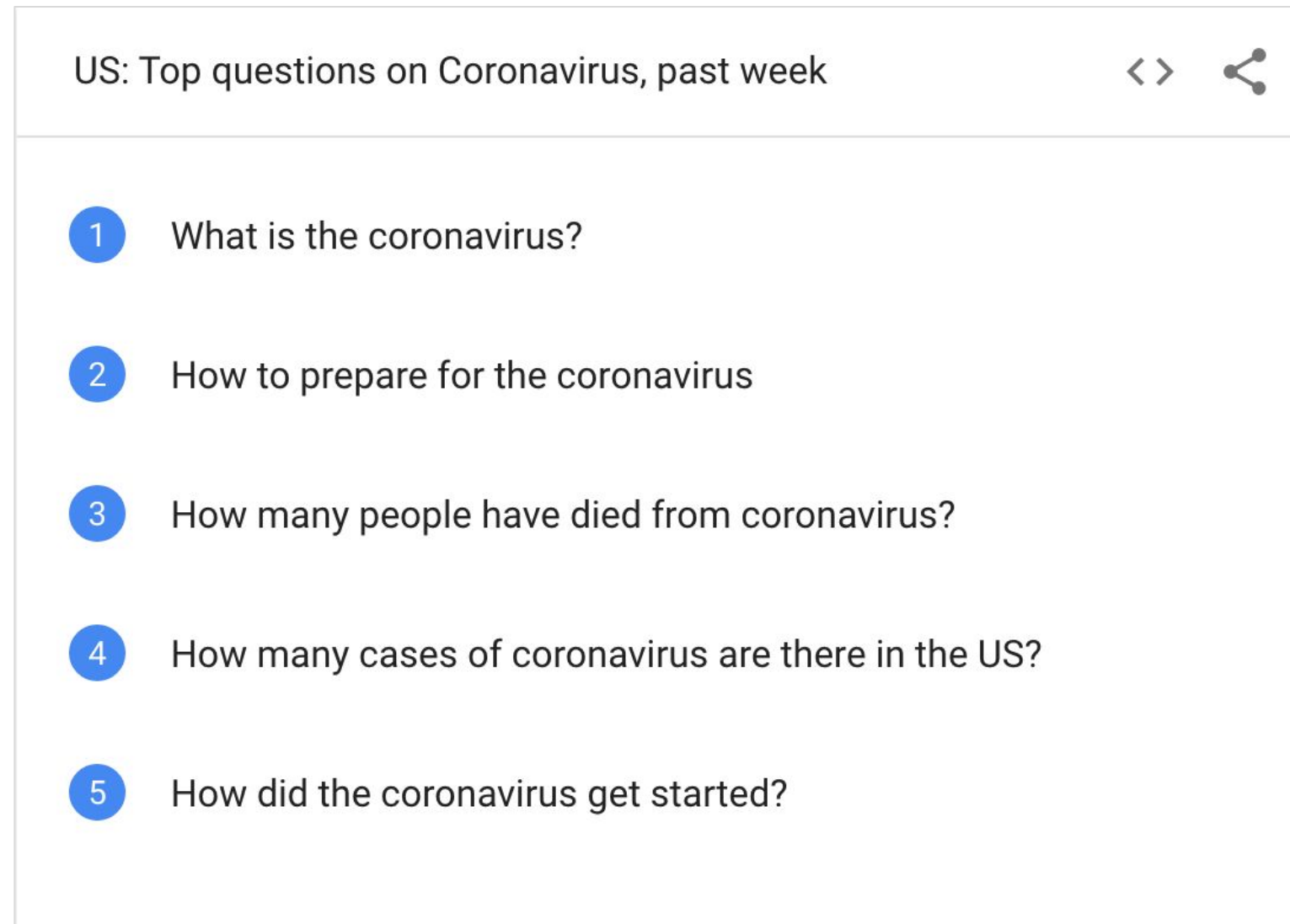
Yext
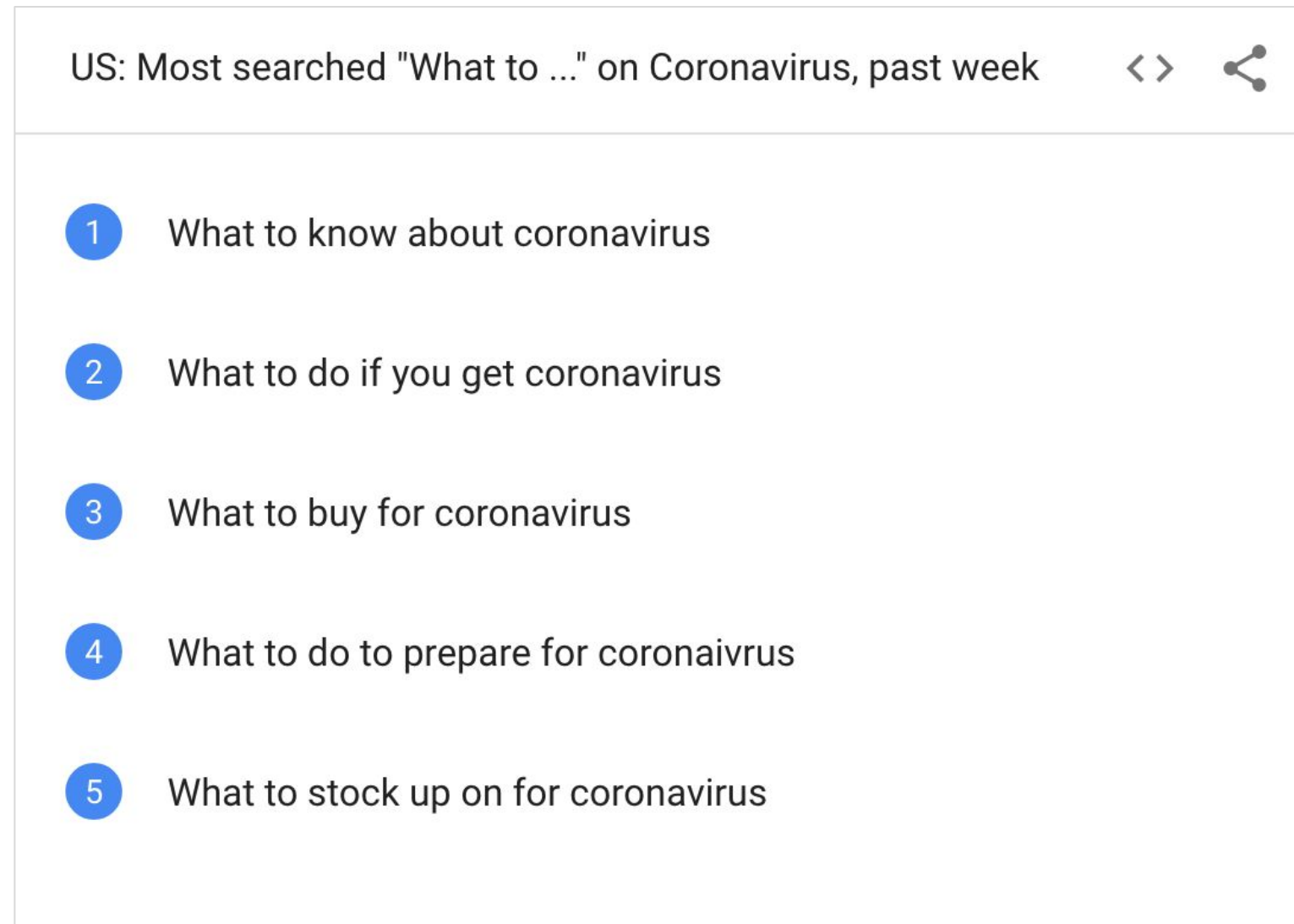
Global search traffic is rising

Interest over time

3/4: 95,000+ cases worldwide

**1/31: 10,000 cases confirmed in China
US bans travel from China to US**

**12/2019: First Case reported in
Wuhan, China**

Source: Google Trends March 1 2020: Worldwide searches for "coronavirus"; CNN Jan 31; CNN Mar 4 2020

Questions via search = intent

US: Top questions on Coronavirus, past week

1. What is the coronavirus?

2. How to prepare for the coronavirus

3. How many people have died from coronavirus?

4. How many cases of coronavirus are there in the US?

5. How did the coronavirus get started?

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
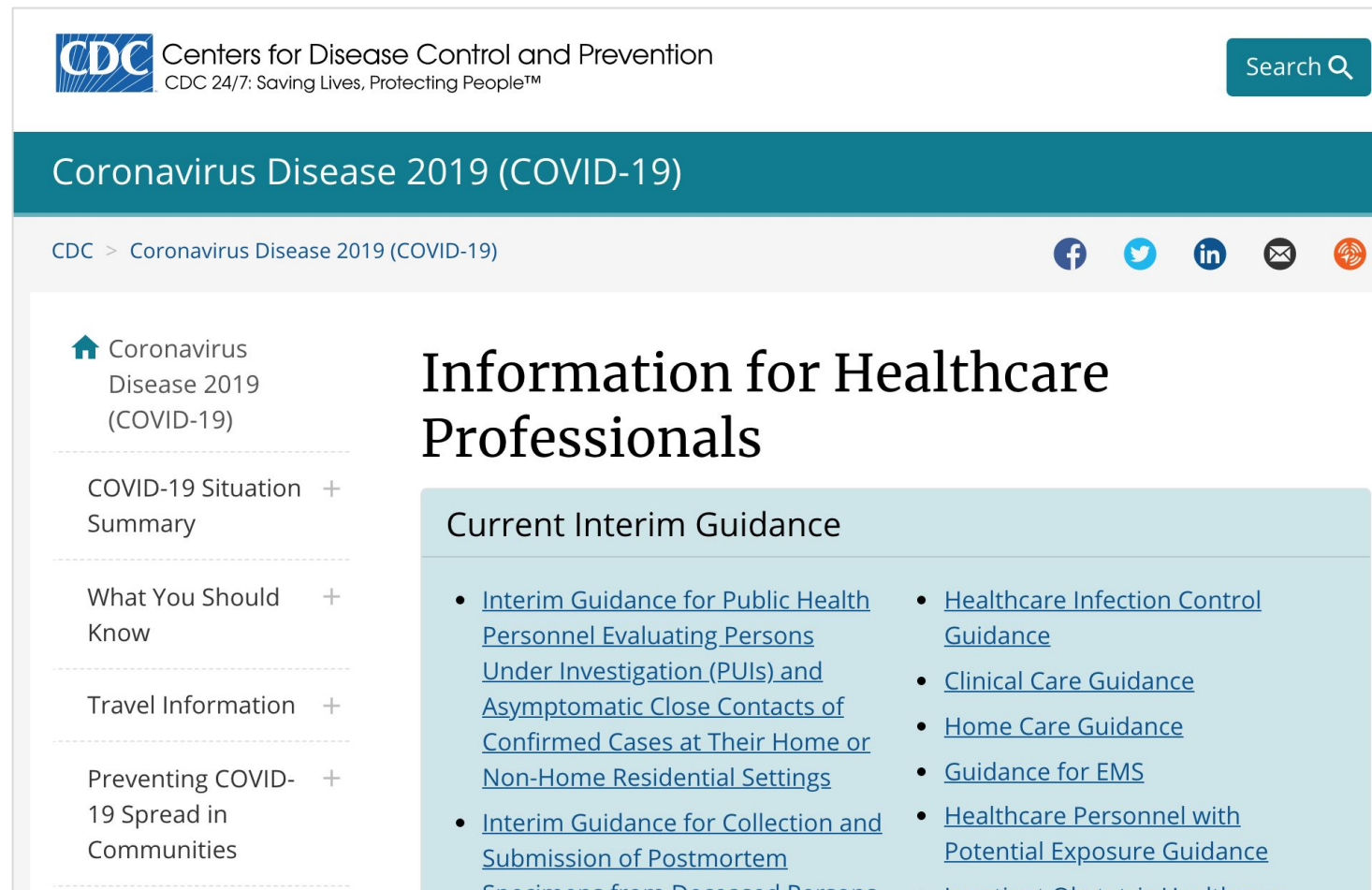
Intent: Understand what to...

US: Most searched "What to ..." on Coronavirus, past week ⟨ ⟩ ⤳

1 What to know about coronavirus

2 What to do if you get coronavirus

3 What to buy for coronavirus

4 What to do to prepare for coronaivrus

5 What to stock up on for coronavirus

Health systems: advised to be on "alert"

Source: Google Trends March 1 2020
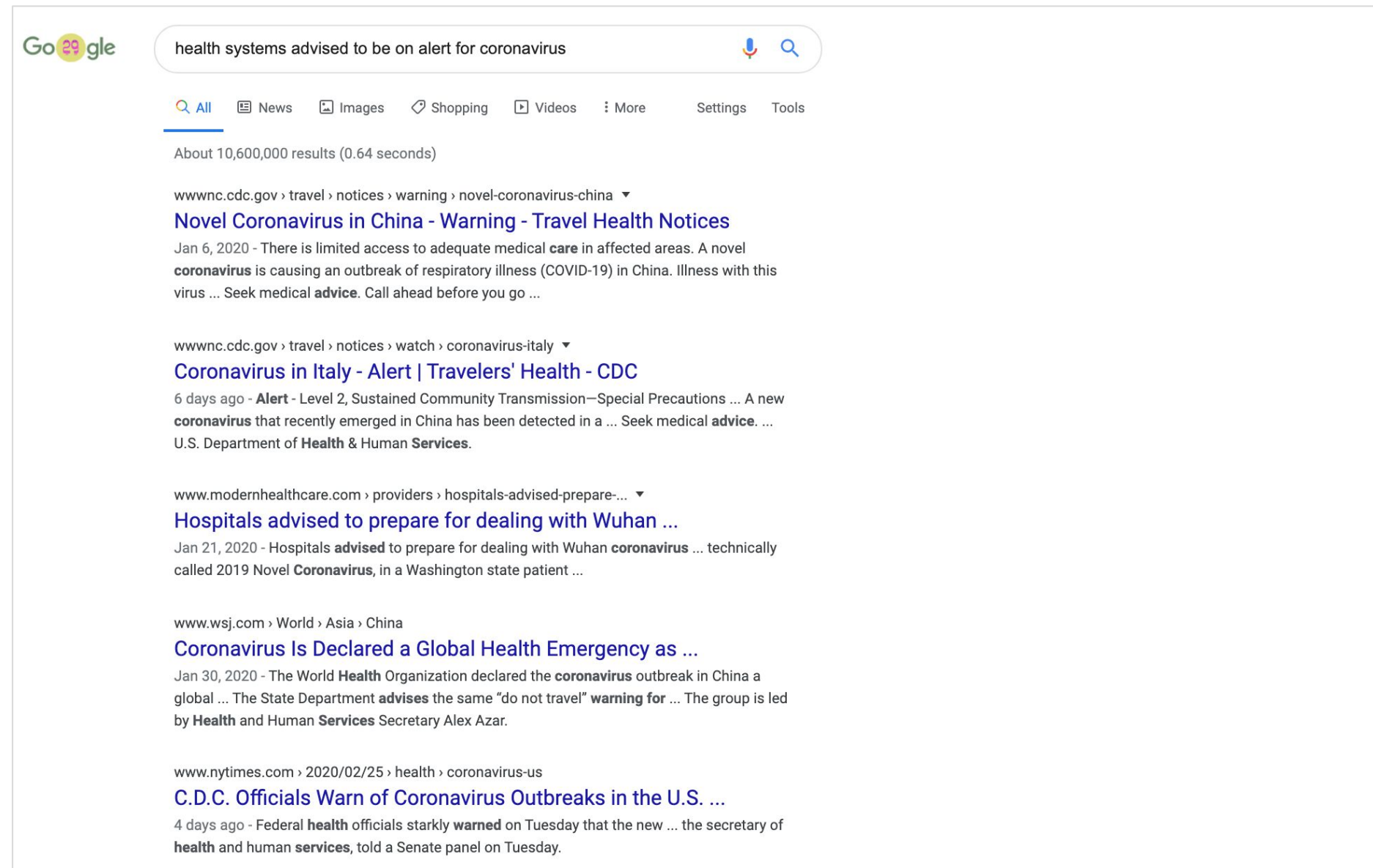
CDC has issued a preparedness checklist — but what should you communicate?

https://www.cdc.gov/coronavirus/2019-nCoV/hcp/index.html
https://www.cdc.gov/coronavirus/2019-ncov/specific-groups/guidance-business-response.html

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

Total Searches

Day Index

2/2/20   2/9/20   2/16/20   2/23/20   3/1/20

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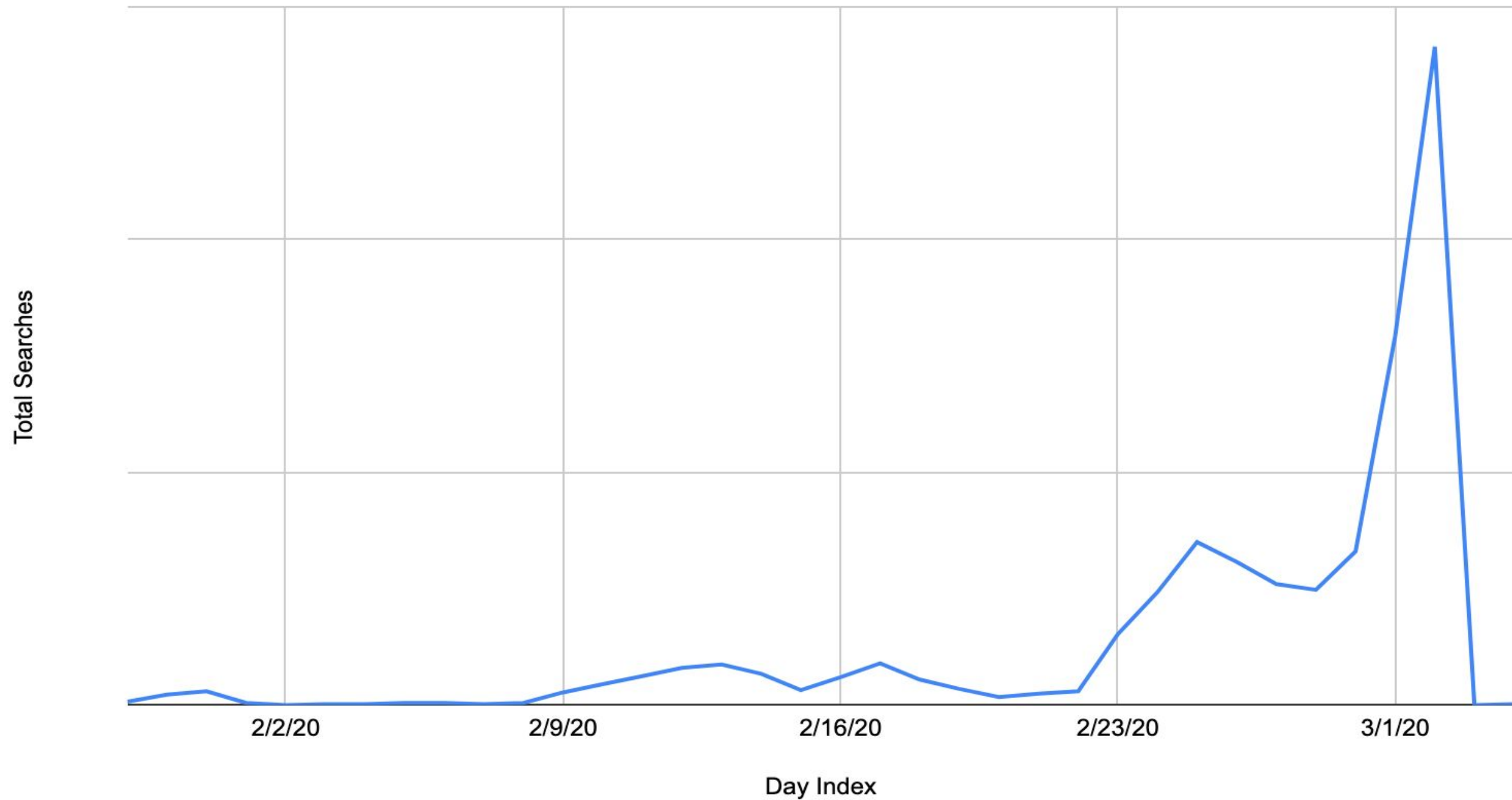
On-Site Search (Healthcare Sites): Jan 29-Mar 4, 2020

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

Searches related to coronavirus on health system websites
Jan 29-Mar 4 2020

Total searches

Day

2/2/20   2/9/20   2/16/20   2/23/20   3/1/20

Source: Yext Healthcare customer Google Analytics, Jan 29-Mar 4 2020
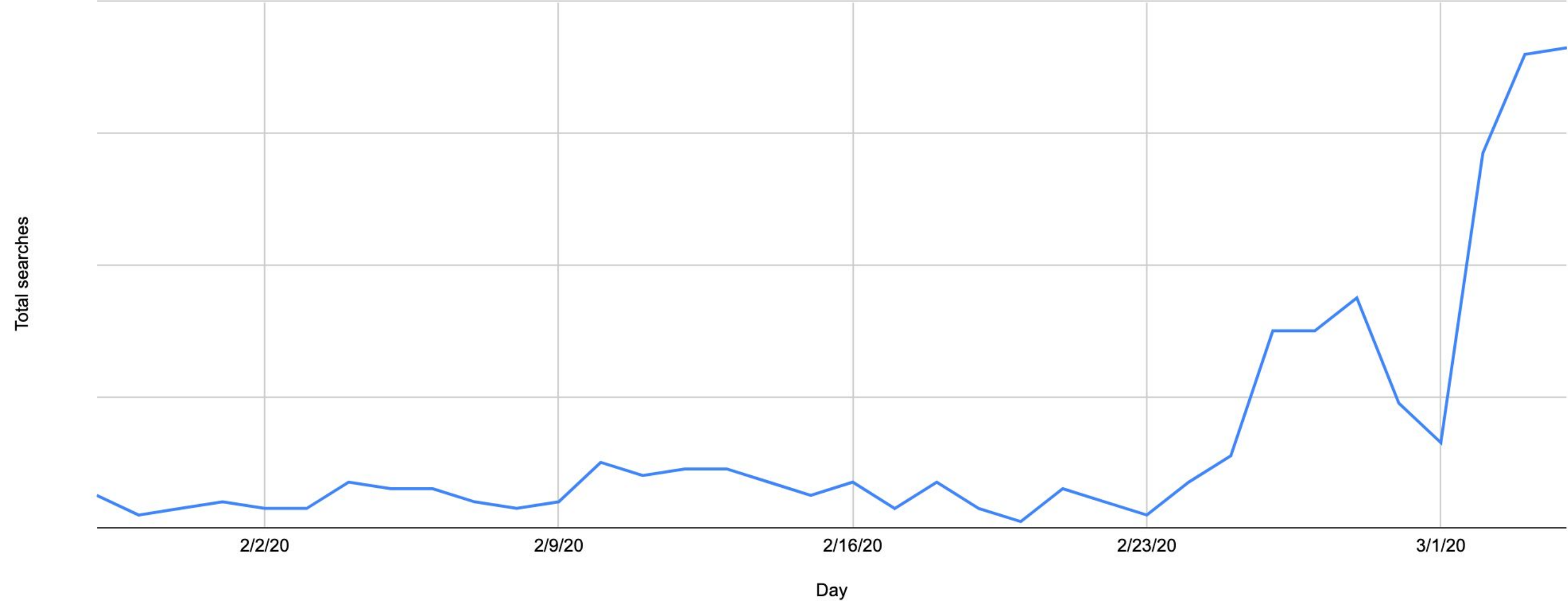
What do people want to know?

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?

yext

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

19

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

Yext Demo - Healthcare - Template / East Locations / Hospital & Healthcare Centers

Content

Core Information

Optional Provider Information

Business Details

Patient Access

Contact, Websites, and Apps

Media

Social Media

Frequently Asked Questions

Additional Attributes

Landing Pages

Publisher Specific

Google My Business Fields

Google My Business Attributes

Facebook Fields

Uber

Other

Internal Use Only

⊙ **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	
Main Phone ⓘ	+1 (US) (513) 336-2722
Featured Message ⓘ	◀▬ We now welcome walk-in appointments 24/7.

Map
Markers

Featured
Message

Description

Hours

Content

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Google My Business Fields

Google My Business Attributes

Facebook Fields

Optional Provider Information

Description   We welcome patients of all ages in the River Valley.

Hours   ☑ Specify hours

Mon	24 hour ⌄		to	↓ Apply to all
Tue	24 hour ⌄		to	
Wed	24 hour ⌄		to	
Thu	24 hour ⌄		to	
Fri	24 hour ⌄		to	
Sat	24 hour ⌄		to	
Sun	24 hour ⌄		to	

Save   **Cancel**

Holiday Hours   Click to add

YE XT

Frequently Asked
Questions
*to appear on
Google Q&A*

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Other

Internal Use Only

Settings

Frequently Asked Questions

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.

+ Add an item

Save   Cancel

Additional Attributes

Year Established   1906

Services   Hospital
                          Emergency Room
                          Family Birthing Suites
                          Level II Trauma Center
                          Level II Perinatal Care Provider
                          Primary Stroke Center
                          angiogram
                          electrocardiogram
                          echocardiogram
                          angioplasty
                          stenting
                          peripheral atheretomy
                          cardioversion
                          mammogram

Content

Core Information

Optional Provider Information

Patient Access

Contact, Websites, and Apps

Media

Qualifications

Social Media

Enhanced Content Lists

Additional Attributes

Other

Custom Fields

Internal Use Only

Settings

Knowledge Assistant

Add informational videos, social links, etc.
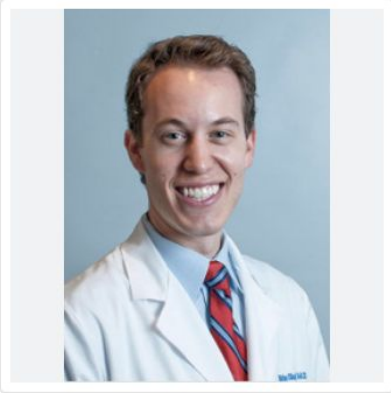
Photo Gallery

Videos

Keeping Children and Adolescents with Down Syndrome Healthy: Medical Updates for Physicians
http://www.youtube.com/watch?v=rLLJ3EURveo
55:49

Description   Click to add

Qualifications

Degrees   Medical Doctor (MD)

Education & Training   **Fellowship**   Boston Children's Hospital - Harvard Medical School   2012
Residency   Boston Children's Hospital - Harvard Medical School   2009
Internship   Boston Children's Hospital - Harvard Medical School   2007
Medical School   Harvard Medical School   2006

What else can you explore?

Outside the Yext Search Experience Cloud, you can:

- <u>Look at your own data</u> — 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)
- <u>Create SEO-optimized FAQ pages</u> 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
- <u>Start collecting data that you may want to publish later</u>, 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 answers 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)

https://www.i24news.tv/en/news/israel/1582826488-israeli-scientists-say-weeks-away-from-coronavirus-vaccine

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