



A comprehensive SEO Audit, roadmap, and rationale to being known for more than a prior authorization company.

# TABLE OF CONTENTS

01

## OBJECTIVES

Review the main objectives of the project.

02

## SEO IN THE B2B SPACE

Discuss SEO and its relevancy in the B2B space.

03

## SEO AUDIT OF COVERMYMEDS

Review findings about the CoverMyMeds website and identify areas of improvement.

04

## INDUSTRY TRENDS

Review industry trends that helped drive the SEO Strategy for CoverMyMeds.

05

## OPPORTUNITIES FOR GROWTH

Highlight opportunities for CoverMyMeds to optimize the site and refine content.

06

## RANKING & KEYWORD RESEARCH

Review CoverMyMeds' current rankings and keyword research.

07

## ROADMAP

Discuss next steps on how to implement the feedback and recommendations provided.

# OBJECTIVES



Grow the perception of the brand as more than an electronic prior authorization company.



Drive pipeline opportunities through account and lead nurture.

# SEO IN THE B2B SPACE

01

Understanding the niche market B2B businesses fall into helps connect CoverMyMeds to the right audiences.

02

User experience is a core driver to whether a business is successful in search results; SEOs are always looking for ways to evolve.

03

Being a subject knowledge expert fuels SEO success by making a name for your brand.

04

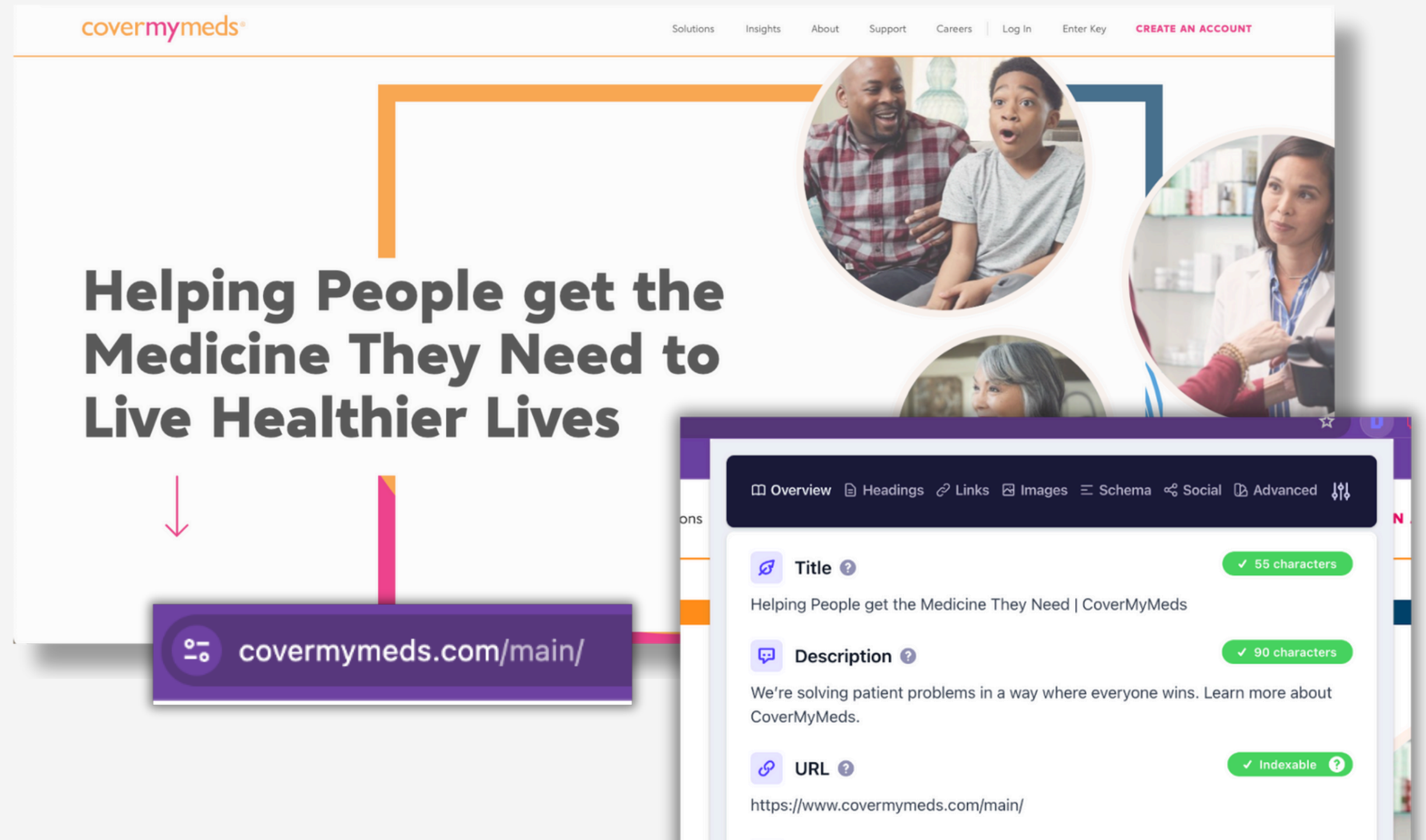
Identifying your core audience is a crucial part of SEO strategy for B2B SEO.

05

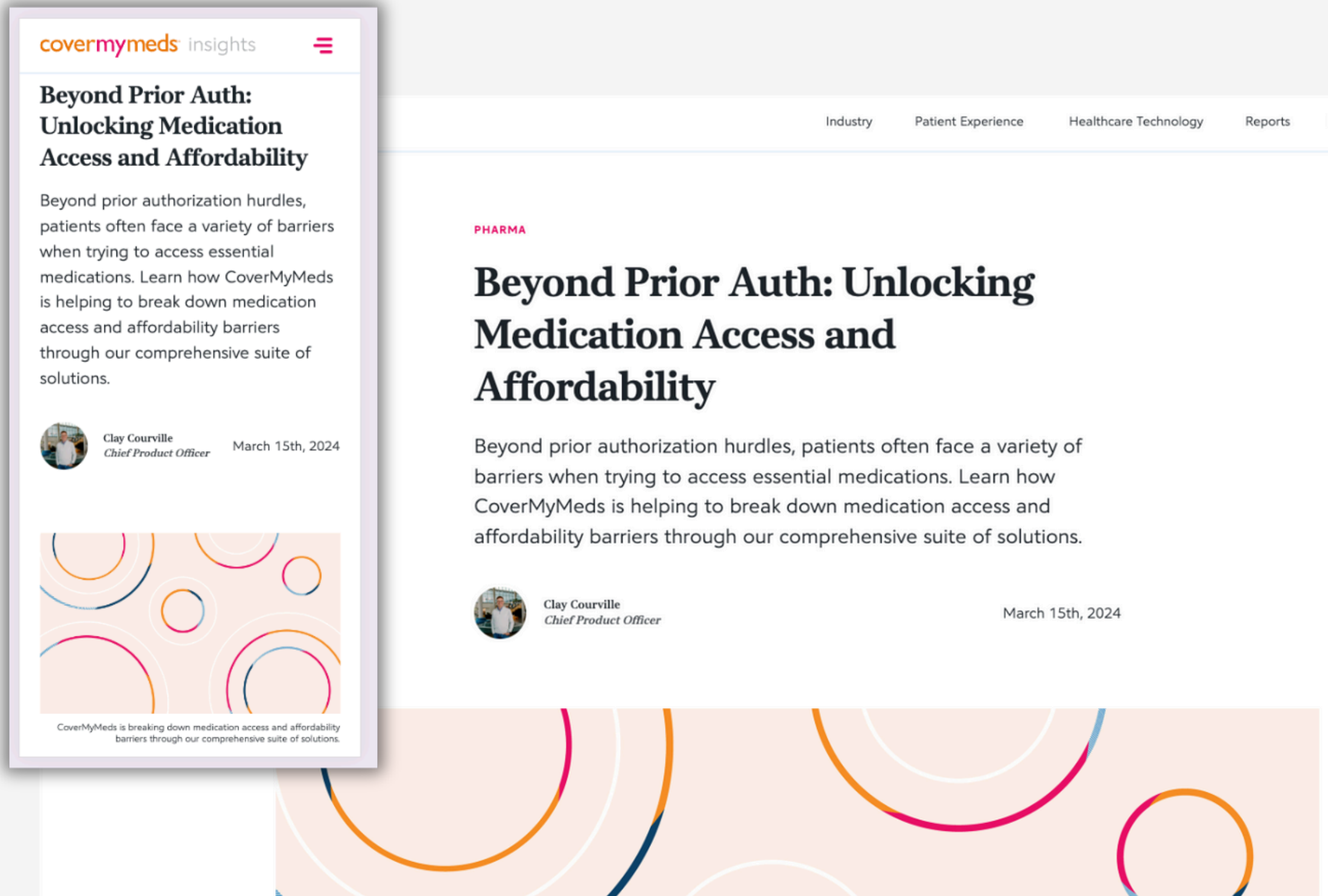
Understanding Google's algorithm will educate and guide us to success by continually reviewing data and optimizing your site to continue to reach your target audiences.

# ON-PAGE SEO AUDIT

- Home page title is present, but lacks a keyword focus.
- Meta description is short but could drive with a better CTA.
- Home page URL is not the domain, but rather /main/
- H1 is compelling yet does not directly include SEO focus.
- Content on home page is short, with lack of variation in content types.



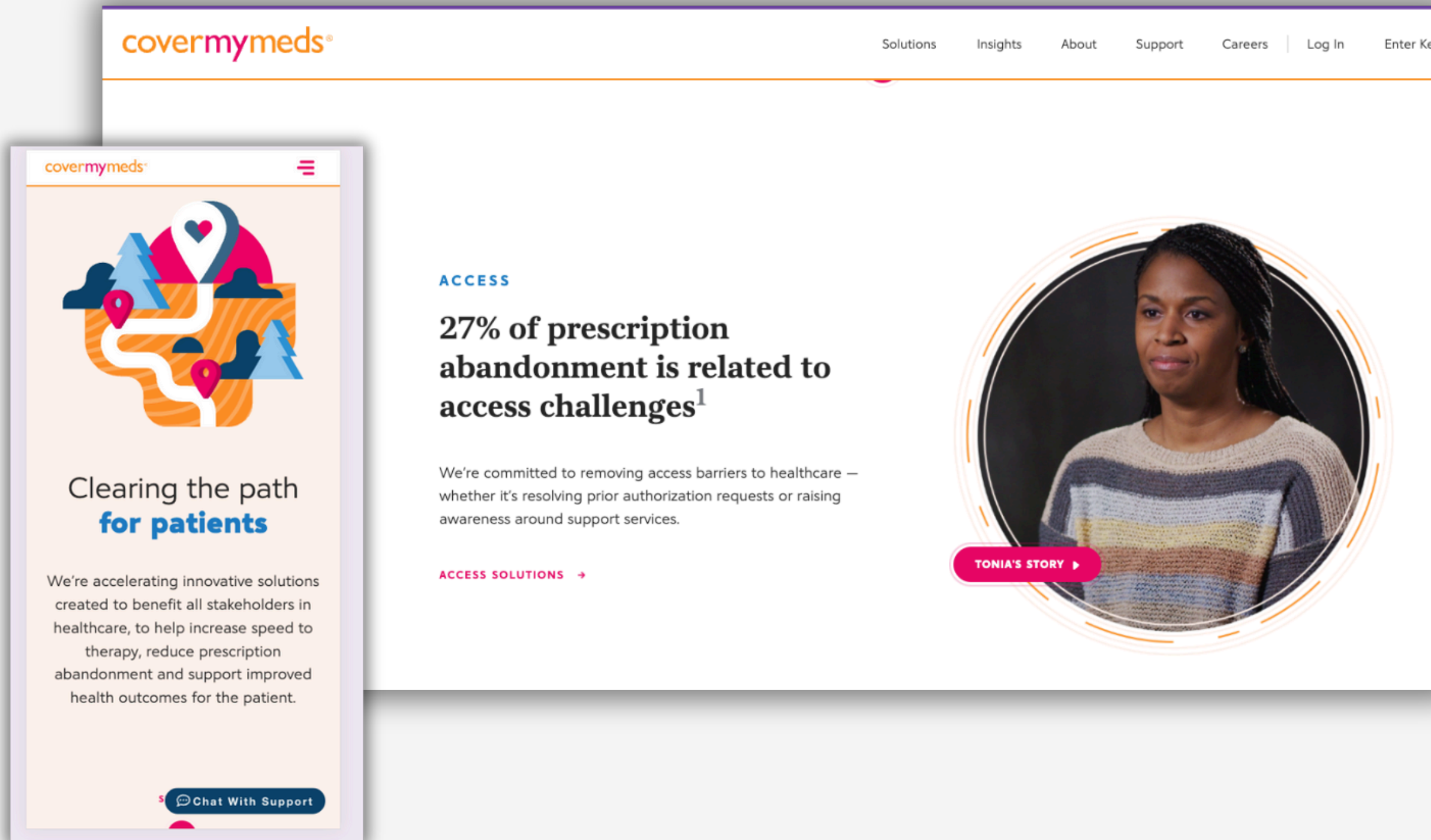
# ON-PAGE SEO AUDIT



- Blog content is rich in text, lack of video content and relevant imagery.
- Blog content lives on [insights.covermymeds.com](https://insights.covermymeds.com).
- Not much linking back to main domain.
- Snippets of blog content can add value to core pages on main site.
- Image seems to not connect well with the content of the blog.
- Blog content hierarchy can deter users with longer scrolls.



# ON-PAGE SEO AUDIT



- Patient Journey has compelling video content hidden behind small CTAs.
- Quotes from video helps Google & users connect with content.
- White-space creates more scrolling.
- No immediate CTAs to draw users in to the next step in the journey.
- Internal linking is better on this page, connecting us to the Access, Affordability & Adherence.

# TECHNICAL SEO AUDIT

Address	Content Type	Status Code
https://www.covermymeds.com/	text/html; charset=UTF-8	302
https://www.covermymeds.com/main	text/html; charset=iso-8859-1	301
https://www.covermymeds.com/main/	text/html	200
https://www.covermymeds.com/main/about/digital-accessibility-statement/	text/html	200

▼ Page Titles	
All	97
Missing	0
Duplicate	0
Over 60 Characters	34
Below 30 Characters	14
Over 561 Pixels	34
Below 200 Pixels	2
Same as H1	52

▼ Meta Description	
All	97
Missing	0
Duplicate	24

▼ H1	
All	97
Missing	2
Duplicate	55
Over 70 Characters	14
Multiple	56



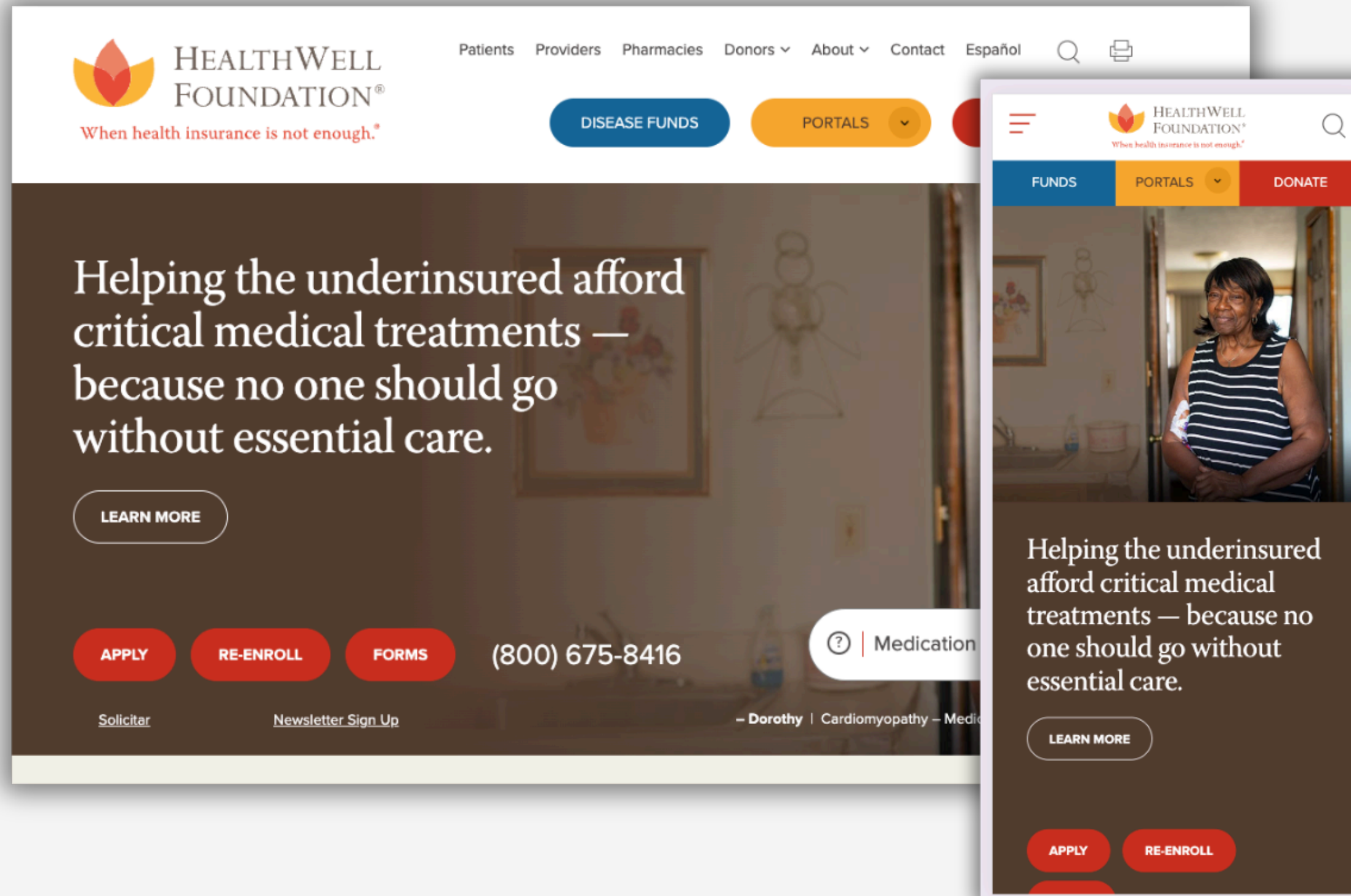
# TECHNICAL SEO AUDIT

[illegible]

▼ Images	
All	230
Over 100 KB	30
Missing Alt Text	56

```
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<!-- Global site tag (gtag.js) - Google Ads: 856736550 -->
<!-- <script async src="https://www.googletagmanager.com/gtag/js?id=AW-856736550" -->
<script type="text/javascript" async src="https://www.googletagmanager.com/gtag/js?id=AW-856736550" -->
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<script async src="https://bat.bing.com/p/insights/s/0.7.32"></script>
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<script src=
"https://connect.facebook.net/signals/config/282700338735046?v=2.9.156...43%2C" -->
async></script>
<script async src="https://connect.facebook.net/en_US/fbevents.js"></script>
<script async id="demandbase_js_lib" src="https://scripts.demandbase.com/90P" -->
<script type="text/javascript" async src="https://snap.licdn.com/li.lms-analytics/insights.min.js" -->
<script type="text/javascript" async src="https://www.googletagmanager.com/gtag/js?id=UA-111111111-1" -->
<script type="text/javascript" async src="https://www.redditstatic.com/ads/pixel.js" -->
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<script async src="https://www.googletagmanager.com/gtm.js?id=GTM-N7XK4K7V"></script>
<!-- Event snippet for HIMSS 2019 Sign Up conversion page
In your html page, add the snippet and call gtag_report_conversion when triggered -->
<script>
(function() {
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());
  gtag('config', 'UA-111111111-1');
  gtag('event', 'conversion', {'send_to': 'UA-111111111-1'});
})();
</script>
<!-- OneTrust Cookies Consent Notice start for www.covermymeds.com -->
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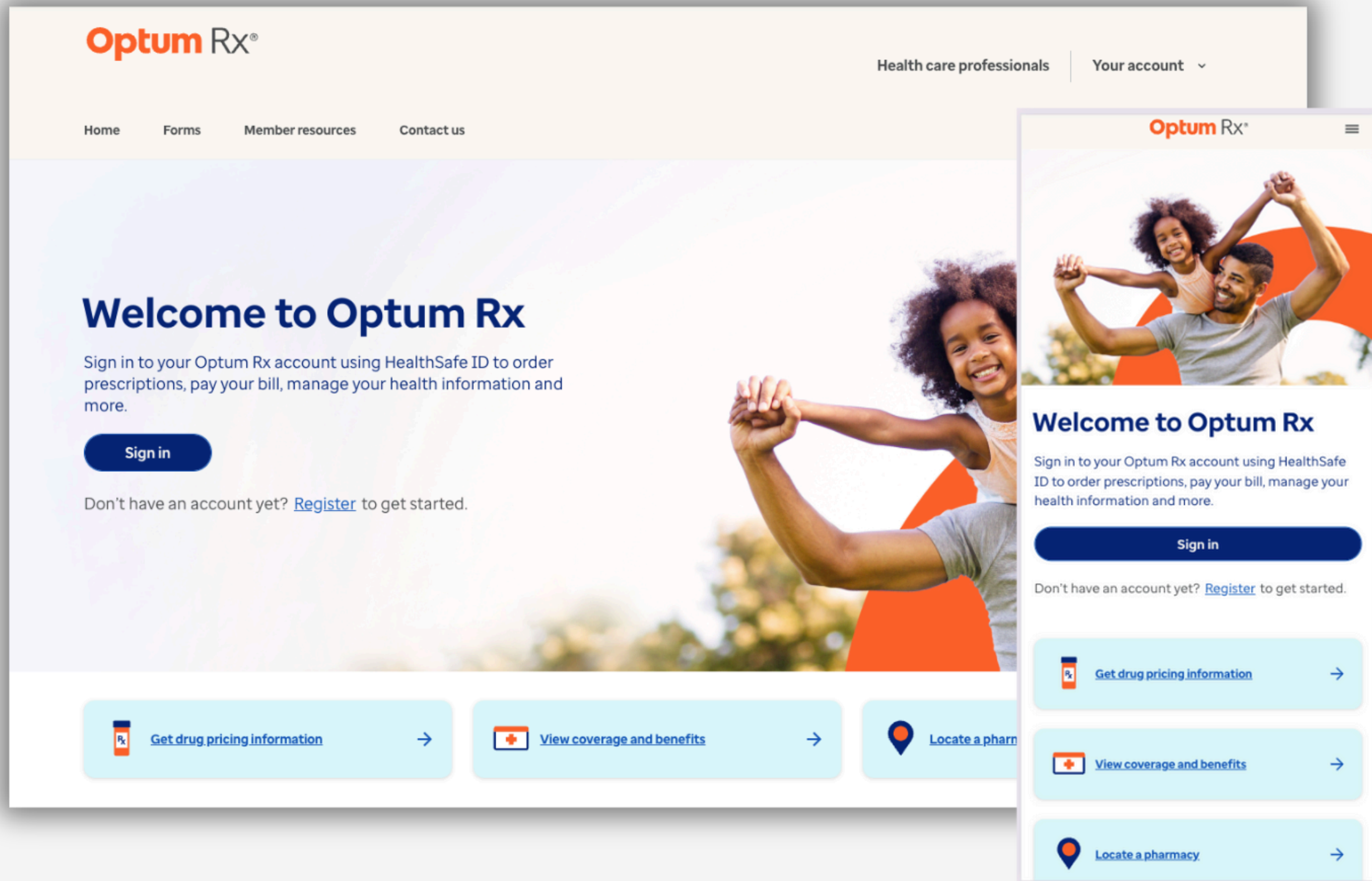
# INDUSTRY TRENDS



- Home page is longer with more content for users to review.
- CTAs are prominent and encouraging for user experience.
- Emphasis on a space for each type of user: patients, providers, pharmacies and donors.
- Pages prioritize FAQ content as well as providing detailed content for users to review.
- Space is well used on site's design.




# INDUSTRY TRENDS




- Site offers a lot of different types of tools and actions immediately on the home page, driving more conversions.
- There is a section for provider access, but it is not easily accessible.
- Internal linking is present and strong to each page on the site.

# OPPORTUNITIES FOR GROWTH


- Move all content under 1 main domain to build domain authority and connect content to entire site.
- Create small snippets of each page section on the home page.
  - e.g. Patient Journey should have all 3 A's easily seen on the home page with brief description.
- Add mixed content like video or audio content.




**Solving medication access challenges every step of the way.**



Electronic connectivity elevates care through visibility into each patient's journey



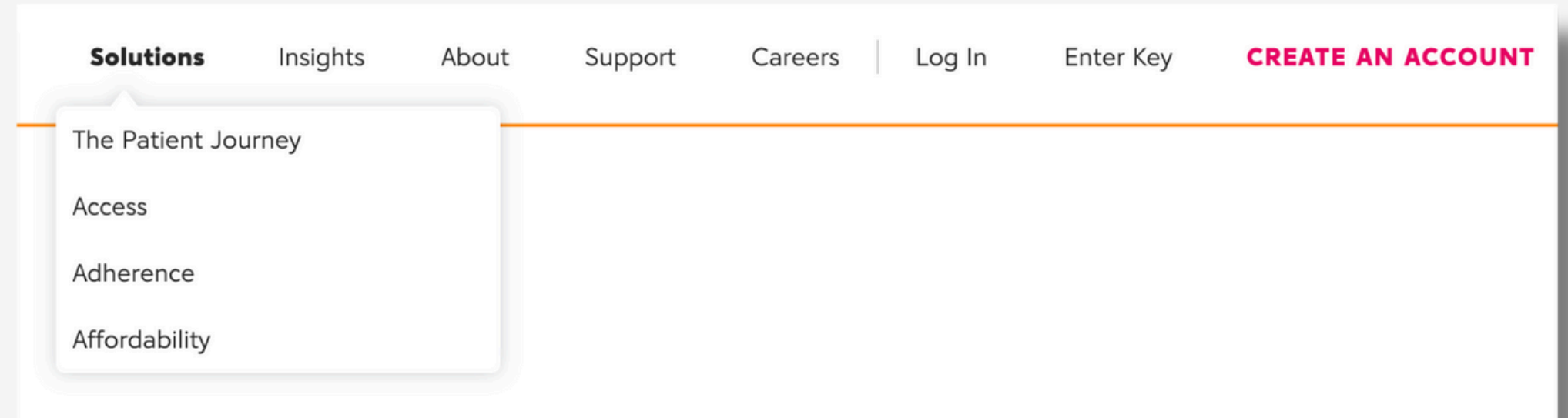
25% decrease in average time-to-therapy through technology-enabled hub service solutions<sup>2</sup>



42% of prior authorization (PA) denials resolved through electronic payer determinations<sup>2</sup>

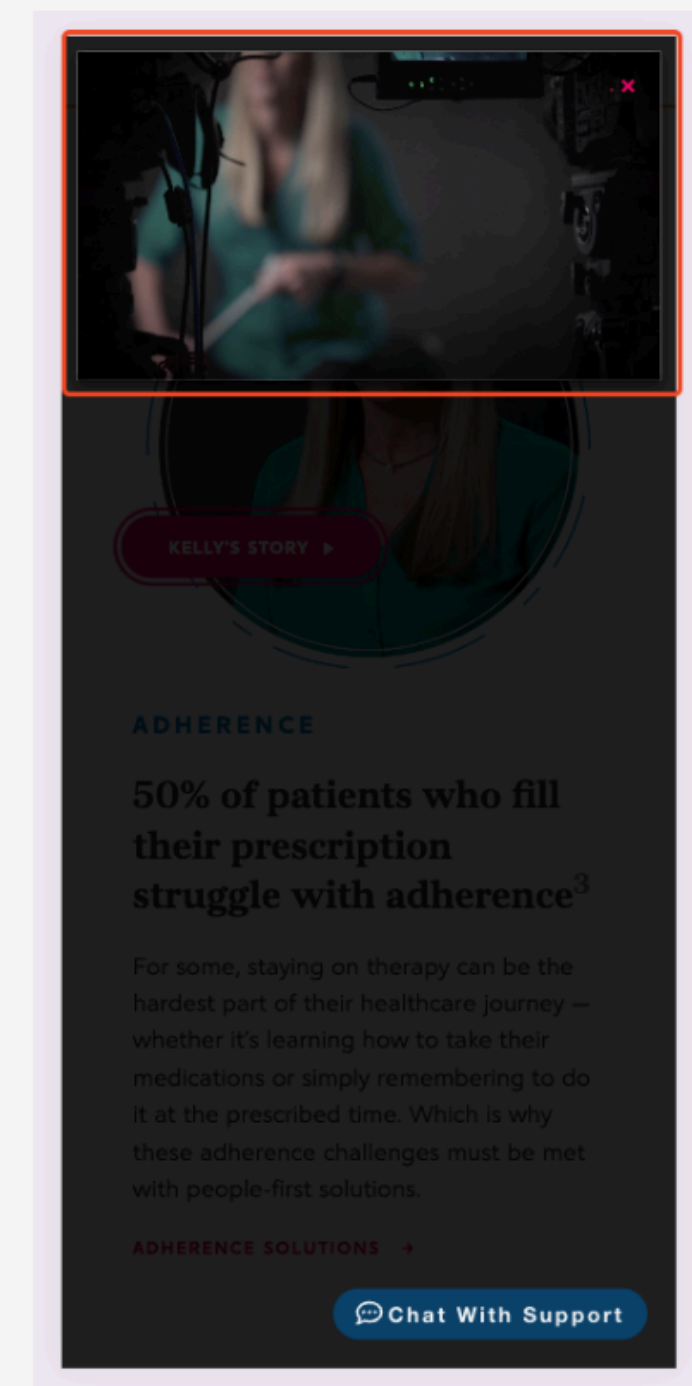
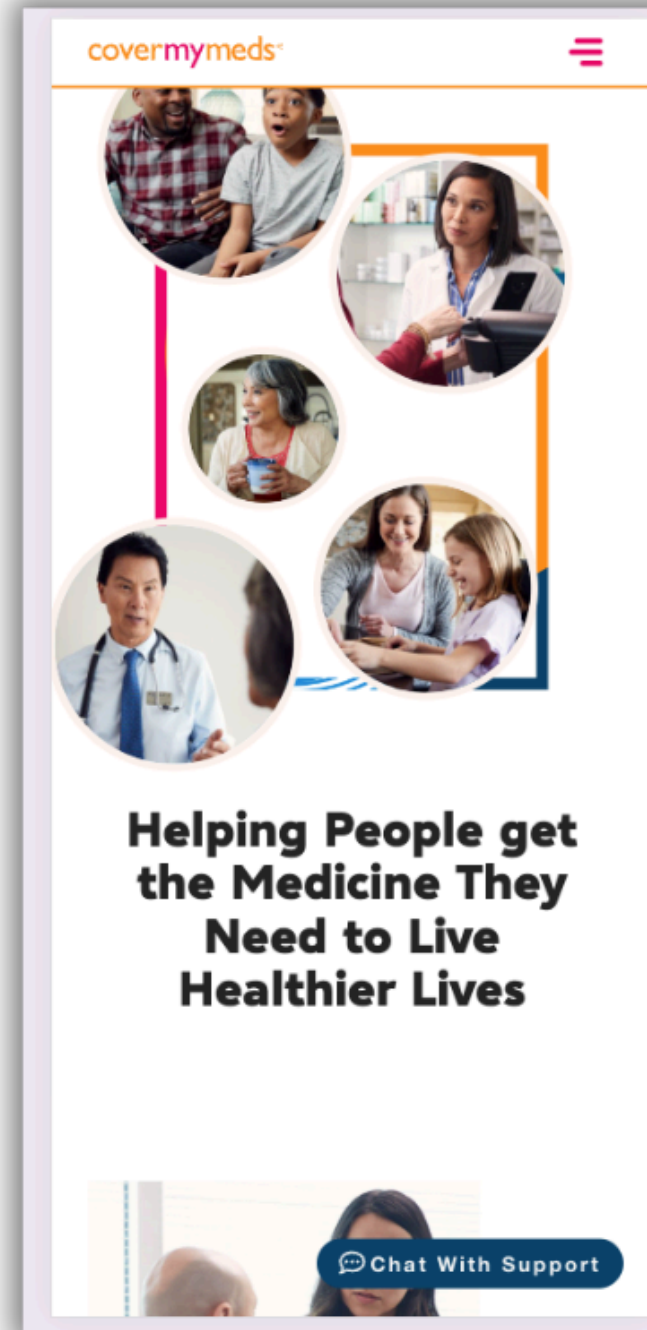
# OPPORTUNITIES FOR GROWTH

- Restructure Sitemap/Navigation to tailor to different audiences clearly based on Research.
- Target:
  - Patient
  - Providers
  - Pharmacies/Pharmaceutical Companies
- Build space for content we move onto main domain from sub-domains.



# OPPORTUNITIES FOR GROWTH

- Hosting video content on YouTube to increase cross-platform linking and help with user interface.
- Adjust spacing and content sizing on mobile to accommodate smaller screens and increase user experience by decreasing scroll-time.
- Put the most important content towards the top of the page.
- Increase CTAs to allow multiple opportunities of conversion.





# OPPORTUNITIES FOR GROWTH

PHARMA

## Beyond Prior Auth: Unlocking Medication Access and Affordability

Beyond prior authorization hurdles, patients often face a variety of barriers when trying to access essential medications. Learn how [CoverMyMeds](#) is helping to break down medication access and affordability barriers through our comprehensive suite of solutions.

We're continuing to combine our industry-driven insights, advanced technology and human expertise to break down even more barriers for patients to help uncover the best possible outcomes.

Learn how our suite of medication access and affordability solutions can support [pharma brands of all sizes.](#)

- Increase internal linking on blog content to main pages on site to direct traffic and increase user journey experience.
- Use specific keywords as anchor text to increase SEO signals to Google on important pages.
- Find areas to connect blogs to main pages on site to build pillar content.
- Convert blog content into video and audio content for it to distribute and increase visibility.

# RANKING DATA & KEYWORD RESEARCH

- CoverMyMeds as a brand has a strong presence when it comes to the name.
- Find ways to incorporate keywords that users often search to build credibility/relevancy in search results.
- Diving into long-tail keyword research will help drive content development.

Keyword	Position	Traffic	Traffic %	Volume		
> <input type="checkbox"/> <a href="#">covermymeds</a> >>	1	196.8K	52.06	246K		
> <input type="checkbox"/> <a href="#">cover my meds</a> >>	1	48.4K	12.80	60.5K		
> <input type="checkbox"/> <a href="#">covermymeds login</a> >>	1	32.4K	8.57	40.5K		
> <input type="checkbox"/> <a href="#">covermy meds</a> >>	1	11.8K	3.13	14.8K		
> <input type="checkbox"/> <a href="#">covermymeds log in</a> >>	1	9.7K	2.56	12.1K		
> <input type="checkbox"/> <a href="#">covermymed</a> >>	1	7.9K	2.09	9.9K	<a href="http://www.covermymeds.com/">www.covermymeds.com/</a>	2 days
> <input type="checkbox"/> <a href="#">cover my meds log in</a> >>	1	5.3K	1.39	6.6K	<a href="http://account.covermymeds.com/">account.covermymeds.com/</a>	1 day
> <input type="checkbox"/> <a href="#">cover mymeds</a> >>	1	2.9K	0.76	3.6K	<a href="http://www.covermymeds.com/">www.covermymeds.com/</a>	4 days
> <input type="checkbox"/> <a href="#">cover my meds login</a> >>	1	2.9K	0.76	3.6K	<a href="http://account.covermymeds.com/">account.covermymeds.com/</a>	May 02
> <input type="checkbox"/> <a href="#">go.covermymeds/login</a> >>	1	2.3K	0.61	2.9K	<a href="http://account.covermymeds.com/">account.covermymeds.com/</a>	1 day
> <input type="checkbox"/> <a href="#">go covermymeds login</a> >>	1	2.3K	0.61	2.9K	<a href="http://account.covermymeds.com/">account.covermymeds.com/</a>	May 04
> <input type="checkbox"/> <a href="#">covermymedslogin</a> >>	1	2.3K	0.61	2.9K	<a href="http://account.covermymeds.com/">account.covermymeds.com/</a>	1 day

- Medication coverage
- Prior authorization
- Cigna prior authorization
- Caremark prior authorization
- Prime therapeutics prior authorization
- Aetna prior authorization form
- Medication prior authorization
- Fep prior authorization
- Futurescripts prior authorization
- Online prior authorization

# ROADMAP

## NOW



- Adjust On-Page & Technical SEO optimizations to maximize current site.
- Set benchmark data to track success of optimizations implemented.
- Conduct thorough competitor analyses and keyword research to drive next optimizations.

## NEAR



- Move content over to one domain, creating higher domain authority.
- Restructure site to drive users like pharma companies in the direction we want them to go in.
- Analyze data changes from previous optimizations.
- Develop content distribution strategy.

## NEXT



- Build network with pharma companies to promote CoverMyMeds as a leading industry influence.
- Develop online presence that establishes subject knowledge expert status with multiple forms of content.
- Continue to keep up to date on trends and changing algorithm for the B2B space as well as reviewing and connecting work to data.

**THANK YOU!**

**QUESTIONS?**