



# FIVE SMART STEPS

Easy ways to use Google Analytics to make the most out of hospital digital marketing investments and communicate successes across your organization.

*Maximizing ROI on Your Hospital's Digital Marketing*

## ESTABLISH A BENCHMARK

"Is that good?" is one of the most frequently asked questions by stakeholders. Use historical data to establish a benchmark. Then, seek continuous improvement over prior performance.



## SEGMENT AUDIENCES

Hospitals serve different audiences with their own needs and user behavior. Segment analytics by audience (e.g. prospective patients vs. job seekers vs. referring physicians) to help establish real benchmarks for each audience.



## USE EVENT LOGS

A typical hospital website is very large and constantly evolving. Log changes within an analytics tool to ensure your institution retains vital information regarding changes to goals or metrics for success.



## SEGMENT GOALS

A diverse set of goals for your website is good to have, but looking at goal-related data in aggregate can be misleading. Segment goal-related data for a realistic and informative view of performance for a given initiative or channel.



## SEGMENT GEOGRAPHIES

Hospitals often reach outside of their surrounding geography and into neighboring regions. Segment out-of-market traffic to help you analyze out of market initiatives.

