

# MSI Web Visibility

- Measuring Online SEO
- Competitive Profiling
- Strategic & Accessible



# MSI Web Visibility

- Competitive Profiling
  - SEO Mix
  - Hospital Clustering
  - Monthly Trending

- Search Engine Optimization
  - Google®
  - Yahoo®
  - MSN®

- Applied Intelligence
  - Geo - National
  - Geo - Regional
  - Geo - Local
  - Geo - Ranking

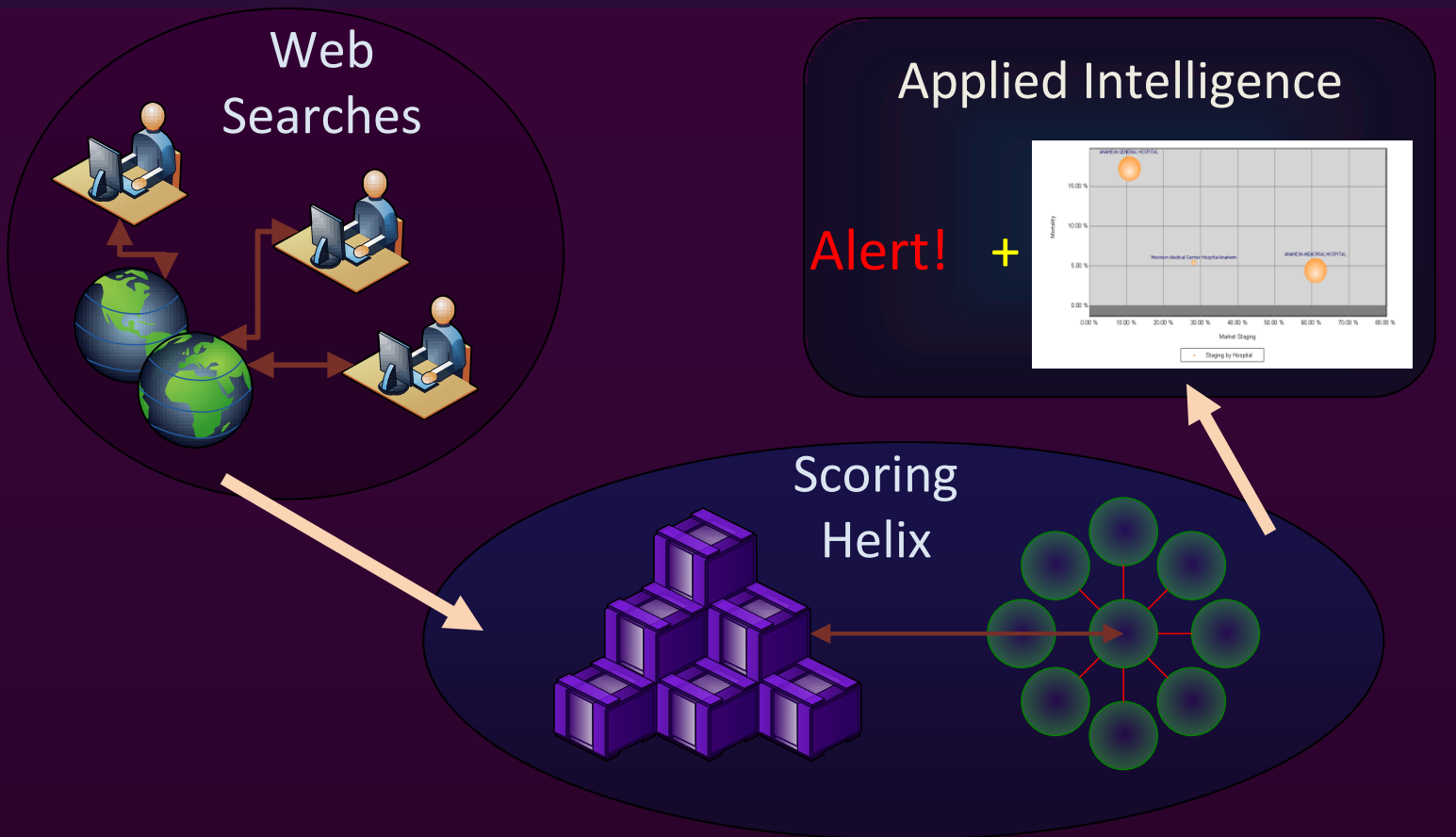
Access ongoing SEO analytics of over 35 million search metrics and see where your hospital (and your competition) places month to month. The MSI Web Visibility service helps shorten the distance between observed online consumer behavior and strategic decision making by delivering applied intelligence on demand or on alert.

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# MSI Web Visibility



MSI Web Visibility is powered by directing our Scoring Helix technology toward over 35 million search engine records every month. Analytic results compare and contrast how easy it is to find your hospital relative to your competition:

- Applied intelligence sourcing through Scoring Helix technologies.
- Monthly processing of search engine optimization (SEO) metrics.
- Thorough collection of context mining across all US hospitals.
- Dynamically orients data views by Hospital and Cluster.
- Optional: Outcome synchronization with quality and market share data.
- Optional: Integration with Service Line quality and market share data.
- Optional: Custom data mining of information in the Scoring Helix System.

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