



“Instant Answers” Response

Organic Search Analysis

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Version 1.0

BACKGROUND

Throughout 2010, Bing has implemented a number of enhancements to the Bing Health search experience. The engine created new partnerships, including Mayo Clinic and Gold Standard, to gain additional health content and resources for consumers. Bing also augmented the search results for health-related content in an effort to provide users with relevant information more quickly by displaying supplemental quick links within results.

OVERVIEW

Bing has rolled out these enhancements throughout the year as they build out their 'instant answers' feature in the Health space. Bing Instant Answers quickly serves all the relevant information to a consumers search query as it is the engine's goal to provide users with the fastest information and limit further searching. These changes are an attempt to keep up with the other engines in the space, as well as provide a few differentiating features from their competitors. For example, Google updated their Health OneBox result type with NIH-provided medication data for select queries (Appendix, Figure 1).

There are a number of additional features this year specific to Bing Health, and Razorfish has highlighted the different enhancements below.

FEATURES

The first enhancement is the integration of health content from third-party providers such as Mayo Clinic and Gold Standard. Bing now provides a 'smart summary' from their library of health resources and additional links to further searches on related conditions & medications that treat the condition.

[GERD](#)

Gastroesophageal reflux disease (GERD) is a chronic digestive disease that occurs when stomach acid or, occasionally, bile flows back (refluxes) into your food pipe (esophagus). The backwash of acid irritates the lining of your...

[Read the full article by Mayo Clinic](#)

See more articles in Bing health by: [Medline Plus](#) · [Healthwise](#)

Related conditions	Related medications
Heartburn	Omeprazole
Esophagitis	Nexium
Barrett's Esophagus	Aciphex
Reflux Esophagitis	Prevacid

Another feature added is the "essentials" links. These appear within the Instant Answers Box and provide users with links of questions that they may have been looking for. They send users to Gold Standard articles in the Bing environment.

SAVELLA

[Fibromyalgia Medication - Savella \(Milnacipran\)](#)
www.savella.com - Official site
Savella (milnacipran) is a prescription fibromyalgia medication approved by the FDA for the management of fibromyalgia - a chronic condition...

Essentials

- [What is this medicine?](#)
- [What should I tell my doctor?](#)
- [What drug\(s\) may interact with it?](#)
- [What side effects may I notice?](#)

Related drugs

- [Cymbalta](#)
- [Paroxetine](#)
- [Luvox](#)
- [Lyrica](#)

bing Savella

Health Web Videos Health

ARTICLES

GOLD STANDARD

Milnacipran HCl Oral tablet

SHARE: [Facebook](#) [Twitter](#) [Messenger](#) [Email](#)

Brand names for this medication

Savella

Contents

Some of the changes that have arisen are enhancements to the top organic listing. In some instances, like the example above, the brand is pulled into the top Instant Answers Box as the first organic listing. This provides the Brand with more real estate in the search results, but also gives users the opportunity to click outside the branded site listing and into the 3rd party articles provided by Gold Standard.

Buttons to share and/or email the information was also added to each of the top results. This makes it easy for doctors, patients, or caregivers to email information about a particular medication or disease.

Essentials

- [What is this medicine?](#)
- [What should I tell my doctor?](#)
- [What drug\(s\) may interact with it?](#)
- [What side effects may I notice?](#)

Related drugs

- [Toprol](#)
- [Tenormin](#)
- [Coreg](#)
- [Zebeta](#)

SHARE

Facebook
 Twitter
 Messenger
 Email

Other features seen in a few organic listings are the addition of deep links into brand content. This enhancement highlights the brand name in upper right corner and includes an “official site” call-out. The Sitelinks (highlighted below) are typically awarded to the page if deemed beneficial by the search engine and there are a number of prerequisites including a solid SEO foundation. The Brand name in the top right corner and addition of “Official Site” appears fully automated by Bing.

[Lexapro \(Escitalopram Oxalate\): Official Site](#)
www.lexapro.com - Official site
 Learn more about **Lexapro** and find information for patients and caregivers...

[Learn About Lexapro](#)

[Check Your Symptoms](#)

[Depression Test](#)

[View Side Effects](#)

[About Lexapro](#)

[Tools and Resources](#)

SAVELLA

[Fibromyalgia Medication - Savella \(Milnacipran\)](#)
www.savella.com - Official site
Savella (milnacipran) is a prescription fibromyalgia medication approved by the FDA for the management of fibromyalgia - a chronic condition...

As shown in the previous examples, there are different variations on the results that Bing returns for different medication searches. These results vary with the degree of the how much information they offer from the brand site and how much of the 3rd party information they include. This does not seem to depend on the amount of information available on the site but how Bing itself chooses to display those results (Appendix, Figures 2-5)

RAZORFISH SEO NEXT STEPS

To date, Bing has not been able to provide insight into the different features, but Razorfish has contacted engine representatives regarding details on the enhancements. Unfortunately, however, many times search engines do not divulge information about their algorithm to the public and it is not apparent why the health results vary or how they are chosen. Razorfish has sampled several queries spawning the Instant Answers and analysis has been inconclusive thus far.

Based on the research, these results are not chosen on how the brand sites themselves function and therefore out of the Brand's control. There are, however, important steps that should be taken to make sure that users are given the correct information they are looking for:

- Review that the information that is presented from 3rd party sources is correct. If inaccuracies are found, it is recommended to reach out to Bing as well as the information provider to correct the information.
- If the first link which appears in the "instant answer" results is not linking to the official brand site, it might be beneficial to provide a paid search listing which can then help to gain some of the clicks on the page to the brand site.
- Continue in SEO efforts to make sure that the information that is being pulled from the brand site such as the Title, Description, and Sitelinks are optimized.

As more information comes to light recommendations, if any, will be provided.

APPENDIX

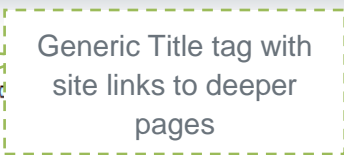
Figure 1

A screenshot of a Google search for "lexapro". The search bar shows "lexapro" with a search button. Below the search bar, it says "About 12,100,000 results (0.23 seconds)". On the left, there are filters for "Everything", "Images", "Videos", and "More". There are also location filters for "New York, NY" and "Change location", and time filters for "Any time" and "Past 2 days". The search results include an advertisement for "LEXAPRO® Official Site" and several organic results for "Lexapro (Escitalopram)" and "Lexapro (Escitalopram Oxalate): Official Site". A dashed green box highlights the "Lexapro (Escitalopram)" result.

Figure 2

A screenshot of a product page for "BYSTOLIC". The page title is "BYSTOLIC Hypertension Treatment - High Blood Pressure Treatment...". Below the title, it says "www.bystolic.com · Official site". The main text reads: "BYSTOLIC is an FDA approved hypertension (high blood pressure) treatment. BYSTOLIC is a beta blocker with effective blood pressure reductions in...". There are two columns of links: "Essentials" (What is this medicine?, What should I tell my doctor?, What drug(s) may interact with it?, What side effects may I notice?) and "Related drugs" (Toprol, Tenormin, Coreg, Zebeta). At the bottom, there are social media sharing options for Facebook, Twitter, Messenger, and Email. A dashed green box with an arrow points to the title tag and link, with the text "Title tag & link to Brand site".

Figure 3

Tamiflu 

www.tamiflu.com · Official site

TAMIFLU® (oseltamivir phosphate) the medicine for flu...

Taking Tamiflu
Flu Tracker
Flu Symptoms

Cold Vs. Flu
About The Flu
Symptom Checker

Essentials


- What is this medicine?
- What should I tell my doctor?
- What drug(s) may interact with it?
- What side effects may I notice?

Related drugs

- Relenza
- Flumadine
- Amantadine

SHARE Facebook Twitter Messenger Email

Figure 4

TYLENOL® - The official website for all TYLENOL®... 

www.tylenol.com · Official site

TYLENOL® product information, news, special offers, availability, directions

Children
Cold & Flu
Our Products

Arthritis
News & Offers
Tylenol® & Safety

Essentials


- What is this medicine?
- What should I tell my doctor?
- What drug(s) may interact with it?
- What side effects may I notice?

Related drugs

- Ibuprofen
- Ultracet
- Codeine
- Ultram

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Figure 5

Concerta 

METHYLPHENIDATE (meth il FEN i date) is used to treat attention-deficit hyperactivity disorder (ADHD). It is also used to treat narcolepsy. This medicine may be used for other purposes; ask your health care provider or pharmacist...

[Read the full article by Gold Standard](#)

Essentials

- What is this medicine?
- What should I tell my doctor?
- What drug(s) may interact with it?
- What side effects may I notice?

Related drugs

- Strattera
- Dextroamphetamine
- Amphetamine and dextroamphetamine
- Provigil

SHARE Facebook Twitter Messenger Email