

# Website & SEO



# Website UI/UX Analysis

**We need to understand our**

# Pain Points

**User  
Interface**

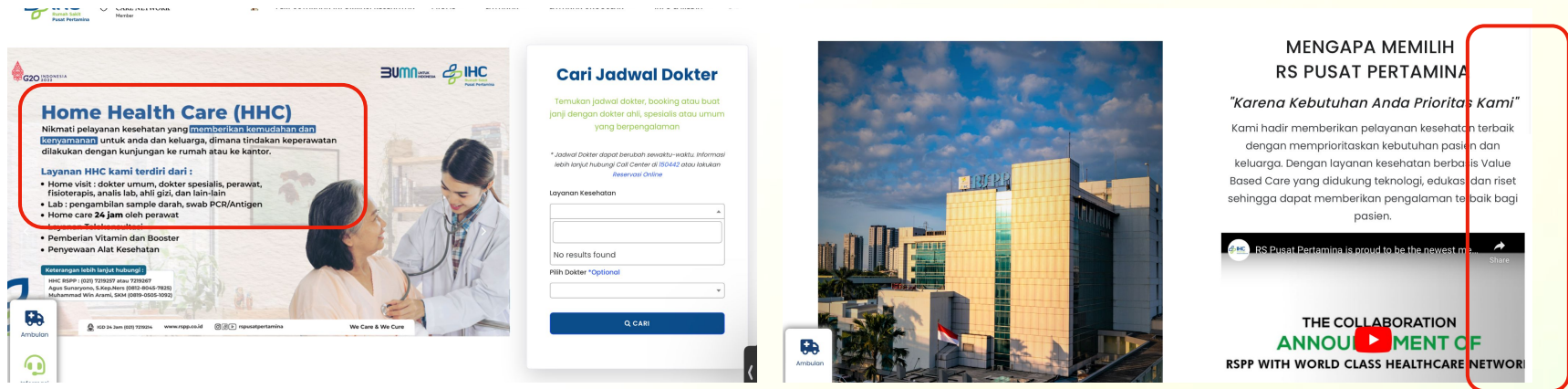
**User  
Experience**

# Let's Look Into The

# User Interface

## Website UI

# UI - Consistency & Hierarchy



## Website UI

# UI - Wording Hierarchy (Mobile Responsive)

ALL RIGHTS RESERVED DREAMBOX GROUP

This proposal and presentation is the intellectual property of Dreambox Group. Copyright is reserved.



Selamat datang di **Reservasi Online Poliklinik** RSPP Pertamina IHC (Khusus Pasien Baru)

- Siapkan tanda pengenal (KTP / Paspor) Anda
- Isi Formulir Pasien Baru dengan lengkap dan gunakan data yang sebenarnya
- Selesai pengisian, Anda akan mendapatkan **Kode Reservasi Pasien Baru** dan **General Consent** khusus pasien Baru
- Baca terlebih dahulu **General Consent** yang kami sediakan.
- Pada hari kedatangan, bawa Kode Bukti Reservasi Pasien Baru, tunjukkan pada petugas Counter Pendaftaran
- Counter Pendaftaran akan melakukan Verifikasi Data dan memberikan Anda Bukti Registrasi Poliklinik
- Untuk pasien **Tunai** diarahkan untuk melakukan pembayaran awal di Kasir kemudian menunggu di Poliklinik, untuk pasien **Jaminan Perusahaan / Asuransi** diarahkan ke Poliklinik tujuan.
- Selanjutnya silahkan menuju Poliklinik. Petugas di poliklinik akan memanggil Nomor Antrian Anda untuk selanjutnya dilakukan pemeriksaan

Salam sehat dan semoga Anda mendapatkan pengalaman terbaik bersama Kami.

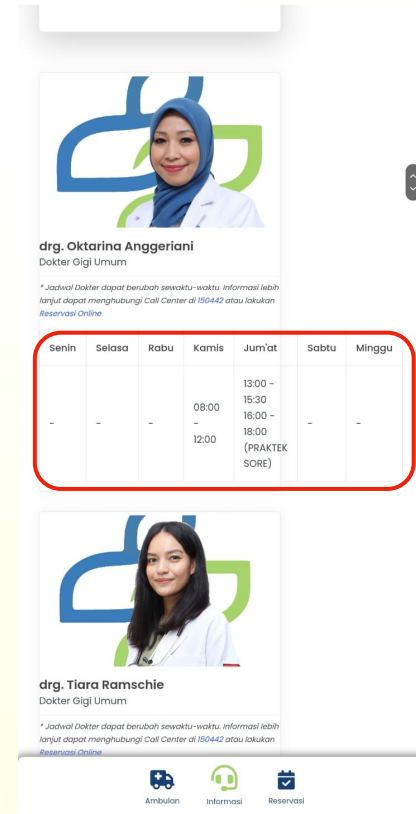
Terima Kasih telah memilih RSPP sebagai layanan kesehatan Anda.

## Website UI

# UI - Doctor Schedule (Mobile Responsive)

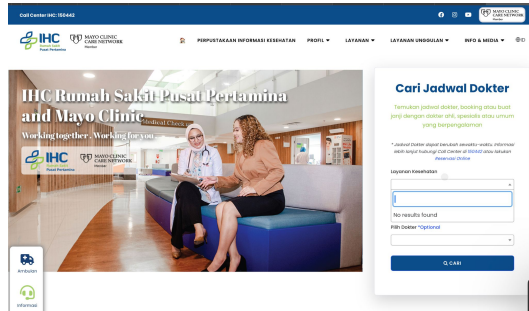
ALL RIGHTS RESERVED DREAMBOX GROUP

This proposal and presentation is the intellectual property of Dreambox Group. Copyright is reserved.

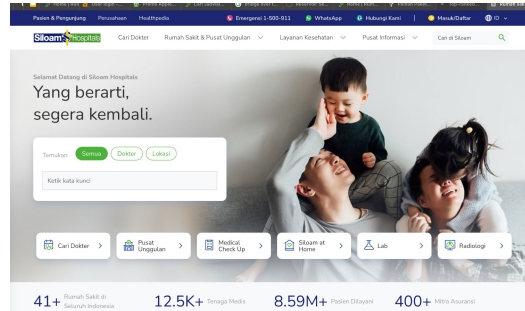


## Website UI

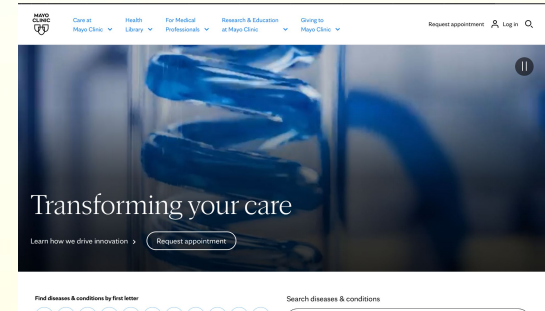
# UI - The Standards



RSPP



Siloam



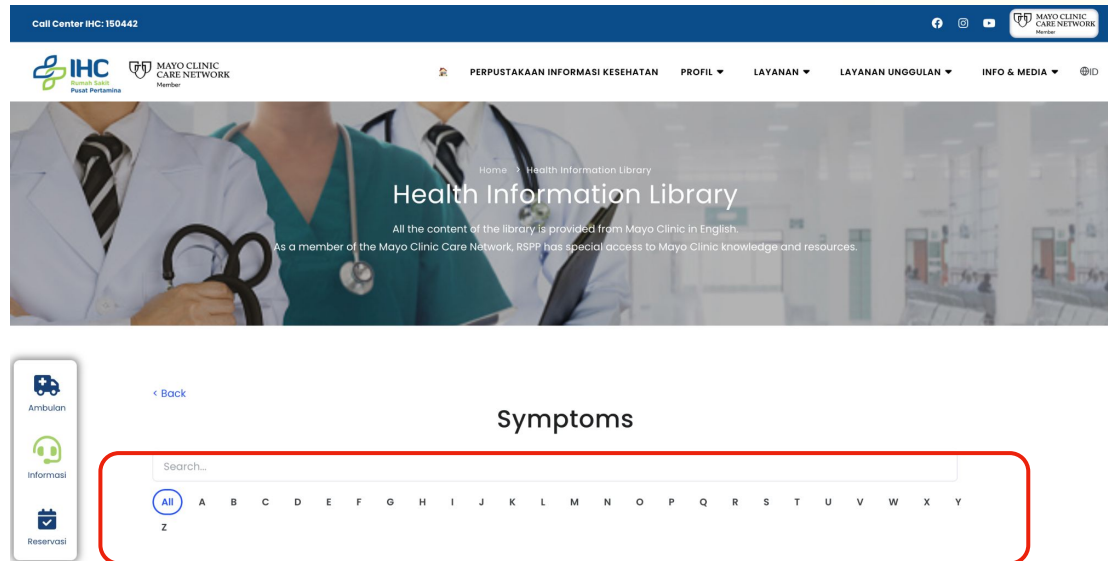
Mayo Clinic

We need to change the UI so that our website look can meet the standard of an **International** website.



## Website UI

# UI - Keyboard search feature



Call Center IHC: 150442

PERPUSTAKAAN INFORMASI KESEHATAN PROFIL LAYANAN LAYANAN UNGGULAN INFO & MEDIA

IHC MAYO CLINIC CARE NETWORK

Home > Health Information Library

## Health Information Library

All the content of the library is provided from Mayo Clinic In English.  
As a member of the Mayo Clinic Care Network, RSPP has special access to Mayo Clinic knowledge and resources.

← Back

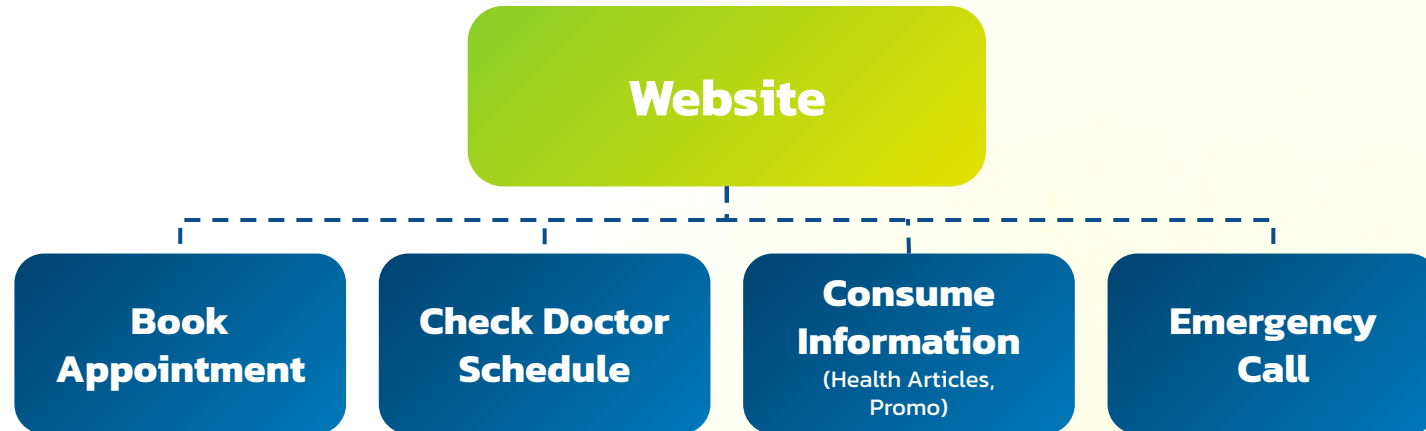
### Symptoms

Search...

All A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

# What About The User Experience?

# What Users Need in Our Website?



*This data is collected from a survey by Dreambox Team*

## Website UX

# Book Appointment (9 Steps)



### 1st step

Notes: Button on the bottom left, can be more strategically placed.



### 2nd step

Choose services

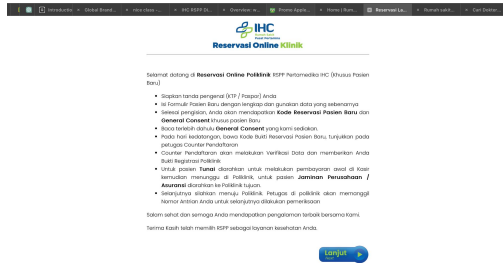


### 3rd step

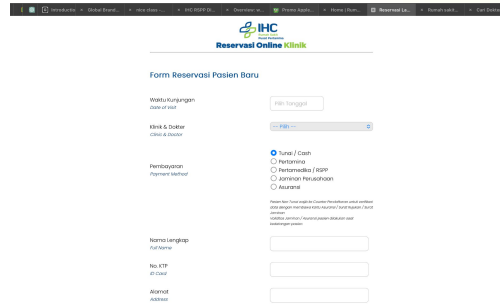
New Patient / Old Patient

## Website UX

# Book Appointment (9 Steps)



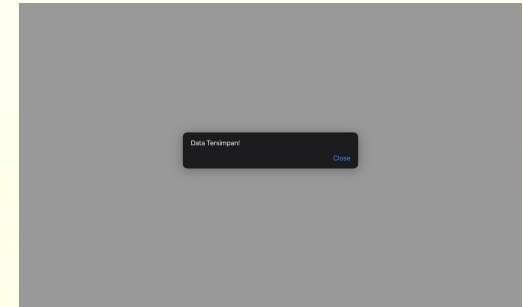
### 4th step Instructions



### 5th step

### Filling Form

**\*notes: Some Clinic doesn't have doctor**



### 6th step

### Confirmation pop up

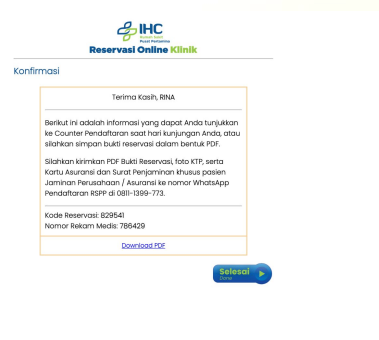
## Website UX

# Book Appointment (9 Steps)



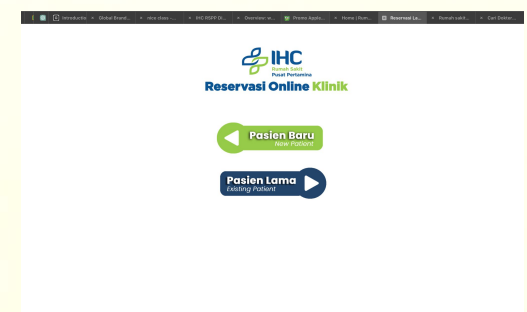
### 7th step

Terms & Conditions



### 8th step

Reconfirmation



### 9th step

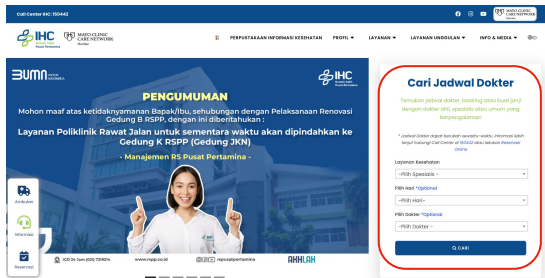
Back to the reservation page,  
no confirmation for  
reservation completion

The problem is

**It took approximately 4 minutes 23 seconds to book an appointment**

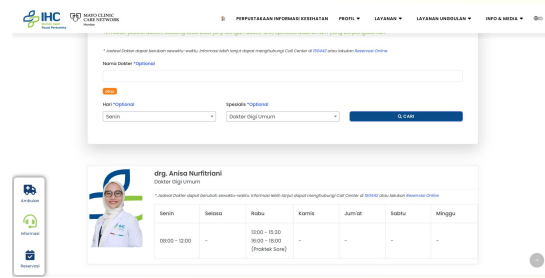
## Website UX

# Check Doctor Schedule (3 Steps)



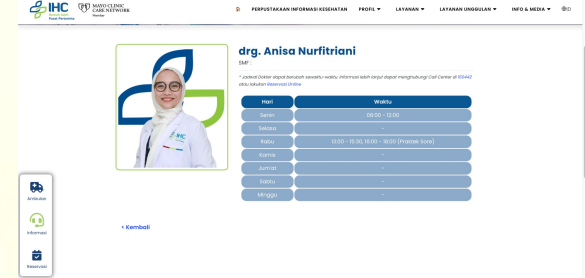
### 1st step

Fill in the "Doctor Filter"



### 2nd step

Redirected to the doctor list page

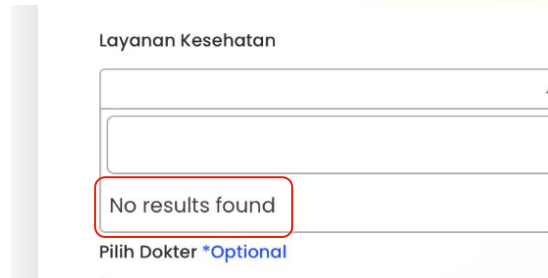


### 3rd step

The Doctor's profile & schedule.  
Can't make a reservation with the relevant doctor



## Check Doctor Schedule (Issue)



Layanan Kesehatan

No results found

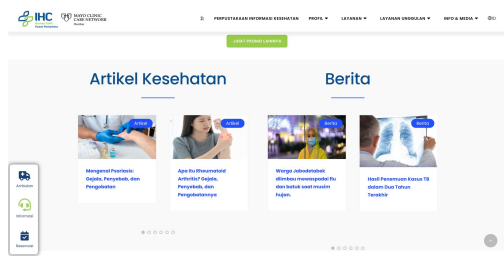
Pilih Dokter \*Optional

***Sometimes the search feature on the banner not working***

We experienced this error several times when we test the website.  
Some occur at night, some in the morning.

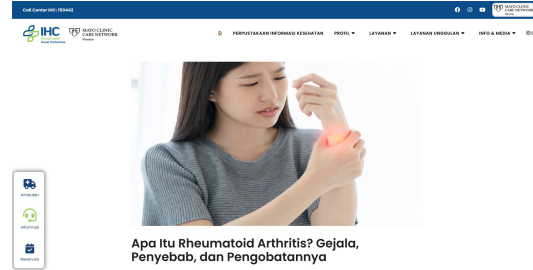
## Website UX

# Consume Health Articles (2 Steps)



### 1st step


Promotion section and article are easy to find on home page.  
But no dates information.




### 2nd step

Nice UI/UX on the article page,  
but we can still improve user engagement

# UX – Doctor Schedule

 <p><b>drg. Oktarina Anggeriani</b> Dokter Gigi Umum</p> <p><small>* Jadwal Dokter dapat berubah sewaktu-waktu. Informasi lebih lanjut dapat menghubungi Call Center di 150442 atau lakukan <a href="#">Reservasi Online</a></small></p>						
Senin	Selasa	Rabu	Kamis	Jum'at	Sabtu	Minggu
-	-	-	08:00 - 12:00	13:00 - 15:30 16:00 - 18:00 (PRAKTEK SORE)	-	-

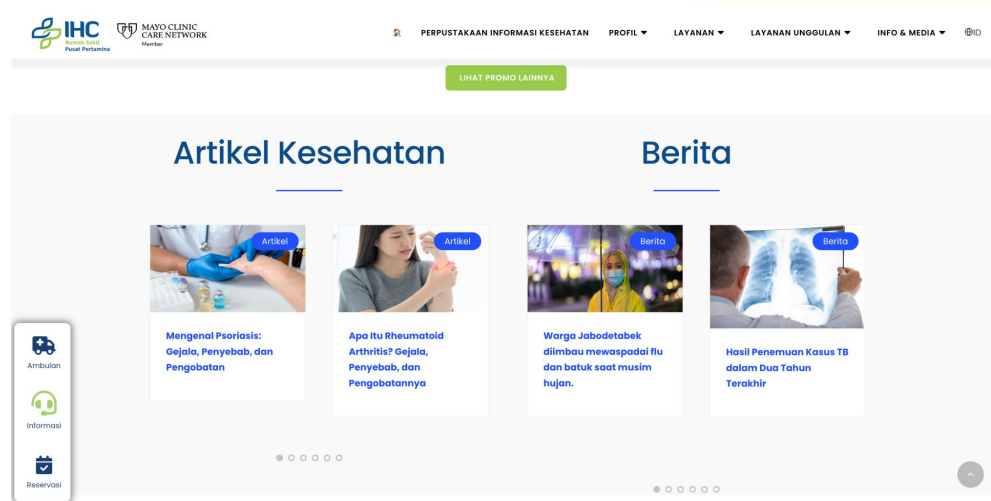
  

 <p><b>drg. Tiara Ramschie</b> Dokter Gigi Umum</p> <p><small>* Jadwal Dokter dapat berubah sewaktu-waktu. Informasi lebih lanjut dapat menghubungi Call Center di 150442 atau lakukan <a href="#">Reservasi Online</a></small></p>						
Senin	Selasa	Rabu	Kamis	Jum'at	Sabtu	Minggu
	13:00 - 15:30					

How do users make the appointment with the doctor?

## Website UX

# UX – Consume Information (Article & News)



No article's date

## Website UX

# Steps Required

Descriptions	RSPB	RS Pelni	Mitra Keluarga	RSPB	Siloam Hospital
<b>Book Appointment</b>	10	3 (call)	7	–	5
<b>Check Doctor Schedule</b>	3	2	3	3	2
<b>Consume Information</b>	1	1	1	1	1

There's a lot of room for improvement on RSPP Website's UI/UX.

# We can **Reduce** the required steps & **enhance** the user experience

# UI/UX Recommendations

# UI - Hierarchy

## Commitment against racism

**\$100M**

\$100 million over the next 10 years to eliminate racism and advance equity and inclusion within Mayo Clinic — and to improve health equity.



## Greenhouse gas reduction

**50%**

50% reduction in greenhouse gas emissions and 20% reduction in energy within 10 years as part of our commitment to the Better Climate Challenge.

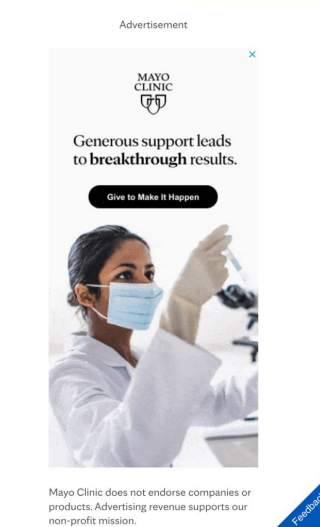
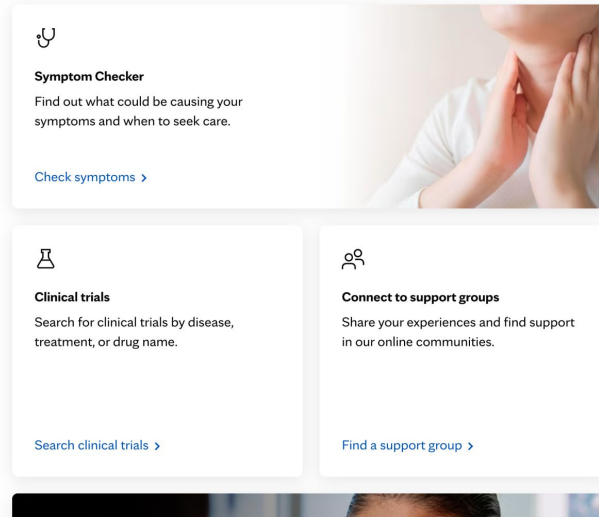


Feedback

## Highlight What's Important

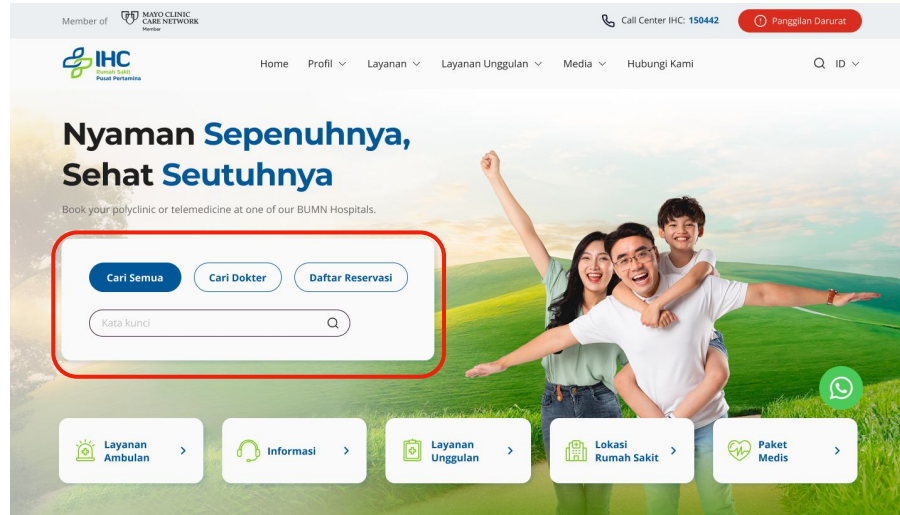


# UI - Meet Mayo Standards



## Modern, Timeless, and Trusted

# UX Recommendation – All in One Search Bar



Reduces reservation time up to


66%

# UX Recommendation – Improve UX for Find Doctors

*\* Jadwal Dokter dapat berubah sewaktu-waktu. Informasi lebih lanjut dapat menghubungi Call Center di 150442 atau lakukan [Reservasi Online](#)*

Layanan Kesehatan:  Hari \*optional:  Nama Dokter \*optional:


---



**dr. R. Anindito Satrio Nugraha, Sp.OT**  
Bedah Orthopaedi

Senin	Selasa	Rabu	Kamis	Jum'at	Sabtu	Minggu
08.00 - 15.00	08.00 - 15.00	08.00 - 15.00	08.00 - 15.00	08.00 - 15.00	-	-

---

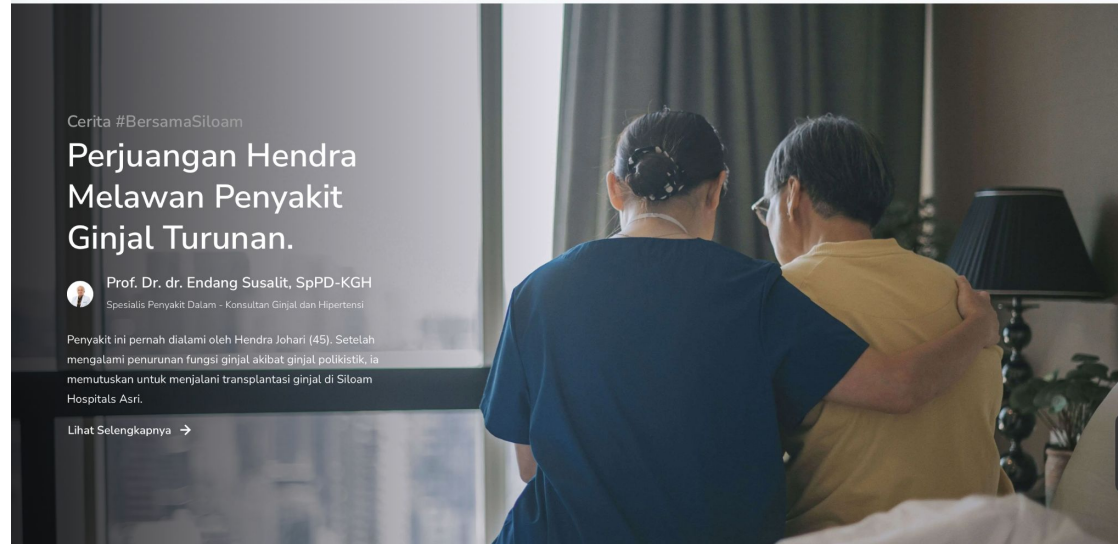


**dr. Anggaditya Putra, Sp. OT (K) Hip & Knee**  
Bedah Orthopaedi

Senin	Selasa	Rabu	Kamis	Jum'at	Sabtu	Minggu

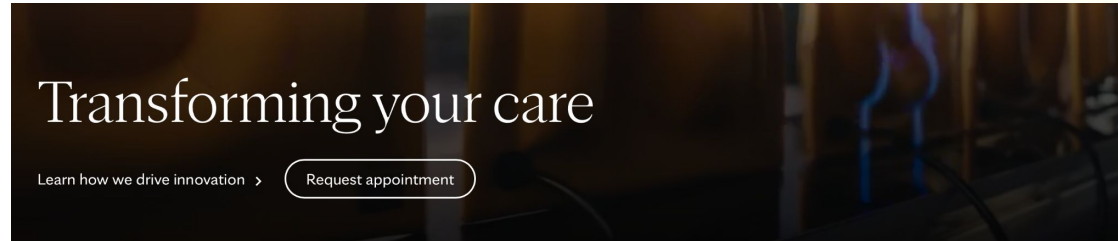
## Add Button for Quick Reservation

## Other Recommendation (2)



## Increase Brand Trust: Patient Story & Good Copywriting

# Other References – Mayo Clinic



Transforming your care

Learn how we drive innovation > [Request appointment](#)

Find diseases & conditions by first letter

A B C D E F G H I J K  
L M N O P R S T U V W  
X Y Z #

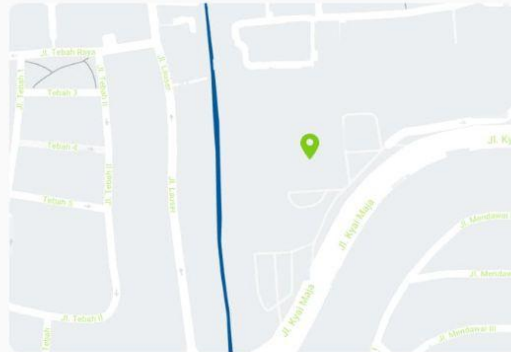
Search diseases & conditions

Q Search

## Establishing Expertise: Comprehensive & Complete Health Articles Posts

# Solutions – Contact Us Page

Kami **Siap** Untuk Melayani Anda



#### Informasi

☎ 150442 (24 Jam)  
✉ [marketing-rspp@ihc.id](mailto:marketing-rspp@ihc.id)

#### Pendaftaran

☎ 0815-1515-0442  
[Reservasi Online >](#)

#### Customer Care

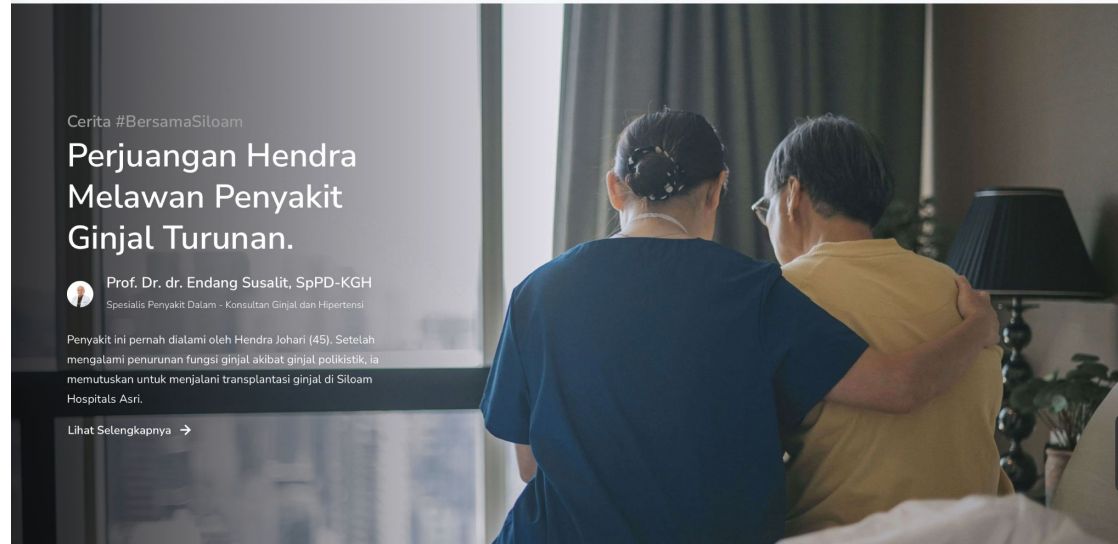
✉ [rsppcustomer@ihc.id](mailto:rsppcustomer@ihc.id)      📅 Senin - Jumat  
☎ 0812-9515-5863      🕒 08.00 - 16.00 WIB

#### Rumah Sakit Pertamina Pusat

Jl. Kyai Maja No.43, RT.4/RW.8, Gunung, Kec. Kby. Baru, Kota Jakarta Selatan,  
Daerah Khusus Ibukota Jakarta 12120  
[Lihat GoogleMaps >](#)

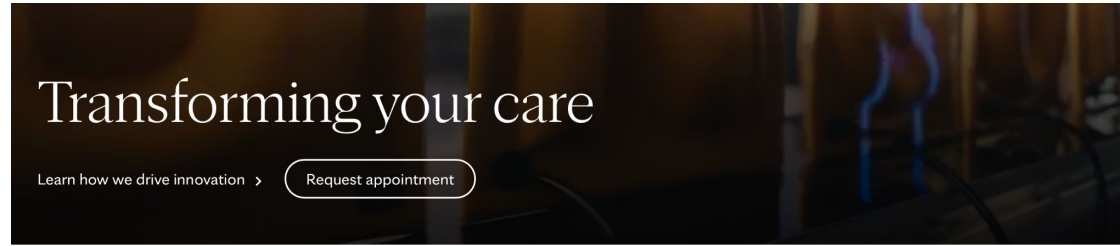
## Easy to Access Hospital Location

## Other Recommendation (2)



## Increase Brand Trust: Patient Story & Good Copywriting

# Other References – Mayo Clinic



Transforming your care

Learn how we drive innovation > [Request appointment](#)

Find diseases & conditions by first letter

A B C D E F G H I J K  
L M N O P R S T U V W  
X Y Z #

Search diseases & conditions

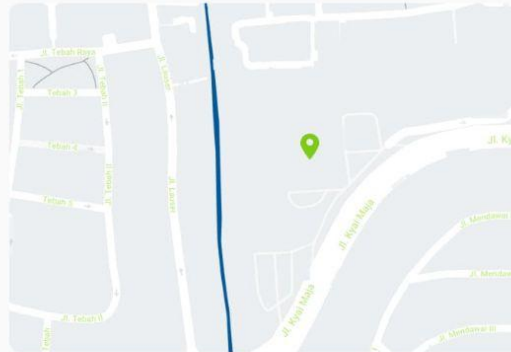
Q Search

## Establishing Expertise: Comprehensive & Complete Health Articles Posts



# Solutions - Contact Us Page

Kami **Siap** Untuk Melayani Anda



#### Informasi

☎ 150442 (24 Jam)  
✉ [marketing-rspp@ihc.id](mailto:marketing-rspp@ihc.id)

#### Pendaftaran

☎ 0815-1515-0442  
[Reservasi Online >](#)

#### Customer Care

✉ [rsppcustomer@ihc.id](mailto:rsppcustomer@ihc.id)      📅 Senin - Jumat  
☎ 0812-9515-5863      🕒 08.00 - 16.00 WIB

#### Rumah Sakit Pertamina Pusat

Jl. Kyai Maja No.43, RT.4/RW.8, Gunung, Kec. Kby. Baru, Kota Jakarta Selatan,  
Daerah Khusus Ibukota Jakarta 12120  
[Lihat GoogleMaps >](#)

## Easy to Access Hospital Location

# Solutions – Service of Excellency Page

## Kami Siap Melayani Anda Dengan Pelayanan Unggulan Kami

Fasilitas kami sudah terpercaya dan tersertifikasi sehingga menjamin kenyamanan dan keamanan pasien kami.



**Cancer Center**

Cancer Center menyediakan layanan terintegrasi bagi pasien yang akan melakukan skrining, diagnosis hingga terapi.

Selengkapnya >



**Cardiovascular**

Layanan ini berfokus pada diagnosis, tata laksana dan follow up untuk berbagai kasus jantung, pembuluh darah, otak dan saraf.

Selengkapnya >



**Burn Unit**

Fasilitas layanan untuk pasien luka bakar anak dan dewasa dengan sistem pelayanan yang komprehensif dan terintegrasi.

Selengkapnya >



**Geriatric**

Layanan aspek kesehatan dan kedokteran pada lansia yang telah mencapai usia 60 tahun ke atas dengan mengkaji semua aspek kesehatan

Selengkapnya >



**Minimal Invasive Surgery**

Prosedur pembedahan baik untuk diagnostik maupun tindakan terapi terhadap penyakit yang dilakukan melalui sayatan luka kecil

Selengkapnya >



**External Hospital Care**

Layanan kesehatan yang berhubungan dengan kegiatan promotif dan preventif kesehatan pekerja

Selengkapnya >

## Clear Services

## Old Website

Call Center IHC: 150442

PERPUSTAKAAN INFORMASI KESEHATAN   PROFIL   LAYANAN   LAYANAN UNGGULAN   INFO & MEDIA

### Home Health Care (HHC)

Nikmati pelayanan kesehatan yang **memberikan kemudahan dan kenyamanan** untuk anda dan keluarga, dimana tindakan keperawatan dilakukan dengan kunjungan ke rumah atau ke kantor.

**Layanan HHC kami terdiri dari :**

- Home visit : dokter umum, dokter spesialis, perawat, fisioterapis, analis lab, ahli gizi, dan lain-lain
- Lab : pengambilan sample darah, swab PCR/Antigen
- Home care **24 Jam** oleh perawat
- Layanan Telekonsultasi
- Pemberian Vitamin dan Booster
- Penyewaan Alat Kesehatan

**Keterangan lebih lanjut hubungi:**

HHC RSGP : (021) 7219287 atau 7219267  
Agus Sunaryono, S.Kep.Ners (0812-8045-7823)  
Muhammad Win Azzami, SAKM (0819-9505-1092)

**Cari Jadwal Dokter**

Temukan jadwal dokter, booking atau buat janji dengan dokter ahli, spesialis atau umum yang berpengalaman

\* Jadwal Dokter dapat berubah sewaktu-waktu, informasi lebih lanjut hubungi Call Center di 150442 atau lakukan [Reservasi Online](#)

Layanan Kesehatan

Pilih Hari \*Optional

Pilih Dokter \*Optional

Ambulan

IGD 24 Jam (021) 7219254   www.rsgp.co.id   @rsgupertamina   We Care & We Cure

## New Website ([Prototype Link](#))

Member of MAYO CLINIC CARE NETWORK

Call Center IHC: 150442 [Panggilan Darurat](#)

**IHC**  
Indonesian Hospital Care

Home Profil Layanan Layanan Unggulan Media Hubungi Kami

### Nyaman Sepenuhnya, Sehat Seutuhnya

Book your polyclinic or telemedicine at one of our BUMN Hospitals.

[Cari Semua](#) [Cari Dokter](#) [Daftar Reservasi](#)

Ada kunci

[Layanan Ambulan](#) [Informasi](#) [Layanan Unggulan](#) [Lokasi Rumah Sakit](#) [Paket Medis](#)

**25**  
Poli Kesehatan

**140**  
Dokter Ahli

**51**  
Tahun Pelayanan

Tentang Kami

### Mengapa Memilih RS Pusat Pertamina

Kami hadir memberikan pelayanan kesehatan terbaik dengan menyediakan fasilitas dan layanan yang lengkap. Dengan layanan kesehatan berbasis Value Based Care yang didukung teknologi, edukasi dan riset sehingga dapat memberikan pengalaman terbaik bagi pasien.

[Tentang Kami](#)



Layanan Kami

### Layanan Terbaik Kami untuk Anda

Kami selalu memusatkan untuk memberikan yang terbaik pada pasien-pasien kami dari berbagai golongan. Kami dengan bangga memberikan layanan medis untuk masyarakat Indonesia.



Cancer Center menyediakan layanan onkologi bagi pasien yang akan melakukan skrining, diagnosis hingga terapi.

[Selengkapnya >](#)



Layanan multidisiplin berfokus pada diagnosis, tata laksana & follow up untuk berbagai kasus penyakit, pembuluh darah, otak & saraf.

[Selengkapnya >](#)

**Kami Bergerak, Memenuhi  
Kebutuhan Medis Anda**

Dukung tenaga kesehatan yang kompeten dan handal serta peralatan medis yang mutakhir. Kami siap mengoptimalkan pelayanan dalam memberikan pelayanan kesehatan kepada protegan.

Jadwal Praktek  
Senin - Minggu

Jam Operasional  
08.00 - 20.00 WIB

[Daftar Reservasi](#)

IHC Telemed

### Cek Hasil Tes Lab Anda Dengan IHC Telemed

Daftar reservasi dan cek hasil lab Anda dengan cepat dan mudah.

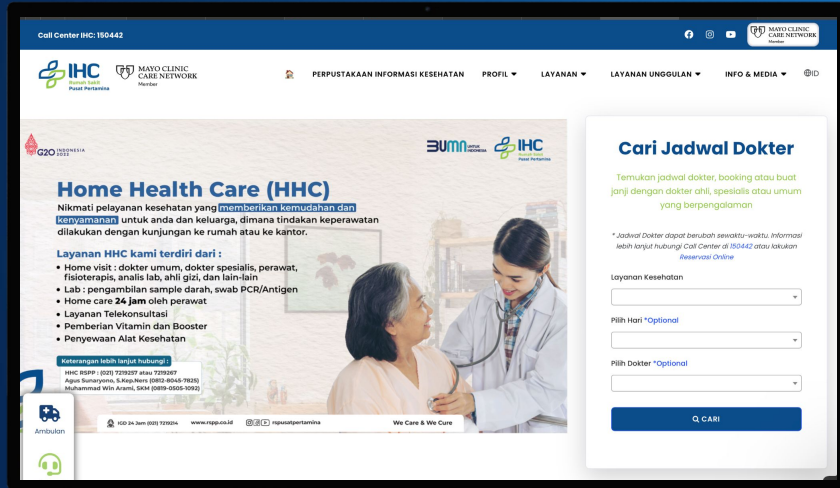


### RS Pusat Pertamina Sebagai Member dari Mayo Clinic Care Network

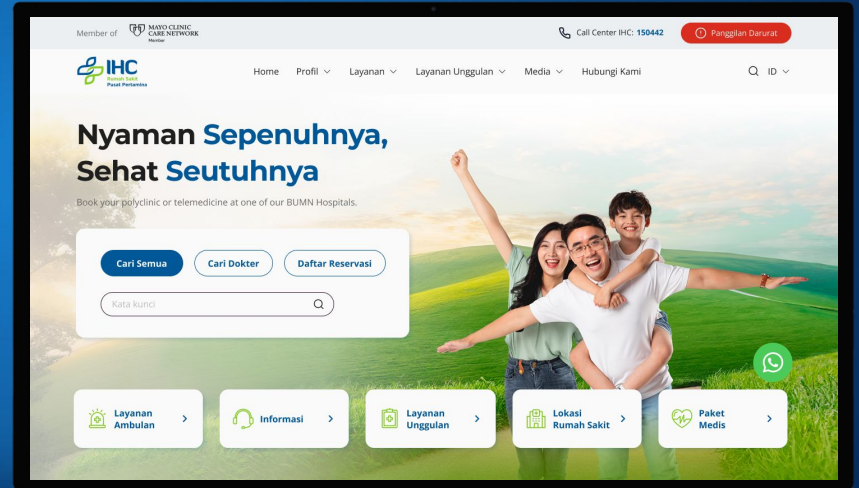
Kami berbagi komitmen yang sama terhadap perawatan berkualitas tinggi yang berpusat pada pasien.

[Pelajari Lebih Lanjut](#)

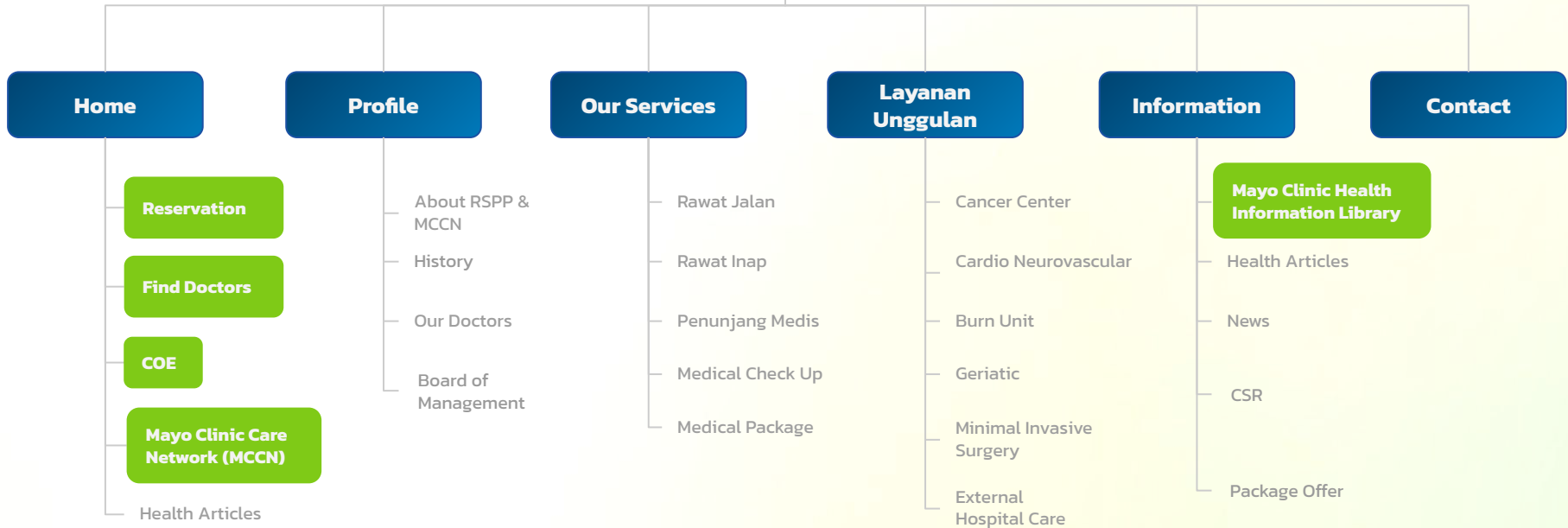
Before



After



# RSPP New Sitemap



# Our goals is to improve UI/UX of the New Website

## Old Website

Unclear hierarchy & have not achieve local hospital website standards

Not optimized mobile responsive

Long steps and takes 4m30s to book an appointment

Unclear website sitemap and content classification



## New Website

Better UI, and aim to achieve UI standard of international hospital website

Optimized for mobile responsive

Optimize steps and improve overall UX and only take 1m30s to book an appointment

Clear content classification and tailored website content flow

# New Website KPI 2024

UI

Primary

**Achieve UI that meets Mayo & International Standards**

Secondary

**Improve Hierarchy and overall UI**

UX

Primary

**Reduce reservation time to 1 minute 30 seconds**

Secondary

**Improve Website Structure and overall UX**



# SEO Analysis

# SEO Goals

- Membangun brand story dan awareness terhadap IHC RSPP

# Main Objectives

- Meningkatkan jumlah kunjungan user ke website IHC RSPP

**First, let's take a look at**

# **Current Website Condition**

# Website Traffic Overview

## rspp.co.id

### Last 30 Days

● Organic Traffics

**23.6k**

● Backlinks

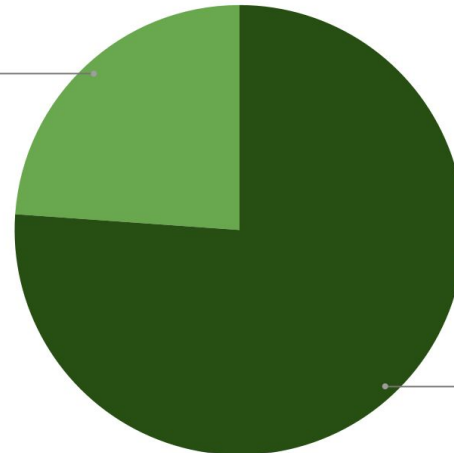
**658**

● Organic Keywords

**15.2k**

**Disclaimer** all the data are not 100% accurate. There may be some [data discrepancies](#)

Brand keyword  
23.9%



Non brand keyword  
76.1%

# SEO Competitors



RSPP

**23.6K**  
Organic Traffic

**15.2K**  
Organic Keywords

**658**  
Backlink



Siloam

**13.3M**  
Organic Traffic

**928K**  
Organic Keywords

**16.1K**  
Backlink



RS Pelni

**14K**  
Organic Traffic

**6.3K**  
Organic Keywords

**1.8K**  
Backlink



RS Pondok Indah

**155K**  
Organic Traffic

**88.2K**  
Organic Keywords

**15.4K**  
Backlink



Mitra Keluarga

**1.7M**  
Organic Traffic

**352K**  
Organic Keywords

**35.7K**  
Backlink

# So that's why

# We need SEO

To increase **traffic & visibility** in Google search results **organically**.

# And now let's take a look at

# Our Pain Points

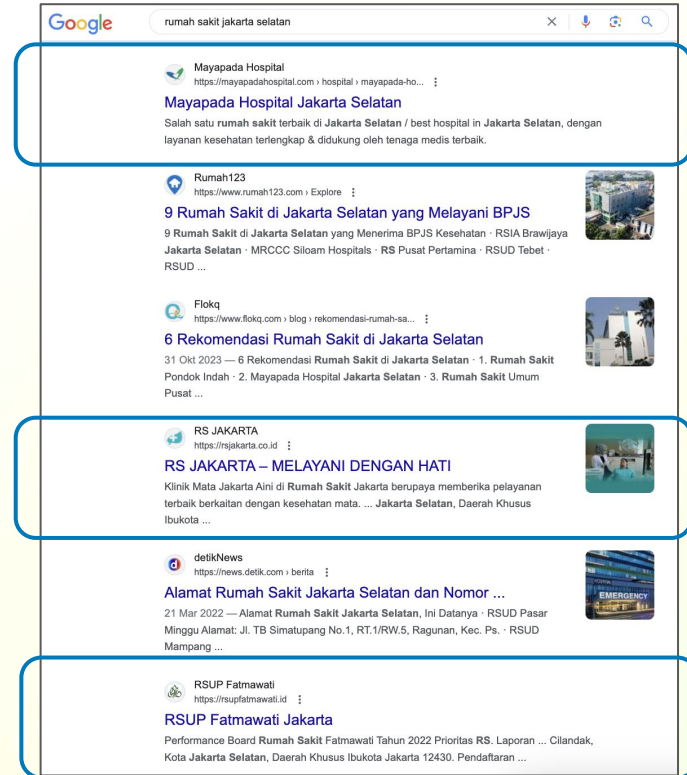
# Pain Points

## “Rumah Sakit Jakarta Selatan”

(monthly search volume=800)

Competitors that rank:

1. Mayapada Hospital
2. RS Jakarta
3. RSUP Fatmawati Jakarta



Google rumah sakit jakarta selatan

**Mayapada Hospital**  
<https://mayapadahospital.com> > hospital > mayapada-ho...  
**Mayapada Hospital Jakarta Selatan**  
 Salah satu rumah sakit terbaik di Jakarta Selatan / best hospital in Jakarta Selatan, dengan layanan kesehatan terlengkap & didukung oleh tenaga medis terbaik.

**Rumah123**  
<https://www.rumah123.com> > Explore  
**9 Rumah Sakit di Jakarta Selatan yang Melayani BPJS**  
 9 Rumah Sakit di Jakarta Selatan yang Menerima BPJS Kesehatan · RSIA Brawijaya Jakarta Selatan · MRCCC Siloam Hospitals · RS Pusat Pertamina · RSUD Tebet · RSUD ...

**Floq**  
<https://www.floq.com> > blog > rekomendasi-rumah-sa...  
**6 Rekomendasi Rumah Sakit di Jakarta Selatan**  
 31 Okt 2023 — 6 Rekomendasi Rumah Sakit di Jakarta Selatan · 1. Rumah Sakit Pondok Indah · 2. Mayapada Hospital Jakarta Selatan · 3. Rumah Sakit Umum Pusat ...

**RS JAKARTA**  
<https://rsjakarta.co.id>  
**RS JAKARTA – MELAYANI DENGAN HATI**  
 Klinik Mata Jakarta Anini di Rumah Sakit Jakarta berupaya memberika pelayanan terbaik berkaitan dengan kesehatan mata. ... Jakarta Selatan, Daerah Khusus Ibukota ...

**detikNews**  
<https://news.detik.com> > berita  
**Alamat Rumah Sakit Jakarta Selatan dan Nomor ...**  
 21 Mar 2022 — Alamat Rumah Sakit Jakarta Selatan, Ini Datanya · RSUD Pasar Minggu Alamat: Jl. TB Simatupang No.1, RT.1/RW.5, Ragunan, Kec. Ps. · RSUD Mampang ...

**RSUP Fatmawati**  
<https://rsupfatmawati.id>  
**RSUP Fatmawati Jakarta**  
 Performance Board Rumah Sakit Fatmawati Tahun 2022 Prioritas RS. Laporan ... Cilandak, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12430. Pendaftaran ...



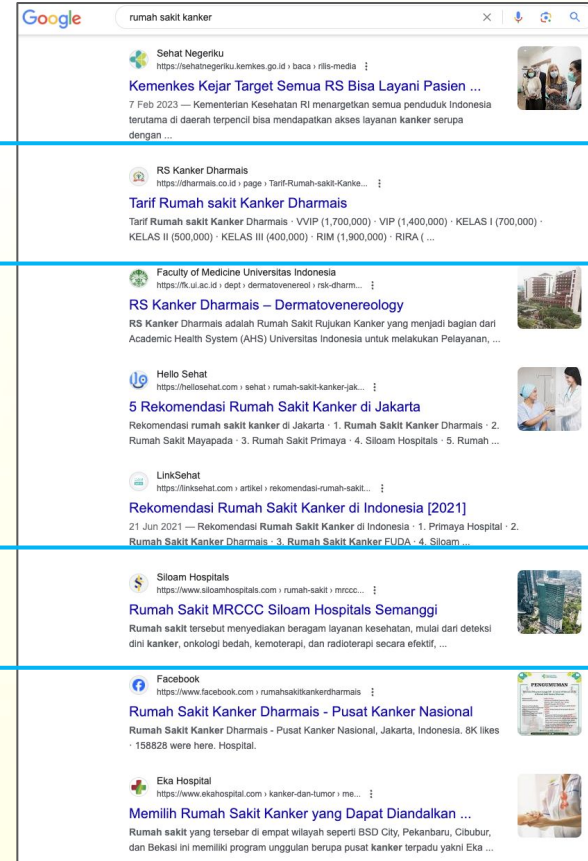
# Pain Points

## “Rumah Sakit Kanker”

(monthly search volume=250)

Competitors that rank:

1. RS Dharmais
2. Siloam Hospitals
3. Eka Hospital



The screenshot shows a Google search for "rumah sakit kanker". The search results are as follows:

- Sehat Negeri** (https://sehatnegeri.kemkes.go.id) - Kemenkes Kejar Target Semua RS Bisa Layani Pasien ... (7 Feb 2023)
- RS Kanker Dharmais** (https://dharmais.co.id) - Tarif Rumah sakit Kanker Dharmais (Tarif Rumah sakit Kanker Dharmais - VVIP (1,700,000) - VIP (1,400,000) - KELAS I (700,000) - KELAS II (500,000) - KELAS III (400,000) - RIM (1,900,000) - RIRA (...))
- Faculty of Medicine Universitas Indonesia** (https://fk.ui.ac.id) - RS Kanker Dharmais – Dermatovenereology (RS Kanker Dharmais adalah Rumah Sakit Rujukan Kanker yang menjadi bagian dari Academic Health System (AHS) Universitas Indonesia untuk melakukan Pelayanan, ...)
- Hello Sehat** (https://hellosehat.com) - 5 Rekomendasi Rumah Sakit Kanker di Jakarta (Rekomendasi rumah sakit kanker di Jakarta - 1. Rumah Sakit Kanker Dharmais - 2. Rumah Sakit Mayapada - 3. Rumah Sakit Primaya - 4. Siloam Hospitals - 5. Rumah ...)
- LinkSehat** (https://linksehat.com) - Rekomendasi Rumah Sakit Kanker di Indonesia [2021] (21 Jun 2021 — Rekomendasi Rumah Sakit Kanker di Indonesia - 1. Primaya Hospital - 2. Rumah Sakit Kanker Dharmais - 3. Rumah Sakit Kanker FUDA - 4. Siloam ...)
- Siloam Hospitals** (https://www.siloamhospitals.com) - Rumah Sakit MRCCC Siloam Hospitals Semanggi (Rumah sakit tersebut menyediakan beragam layanan kesehatan, mulai dari deteksi dini kanker, onkologi bedah, kemoterapi, dan radioterapi secara efektif, ...)
- Facebook** (https://www.facebook.com) - Rumah Sakit Kanker Dharmais - Pusat Kanker Nasional (Rumah Sakit Kanker Dharmais - Pusat Kanker Nasional, Jakarta, Indonesia. 8K likes · 158826 were here. Hospital.)
- Eka Hospital** (https://www.ekahospital.com) - Memilih Rumah Sakit Kanker yang Dapat Diandalkan ... (Rumah sakit yang tersebar di empat wilayah seperti BSD City, Pekanbaru, Cibubur, dan Bekasi ini memiliki program unggulan berupa pusat kanker terpadu yakni Eka ...)

# And now let's take a look at

# Top 10 Keywords

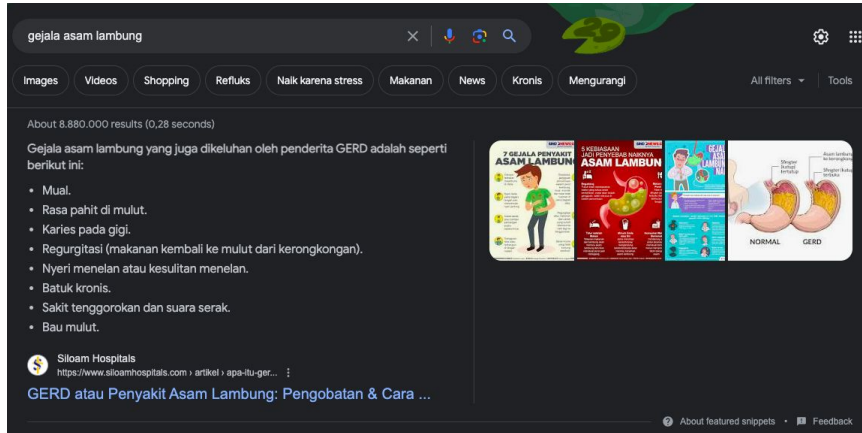
Compared to **our competitors**

# RSPP Top 10 Keyword

Keyword	Volume	Organic traffic	Current position	Current URL
rspp	5900	3389	1	<a href="https://www.rspp.co.id/">https://www.rspp.co.id/</a>
flu singapura	50000	898	13	<a href="https://www.rspp.co.id/artikel-detail-305-Flu-Singapura-Pada-Anak-Gejala,-Pencegahan,-dan-Pengobatan.html">https://www.rspp.co.id/artikel-detail-305-Flu-Singapura-Pada-Anak-Gejala,-Pencegahan,-dan-Pengobatan.html</a>
karang gigi	20000	874	6	<a href="https://www.rspp.co.id/artikel-detail-170-Karang-Gigi.-Penyebab-dan-Faktor-Risiko-yang-Perlu-Diketahui.html">https://www.rspp.co.id/artikel-detail-170-Karang-Gigi.-Penyebab-dan-Faktor-Risiko-yang-Perlu-Diketahui.html</a>
diare	40000	759	11	<a href="https://www.rspp.co.id/artikel-detail-234-Mengatasi-Diare-Penyebab,-Gejala,-dan-Cara-Penanganan.html">https://www.rspp.co.id/artikel-detail-234-Mengatasi-Diare-Penyebab,-Gejala,-dan-Cara-Penanganan.html</a>
rumah sakit pertamina	1200	600	1	<a href="https://www.rspp.co.id/">https://www.rspp.co.id/</a>
maag kambuh	11000	548	7	<a href="https://www.rspp.co.id/artikel-detail-291-Beware!-Tanda-Maag-Kambuh-dan-Cara-Mengatasinya!.html">https://www.rspp.co.id/artikel-detail-291-Beware!-Tanda-Maag-Kambuh-dan-Cara-Mengatasinya!.html</a>
rumah sakit pusat pertamina	1000	470	1	<a href="https://www.rspp.co.id/">https://www.rspp.co.id/</a>
rspp jakarta	900	461	1	<a href="https://www.rspp.co.id/">https://www.rspp.co.id/</a>
penyebab mencret	8000	443	7	<a href="https://www.rspp.co.id/artikel-detail-234-Mengatasi-Diare-Penyebab,-Gejala,-dan-Cara-Penanganan.html">https://www.rspp.co.id/artikel-detail-234-Mengatasi-Diare-Penyebab,-Gejala,-dan-Cara-Penanganan.html</a>
foto di rumah sakit	12000	391	11	<a href="https://www.rspp.co.id/gallery.html">https://www.rspp.co.id/gallery.html</a>

Currently RSPP **COE keyword** doesn't rank as the most keyword who bring traffic to the website. But RSPP has strong brand awareness with informational keywords related to mild illnesses.

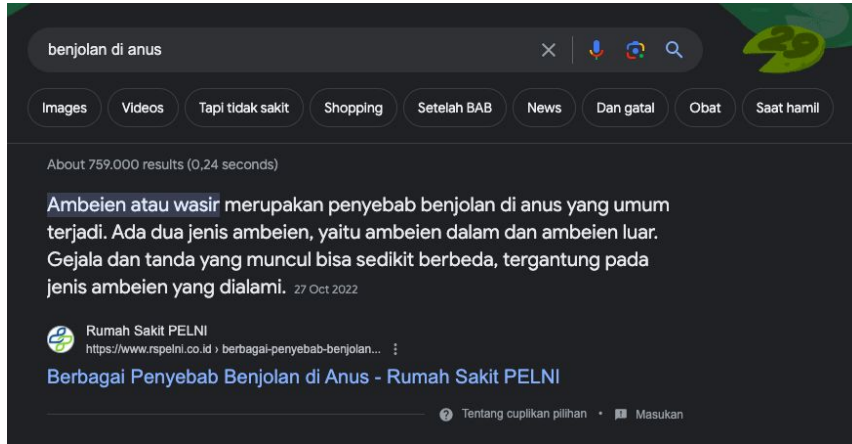
# RS Siloam Top 10 Keyword



Keyword	Volume	Organic traffic	Current position
sakit perut sebelah kiri	88000	56251	1
gejala tipes	98000	42645	1
obat sakit gigi	381000	33802	5
manfaat buah naga	45000	33403	1
penyebab mimisan	43000	32836	1
gejala asam lambung	36000	31077	1
obat asam urat	151000	28719	3
penyebab telat haid	18000	28309	1
obat batuk alami	45000	28293	1
infeksi saluran kemih	40000	27640	1

Top 10 Siloam keyword match with their COE. They also divide keyword based on informational **awareness** and **consideration**. The website visitors of RS Siloam are predominantly searching for information about common disease symptoms and medication for specific illnesses.

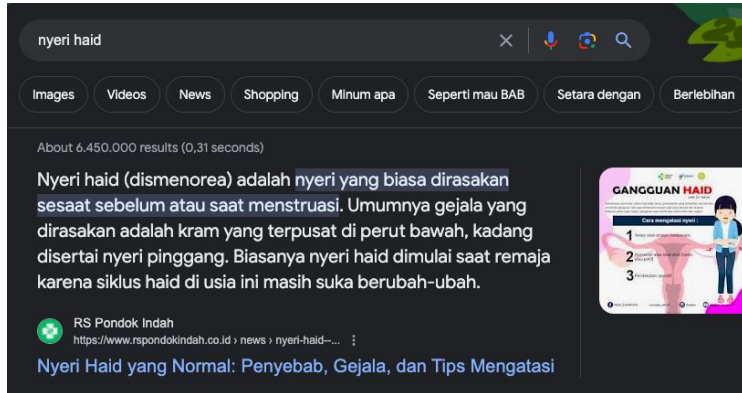
# RS Pelni Top 10 Keyword



Keyword	Volume	Organic traffic	Current position
benjolan di anus	4000	3799	1
rumah sakit pelni	3800	1359	1
jadwal dokter rs pelni	700	799	1
rs pelni	6200	546	1
pelni co id	5400	413	7
benjolan di lubang dubur	1400	325	1
pelni. co. id	4600	299	8
jadwal dokter rs pelni bpjs	300	245	1
rs pelni petamburan	500	224	1
tipes karena kelelahan	900	175	1

Top 10 keyword RS Pelni are filled by branded keyword (**conversion**) and **awareness** keyword. RS Pelni has quite good brand awareness followed by doctor schedule information and general information about disease symptoms.

# RS Pondok Indah Top 10 Keyword



Keyword	Volume	Organic traffic	Current position
rspi bintaro	6400	4671	1
rs pondok indah bintaro	5100	3326	1
nyeri haid	7900	3255	1
rspi puri indah	5600	3188	1
rs pondok indah	5000	2894	1
rs pondok indah puri indah	3900	2471	1
rspi	4100	2361	1
rs puri indah	3600	2355	1
flu tulang	5700	2263	1
cara mengatasi asam lambung naik	23000	1561	7

Top 10 keyword RS Pondok Indah are filled by branded keyword (**conversion**), **awareness** and **consideration** keyword. RSPI is dominated by pure brand awareness & localization.

## Other Recommendation (1)

The screenshot shows the website header with navigation links: Pasien & Pengunjung, Perusahaan, Healthpedia, Emergensi 1-500-911, WhatsApp, Hubungi Kami, and Masuk/Daftar. A banner for 'New Year Starter Pack' is visible, along with a 'Penawaran terbatas Paket Skrining Umum' starting from 800rb. The main content area features a red-bordered box with the text 'Ketika Pengalaman Bertemu Kepedulian' and a sub-headline 'Ketika Pengalaman Bertemu Kepedulian'. Below this, three specialty cards are displayed:

- Nefrologi:** 260+ Operasi Transplantasi Ginjal. Hingga saat ini, 260+ pasien Siloam Hospitals memiliki harapan hidup baru usai transplantasi ginjal.
- Kardiologi:** 3,7K+ Prosedur PCI per Tahun. Selama 2022, Siloam Hospitals telah melakukan 3.700+ prosedur PCI terhadap pasien jantung.
- Neurosains:** 12K+ Bedah Saraf per Tahun. Selama 2022, Siloam Hospitals melakukan 12.000+ bedah saraf demi meningkatkan kualitas hidup pasien.

## Clear Communication: Specialty Section & Good Copywriting

There's a lot of room for improvement on RSPP Website's SEO

# We can **optimize keywords** to cater users need in **every steps** in the user journey



# Topics in every customer journey

## Awareness

(blogs, news)



- Apa itu leukimia, serangan jantung, dll
- Peran gen BRCA dalam kanker payudara
- Penyebab penyakit, cara mencegah

## Consideration

(blogs, news, event, new product/services introduction)



- Obat sakit jantung
- Cara mengatasi henti jantung
- Perawatan pasca operasi jantung

## Conversion

(COE pages, services pages, clinic pages, etc)



- Poli jantung, poli saraf, dll
- Dokter jantung, dokter ortopedi, dll
- IGD terdekat
- Medical check up lengkap

# Keywords Opportunity Based on COE Cardiovascular

Conversion	
Keyword	Volume
dokter spesialis jantung	1400
dokter jantung di jakarta	700
poli jantung	450
spesialis jantung dan pembuluh darah	250
poli jantung RSPP	10

Awareness	
Keyword	Volume
gejala penyakit jantung	12000
fungsi jantung	11000
pembengkakan jantung	11000
denyut jantung normal	6600
gejala serangan jantung	4900

Consideration	
Keyword	Volume
cara mengatasi gelisah dan jantung berdebar	2900
cara menjaga kesehatan jantung	1700
obat sakit jantung	2500
obat pembengkakan jantung	900
tips menjaga kesehatan jantung	150

# Keywords Opportunity Based on COE Oncology

Conversion	
Keyword	Volume
spesialis onkologi	1100
dokter spesialis onkologi	450
dokter spesialis kanker	350
poli onkologi	250
dokter spesialis onkologi di Jakarta	30

Awareness	
Keyword	Volume
penyebab kanker payudara	17000
ciri ciri kanker payudara	16000
gejala kanker serviks	11000
ciri ciri kanker kelenjar getah bening stadium 1	8300
gejala kanker paru paru	5200

Consideration	
Keyword	Volume
pengobatan kanker serviks	1100
pengobatan kanker paru paru	800
pengobatan kanker payudara	800
pengobatan kanker hati	350
pengobatan kanker kolorektal	200

# Keywords Opportunity Based on COE Neurology

Conversion	
Keyword	Volume
dokter spesialis saraf	1400
dokter bedah saraf	500
poli saraf	500
dokter saraf jakarta	150
rumah sakit saraf di jakarta	50

Awareness	
Keyword	Volume
penyebab saraf kejepit	3900
ciri ciri saraf kejepit	3700
struktur sel saraf	3100
penyakit saraf	2600
gejala saraf kejepit	2500

Consideration	
Keyword	Volume
terapi saraf kejepit	3500
pengobatan saraf kejepit	1600
vitamin untuk saraf	1000
operasi bedah saraf	200
bedah saraf adalah	100

# Keywords Opportunity Based on COE

## Obgyn

Conversion	
Keyword	Volume
dokter spesialis kandungan	1300
poli obgyn	1700
kllinik usg kandungan terdekat	500
praktek dokter kandungan terdekat	1200
dokter kandungan jakarta selatan	250

Awareness	
Keyword	Volume
ciri ciri orang hamil	144k
keputihan saat hamil	34k
buah yang bagus untuk ibu hamil	13000
hamil di luar kandungan	9400
kaki bengkak saat hamil	8600

Consideration	
Keyword	Volume
cara cepat hamil	14000
cara mengatasi mual saat hamil	4300
cara menghitung imt ibu hamil	2300
cara mengatasi sembelit pada ibu hamil	1800
cara menghentikan flek saat hamil muda	1600

**And now let's take a look at**

# Quick Website Audit

# On-Page SEO: Title Over 60 Character



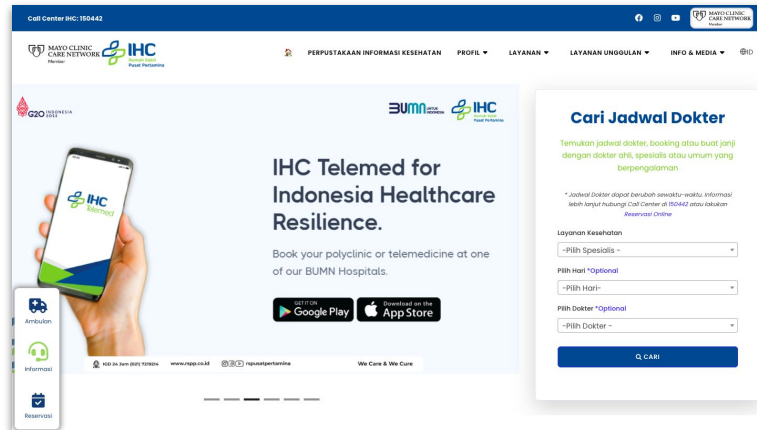
**Title** ? Senam Nifas: Kembali Sehat dan Bugar Setelah Melahirkan | Rumah Sakit Pertamina Pusat  
85 characters

A meta title, also known as a title tag, refers to the text that is displayed on search engine result pages and browser tabs to indicate the topic of a webpage.

Action:

- 60-70 char
- Insert meta desc using plugin yoast SEO

# On-Page SEO: Missing H1



All headers in order of their appearance in HTML.

```
<H2> MENGAPA MEMILIH RS PUSAT PERTAMINA
<H3> *"Karena Kebutuhan Anda Prioritas Kami"
<H2> Dokter Kami
<H3> dr. Margareta Komalasari, Sp.A
<H3> dr. Ahmad Subangkit
<H3> dr. ADRIAN TUAHTA GINTING, Sp.B-KBD
<H3> dr. Afriyanti Sandhi, Sp.BP-RE, MARS
<H2> Mitra Kami
<H2> Promo Saat Ini
<H2> Artikel Kesehatan
<H2> Berita
<H2> 51 Tahun
<H4> Melayani Anda
<H2> 30
<H4> Penghargaan
<H2> 146
<H4> Dokter
```

Just like a book, every single page in our website must contain one Heading 1. Heading 1 is a main content, we recommend 60-70 character for every pages include keyword.

Action plan:

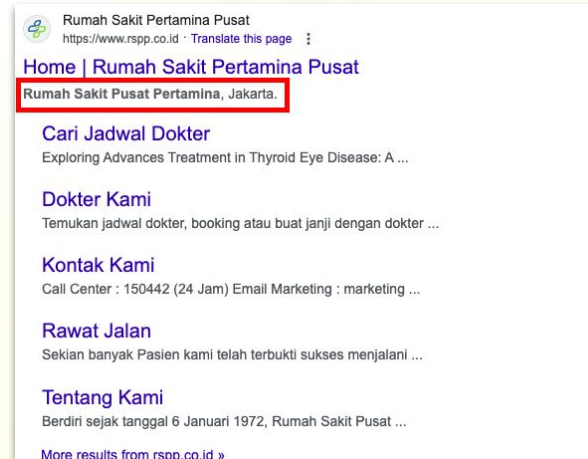
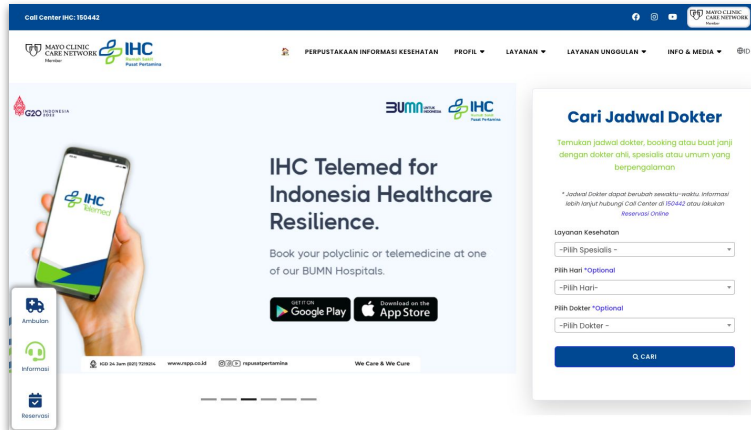
ALL RIGHTS RESERVED DREAMBOX GROUP

This proposal and presentation is the intellectual property of Dreambox Group. Copyright is reserved.

● Insert H1 using plugins Yoast SEO



# On-Page SEO: Missing Meta Description



Meta description is a preview about our content. The meta description helps to attract users to explore our website further. We recommend 155-160 character for every pages include keyword.

- Insert meta desc using plugins Yoast SEO

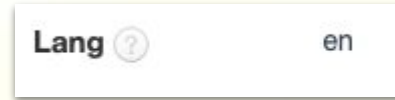
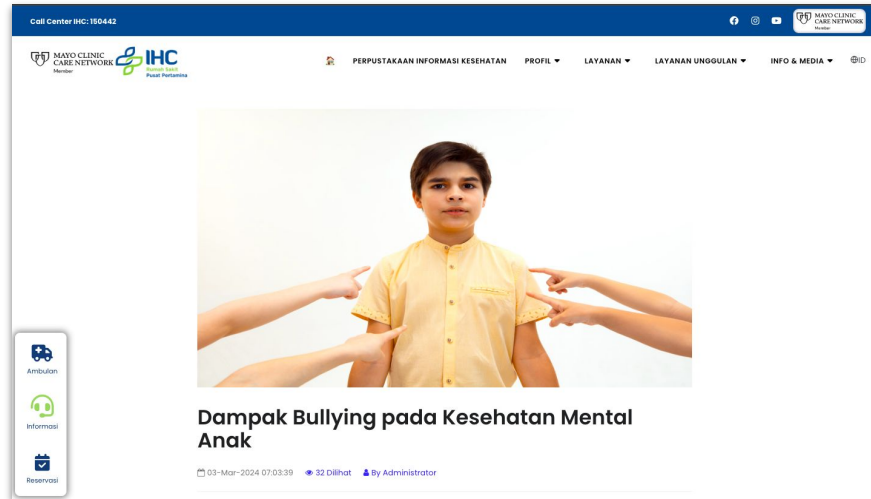
# On-Page SEO: Images Missing Title & Alt Text

The screenshot shows the IHC website interface. On the left, there is a promotional banner for 'IHC Teledem for Indonesia Healthcare Resilience' featuring a hand holding a smartphone with the IHC app. On the right, there is a 'Cari Jadwal Dokter' (Find Doctor Schedule) form with various dropdown menus for selecting a specialist, day, and doctor. Below the form is a search button labeled 'CARI'. To the right of the website screenshot, a list of image files is shown, each with its filename, alt text, and title text. The alt and title text for all images in the list are missing, indicated by slashes (/).

img_161120231700136701IMROZ	ALT: /	Title: /
img_170820221660746638AQXOG.jpg	ALT: /	Title: /
img_130320231678695591K71HF.jpg	ALT: /	Title: /
img_17082022166070765991M7K.jpg	ALT: /	Title: /
img_070920221662520968C8R2Y.png	ALT: PERTAMINA	Title: /
img_0709202216625216435E5TO.png	ALT: ADMEDIKA	Title: /
img_0709202216625216523IX35.png	ALT: MANDIRI	Title: /

The title and alt text on images function to facilitate Google in recognizing and storing the image for similar queries.

# Technical SEO: Html Lang Doesn't Match



HTML stands for HyperText Markup Language. It's a scripting language that web browsers use to structure web pages and their content. Currently all url in RSPP website Indonesian version using Html English. We recommended to using html lang same as the content language.

# Technical SEO: Missing Sitemap

## XML Sitemap

Generated by **Yoast SEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on [sitemaps.org](https://sitemaps.org).

This XML Sitemap Index file contains 11 sitemaps.

Sitemap	Last Modified
<a href="https://bunda.co.id/post-sitemap.xml">https://bunda.co.id/post-sitemap.xml</a>	2023-09-08 02:59 +00:00
<a href="https://bunda.co.id/page-sitemap.xml">https://bunda.co.id/page-sitemap.xml</a>	2024-02-27 10:18 +00:00
<a href="https://bunda.co.id/qsm_quiz-sitemap.xml">https://bunda.co.id/qsm_quiz-sitemap.xml</a>	2023-11-02 03:29 +00:00
<a href="https://bunda.co.id/doctors-sitemap.xml">https://bunda.co.id/doctors-sitemap.xml</a>	2024-02-06 10:43 +00:00
<a href="https://bunda.co.id/testimoni-sitemap.xml">https://bunda.co.id/testimoni-sitemap.xml</a>	2022-01-31 11:26 +00:00
<a href="https://bunda.co.id/category-sitemap.xml">https://bunda.co.id/category-sitemap.xml</a>	2023-09-08 02:59 +00:00
<a href="https://bunda.co.id/post_tag-sitemap.xml">https://bunda.co.id/post_tag-sitemap.xml</a>	2023-05-12 04:16 +00:00
<a href="https://bunda.co.id/qmn_log_type-sitemap.xml">https://bunda.co.id/qmn_log_type-sitemap.xml</a>	2024-02-26 13:52 +00:00
<a href="https://bunda.co.id/locations-sitemap.xml">https://bunda.co.id/locations-sitemap.xml</a>	2024-02-06 10:43 +00:00
<a href="https://bunda.co.id/specialties-sitemap.xml">https://bunda.co.id/specialties-sitemap.xml</a>	2024-02-06 10:43 +00:00
<a href="https://bunda.co.id/services-sitemap.xml">https://bunda.co.id/services-sitemap.xml</a>	2023-08-08 06:40 +00:00

Currently, the IHC RSPP website does not have a Sitemap file. Sitemaps help Google navigate through the website and determine the priority pages to be crawled and indexed. The SEO team will assist in organizing and documenting the pages for the sitemap, which will then be implemented by the IT team.

# Our Focus SEO Strategy



# SEO Roadmap



## Website Audit

Website audit help us to tackle any technical issue in our website



## Internal & Competitor Research

Internal & competitor research help us to understand our potential



## Content Development

Give user comprehensive informations about our service. Informational & facilities keyword.



## Keyword Rank Improvements

Maintain our SEO performance



## Backlinks

PR release to boost our brand awareness

Home Makro Bursa Finansial **Sektor Rill** Indeks

Home / Sektor Rill

## Kembangkan Industri Kesehatan, RS Siloam Tingkatkan Layanan Spesialisasi

 **Puguh Hariyanto** · Kamis, 29 Februari 2024 - 14:54 WIB



PT Siloam International Hospitals Tbk (SILO) berkomitmen terus mengembangkan industri kesehatan di Indonesia melalui peningkatan layanan spesialisasi. Foto/Dok. SINDOnews

A A A

JAKARTA - PT Siloam International Hospitals Tbk (SILO) berkomitmen terus mengembangkan industri kesehatan di Indonesia melalui peningkatan layanan spesialisasi sekaligus menjadi *market leader*. Komisaris Utama SILO John Riady menyampaikan bahwa industri kesehatan merupakan salah satu industri atau sektor yang penting dan perlu dikembangkan di Indonesia.

 0       

# Backlinks

Once all steps are implemented, backlinks from media placement is needed to help boost our brand awareness. Media placement will target specific pages on the RSPP website, thereby increasing the authority of the RSPP website in the eyes of Google and helping to enhance RSPP's brand awareness.

# Traffic Growth Projection

Traffic projections are estimates of the growth that can occur on a website. Traffic projections can change according to situations and conditions that occur in search engine algorithms.

## One Year Traffic Projection

1st Month	2nd Month	3rd Month	4th Month	5th Month	6th Month	7th Month	8th Month	9th Month	10th Month	11th Month	12nd Month
23,730	24,917	26,162	27,994	30,793	33,872	37,937	42,489	46,738	51,412	59,124	67,993
5%	5%	5%	7%	10%	10%	12%	12%	10%	10%	15%	15%

By the end of this project, we will be able to gain

**3X More Traffic**



# SEO KPI 2025

## Traffic

Organic Traffic

**67,993**/month

## Keyword

Top #10 Rank Keywords

**10 Main Keywords  
related to RSPP COE**

## Deliverables

**8**

High Quality Articles  
/Month



Monthly  
Report



On Page Optimization  
Technical Optimization

# Thank you!

If you have any questions, feel free to reach out to us.



## Office Address

### SINGAPORE OFFICE

17 Upper Circular Rd, #02-00 Juta Building,  
Singapore 058415

### INDONESIA OFFICE

Summarecon Scientia Square Park  
Ruko Garden View, GV-03ATF 2nd floor  
Jalan Scientia Boulevard Gading Serpong  
Tangerang, Banten 15810

 Dreambox Marketing Consultant

 dreambox.id

 [www.dreambox.id](http://www.dreambox.id)