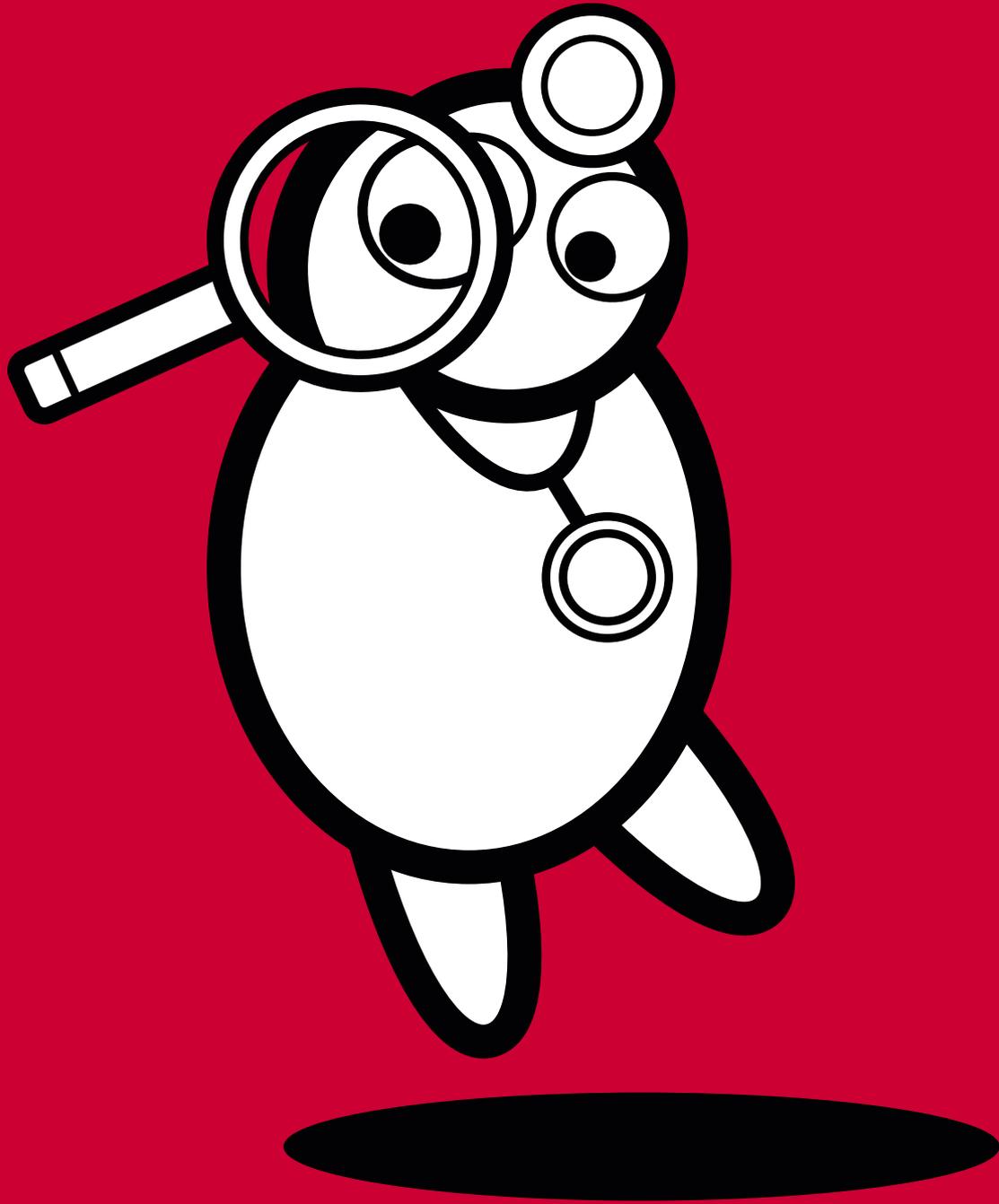


White Paper DocCheck Search



DocCheck Search – the search engine for login-protected content

While other search engines capitulate when facing HWG [German laws on pharmaceuticals advertising], DocCheck only then really gets going: the first search engine for medical professionals leads your audience safely to information on your protected product!



The problem: visibility vs. HWG

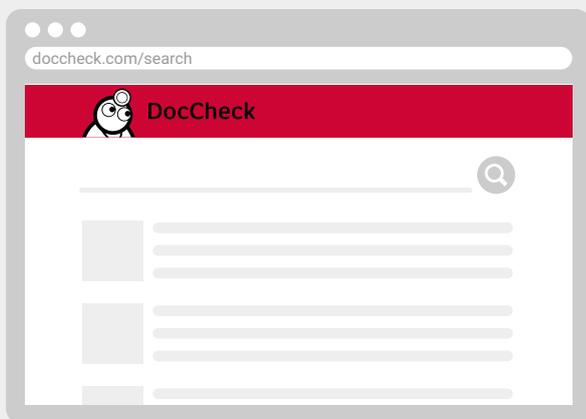
[German Law on Advertising of Medications]



When using public search engines such as Google, Bing, Yahoo etc. there's hardly any possibility of finding information (on products) which under the powers of HWG is reserved for the medical community (HWG). This mainly relates to technical information on prescription drugs, commercial product websites and drug databases. Because access login needs to be protected, the related content is missing from most search results. Thus, product communication targeted at medical professional groups is not possible or only very limited.

The solution: DocCheck Search

With over 1 million searches per month, DocCheck is the central contact point and distributor in the search for medical content. The best part: with its searching and displaying of external content, such as websites and product information, your content becomes a point of interest to those in the medical profession.



- Place your specialist group content and product information there where healthcare professionals look, cost free.
- Effectively increase visibility of your products and services.
- Bring qualified specialist-group traffic directly to your sites and product information.

To make sure that DocCheck users find your content easily, set up DocCheck Search now!

Setting up DocCheck Search is easy, free and takes just 4 steps! Here's how it works:

1

Unlock Crawler

Disable DocCheck-Login for our IP address 195.82.66.150

"DocCheck Crawler" is a program that visits your website, loads its content and prepares it for searches. In order for page contents to be able to be read by the crawler, the content pages which are protected by DocCheck Login will need to be made available to it. These pages recognise the crawler by its IP address:

Requests are always carried out from the IP address **195.82.66.150**.

You are only and exclusively providing DocCheck with reading rights, whereby DocCheck users are not given any access to your data at login – therefore no problems will arise in relation to your IT security.



Tip: The deactivation of DocCheck Login protection for the specified IP address can be quickly set up by your webmaster for you.

If there are any questions or problems, we are happy to help!

2

Register sitemap

Send us the address (URL) of the XML sitemap of your site.



The Sitemap XML format is a common scheme with the function of communicating to search engines which pages are eligible for inclusion in a search index. The URLs listed in your sitemap are loaded by DocCheck Crawler; they are included in the search and updated to reflect any change in date as indicated in the site map.

Send us the URL of your sitemaps and we will give your IT staff/engineers access to our Webmaster Tools alongside additional information relating to the status of your website in DocCheck Search.

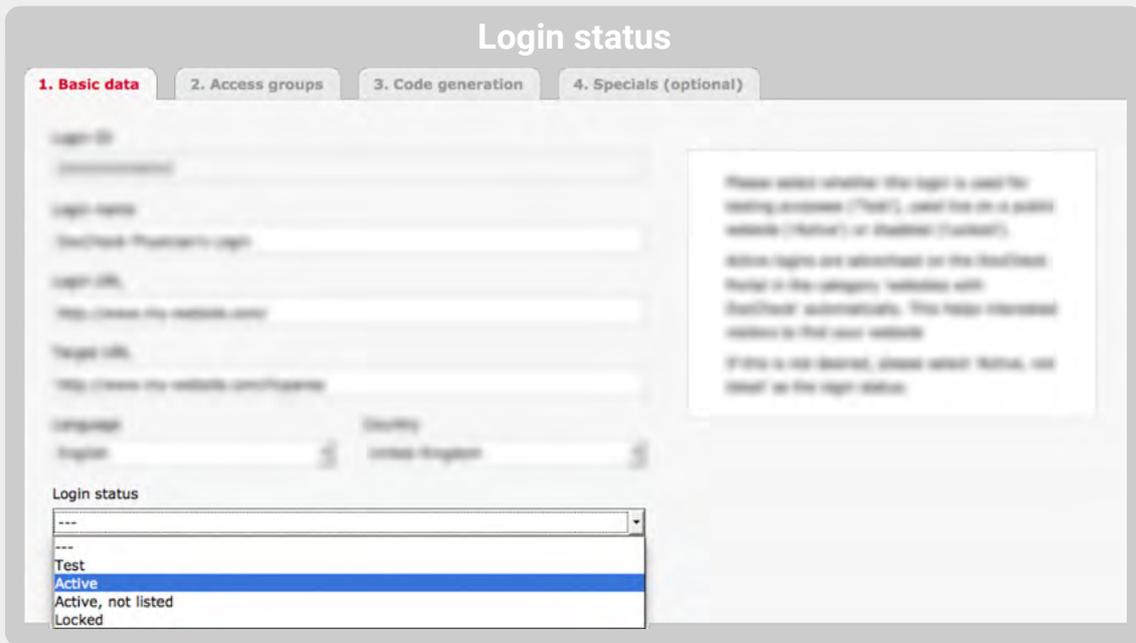
Tip: Most modern content management systems (CMS) and website tools generate such an XML-based sitemap automatically or by the press a button. For more information, see <http://www.sitemaps.org>

3

Customize your login status

Please make sure that the status of your login is set to "Active", since your content may otherwise not be found. These settings can be found at <https://crm.doccheck.com/com/> under the tab **Password protection** → **Login administration** → **1. Basic data**.





4

Fine-tuning (optional)

Ensure better search results by optimising page titles and descriptive texts of your site.

For pages which are included in DocCheck Search, the same basic specifications are valid as in other search engines. For example, in the <head> tag, page title, descriptive text and optional keywords should be included. The title gets shown directly in DocCheck Search's search results and should be as clearly, precisely and comprehensibly presented as possible, that is to say that it should contain both information on the actual page and on its appearance. In order to have specific language mapping of your content, an appropriate display in HTML form should follow, for eg. <html lang = "de"> for German language content.



Tip: The return to the original page is not only relevant for searches – in addition, when such a link is sent to colleagues or link content sent in mailings, the user should be redirected after login to the original page.

5

Final Tip

In the search results, the results are “directly” linked to your web pages – that is to say, not the home URL but the specific - protected - URL of the search hit; experts use the reference "deep link" here.

The user is not automatically logged on to your website through the use of DocCheck Search – with high probability the user will be redirected to your log-in site after clicking on a hit in the DocCheck Search. For convenience and plausibility grounds he or she should be returned after successful login to the original URL.

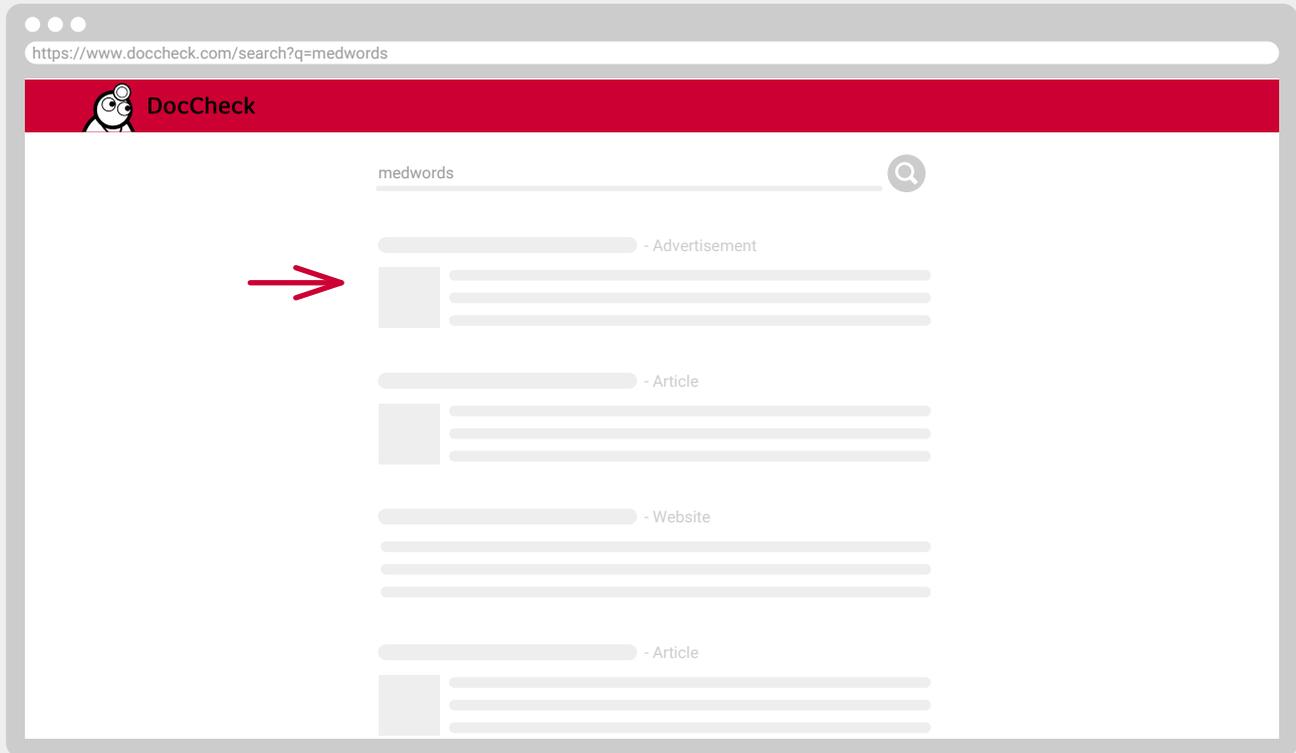


Boost your chances with **MedWords**

With placed ads (MedWords) you bring your search hits to the very top.

Even if well-tuned, we cannot predict, where your search results will be displayed, since other customers are also optimizing their websites regularly. Use MedWords to give yourself a kickstart.

MedWords are superior HTML banners, which are visually similar to regular indexed entries:



How it works

We'll need a headline (up to 80 characters), a teaser text (up to 250 characters) and the target URL to which the user shall be forwarded. Optional: Send us a thumbnail (100x100 pixels, PNG) and a link to your Summary of Product Characteristics. Using this data we will create your MedWords banner.

In addition, we'll need a collection of keywords that are supposed to activate your MedWords banner when searched for on DocCheck. You can choose as many keywords as you like without any additional costs. We will then give you an estimate of how many clicks you can expect in a defined period of time.

Note: Users will not be logged in automatically, when clicking the MedWord. Possibly, we will need a deeplink from you.

Display of your results is guaranteed

MedWords are exclusively shown in the top three places of the search results. Because we assign every MedWord three times at most, the display of your result is guaranteed. In case a MedWord is assigned multiple times, the exact placement in the top results is random.

What are the costs?

You will only pay, if your MedWord is clicked. We distinguish between non-qualified (every HCP at DocCheck) and qualified leads (only physicians, pharmacists and students).

Of course you can determine the duration of the campaign or a maximum budget. You can also book MedWords permanently and thus secure keywords that are important to you.

Note: A display to specific specialist groups is currently not possible.

- Setup fee: € 500.00
- Non-qualified click: € 2.50
- Qualified click: € 7.50

Do you have any questions?

You can reach us



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DocCheck