

Medonet reaches 62% of users interested in health on the Polish Internet

In January 2020, Medonet – a website on health being a part of the portfolio of Ringier Axel Springer Polska – decided to move to Ring Publishing. When the pandemic broke out in Poland at the beginning of March 2020, the website could function effectively due to the synergy between the expert preparation of Medonet’s editors and Ring Publishing tools. At that time, Medonet became the most important centre of knowledge about COVID-19 for Poles, recording huge increases during all waves and leaving all competitive websites behind. In March 2020, Medonet was the world’s fifth largest health website (except government websites).

○ What elements contributed to the increase?

1.

1. Quick response to the existing situation

Quick creation of a Covid widget (available also on Onet) for Medonet’s editors. The widget contained daily updates on the number of infections, recoveries and deaths (later also vaccinations).

2.

2. Preparation of dedicated native sections

Native sections on coronavirus, vaccinations and with Q&A on Covid-19 were prepared. This was possible thanks to the use of Ring Websites Manager.

3.

3. Preparation of detailed publications

- map with statistical data on coronavirus, which was the most visited web page in the portfolio of Ringier Axel Springer Polska for many months, generating millions of PVs and record TTS
- statistical data for provinces and an article with collected Q&A with a detailed explanation of 200 issues important for readers

4.

4. Stable operation in spite of huge traffic

Thanks to the use of Ring Accelerator and real-time analysis tools, the website could handle even huge and rapid traffic spikes on its sub-pages.



Medonet's Editorial Room



Award-winning medical journalists



Members of the Journalists for Health association



Editorial policy based on explanatory journalism and evidence based medicine (EBM)



Close co-operation with the medical community



Experience in writing SEO contents



In-depth user behaviour analysis

Numbers

(data from 2020)

12,4 mln

real users

99 mln

page views

39.4%

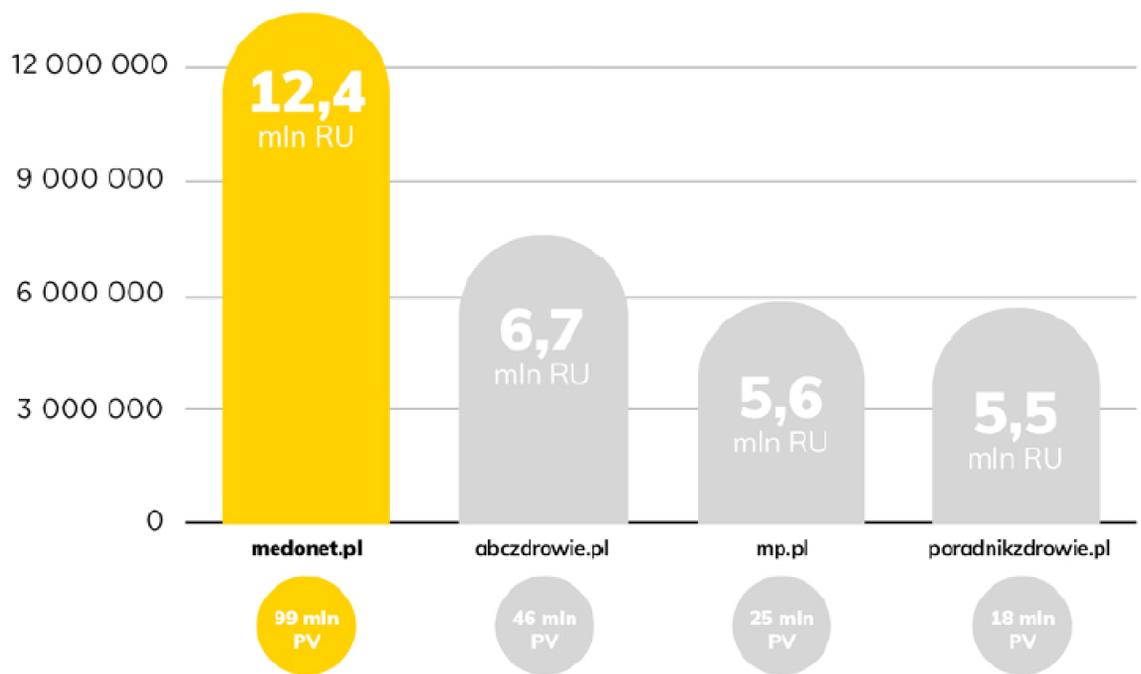
organic traffic from Google

62%

reach among users interested in health on the Polish Internet

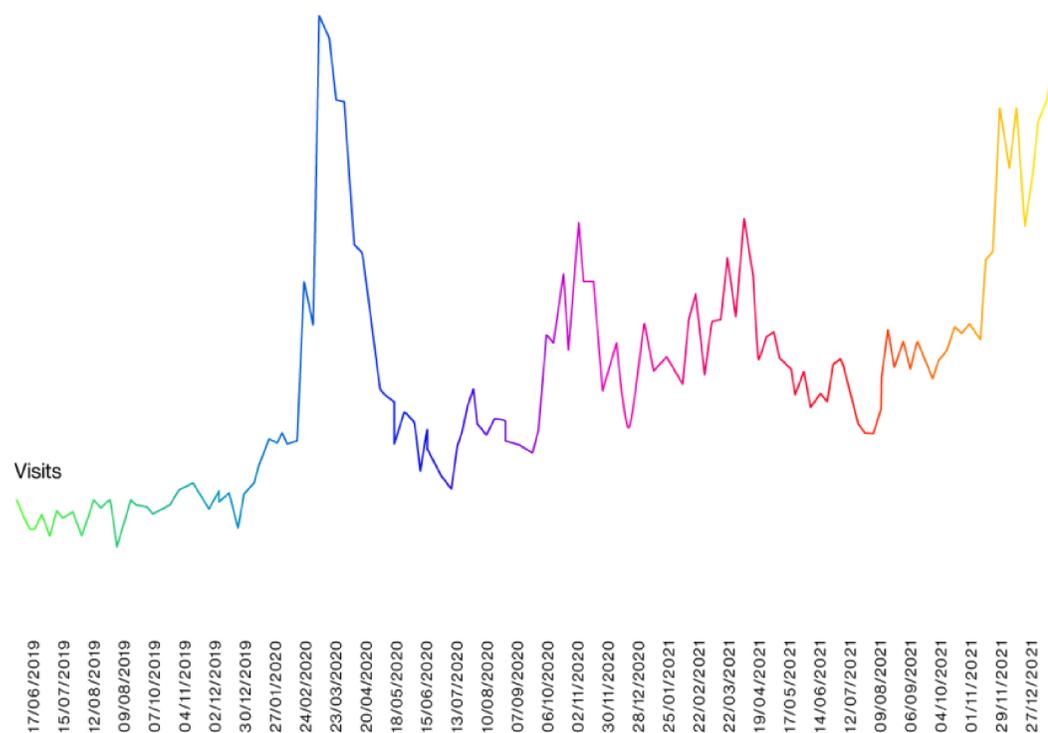
top

positions in Google for hundreds of health phrases, e.g. cough, fever, stomach ache, blood morphology, otitis, acne, rheumatism

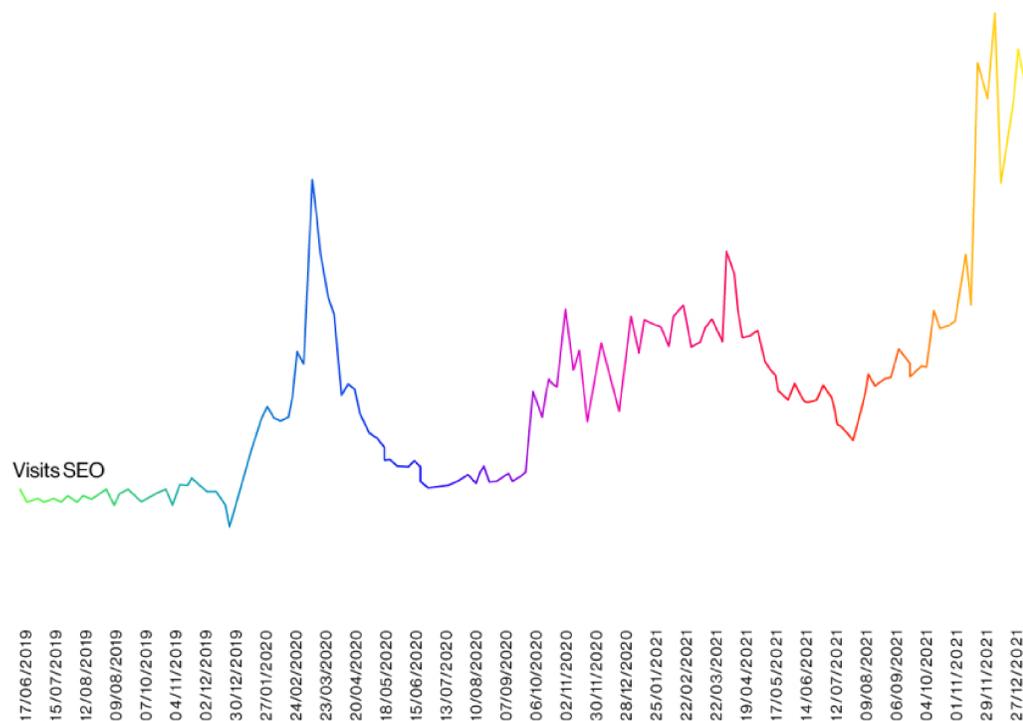


źródło: Gemius, marzec 2020

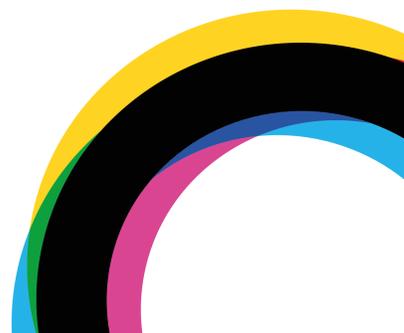
○ Trends of visits

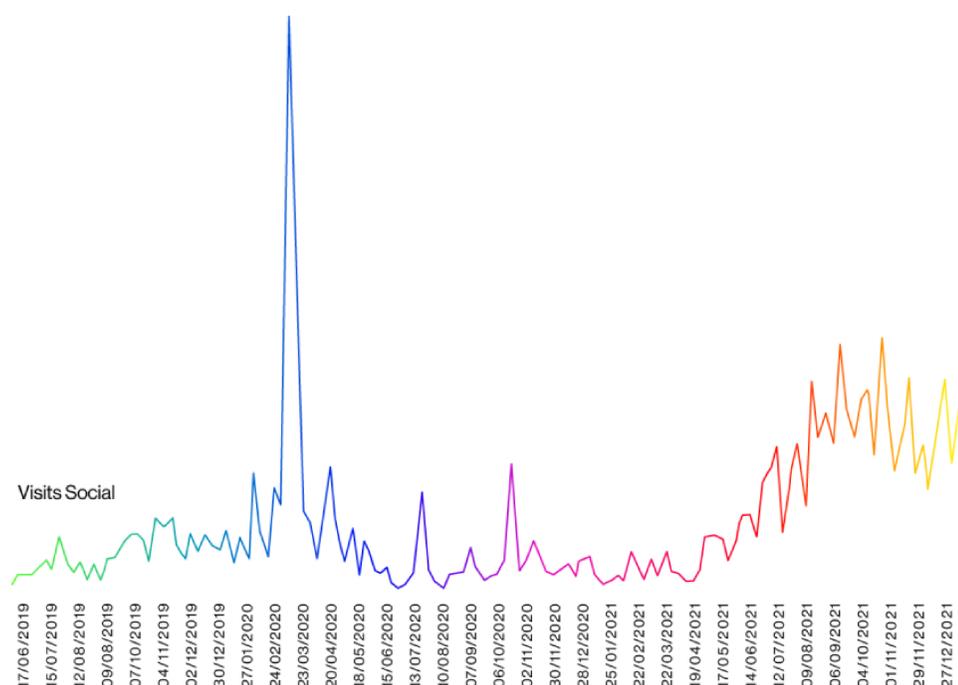


Trend of weekly total visits 6.02019 - 12.2021



Trend of weekly SEO visits 6.02019 - 12.2021





Trend of weekly social visits 6.02019 - 12.2021

Leader in Health & Medicine category

Website on health, medicine and healthy lifestyle. It presents information concerning diseases, their prevention, treatment, medical advice, a base of medical institutions, addictions, calculators and lexicons of diseases, research and medicines.



Co-operates with haloDoctor.pl – a telemedicine service where the user can obtain a medical consultation and receive an e-prescription or sick leave – and Kliniki.pl and provides access to Symptom Checker – a medical product serving as a tool for the early recognition of ailments.

One of the parts of Medonet is Medonetmarket.pl, which gives access to medical offers with the possibility of their purchase.



Ring Publishing is an all-in-one digital publishing solution, helping media brands succeed in the digital era. The platform supports content creation, management, and distribution, as well as offering tools to monetize media products.



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