



Website Discovery & Audit

Overview

Review and assess current website for understanding current usage and an overall analysis.

- Website Stats
- Google Analytics
- Competitor Analysis
- Competitor Recommendations
- Feedback from Focus Groups
- Taxonomy Study
- Final Recommendations

Website Stats

*Traffic and data from June 2022 to June 2023

Top pages visited:

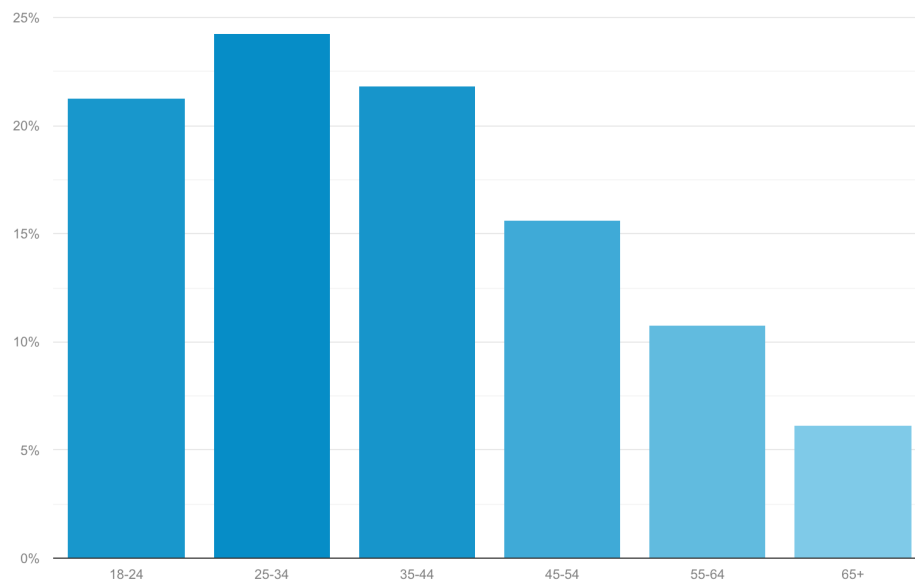
1. </subtopic/people-with-disabilities/>
2. </subtopic/how-medicaid-interacts-with-other-payers/>
3. </medicaid-101/provider-payment-and-delivery-systems/>
4. </subtopic/medicare-advantage-dual-eligible-special-needs-plans-aligned-with-medicaid-managed-long-term-services-and-supports/>
5. </subtopic/overview-of-the-affordable-care-act-and-medicaid/>
6. </medicaid-101/>
7. </meetings/>
8. </subtopic/medicaid-expansion/>
9. </reference-materials/reference-guide-to-federal-medicaid-statute-and-regulations/macpac-acronyms-list/>

Page Analytics

*Traffic and data from June 2022 to June 2023

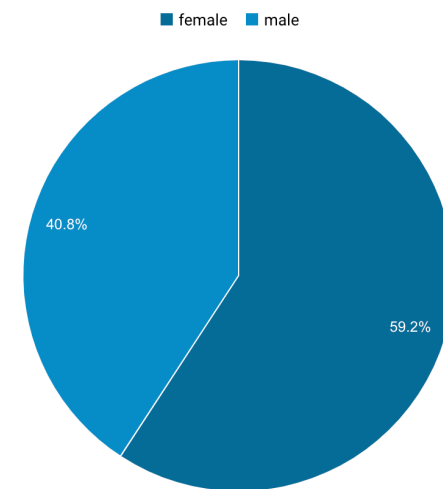
Age

36.11% of total users



Gender

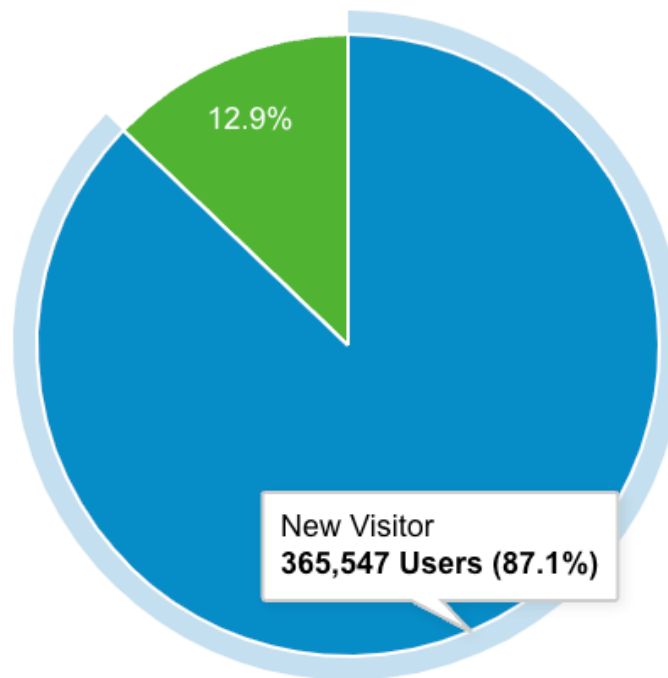
37.54% of total users



Page Analytics

*Traffic and data from June 2022 to June 2023

■ New Visitor
■ Returning Visitor



Page Analytics

*Traffic and data from June 2022 to June 2023



Site Content

Page

Page Title

Site Search

Search Term

Events

Event Category

| Page | Pageviews | % Pageviews |
|---|-----------|-------------|
| 1. / | 50,140 | 6.19% |
| 2. /subtopic/people-with-disabilities/ | 29,035 | 3.58% |
| 3. /subtopic/how-medicaid-interacts-with-other-payers/ | 28,333 | 3.50% |
| 4. /medicaid-101/provider-payment-and-delivery-systems/ | 24,860 | 3.07% |
| 5. /subtopic/medicare-advantage-dual-eligible-special-needs-plans-aligned-with-medic-aid-managed-long-term-services-and-supports/ | 17,619 | 2.17% |
| 6. /subtopic/overview-of-the-affordable-care-act-and-medicaid/ | 16,196 | 2.00% |
| 7. /medicaid-101/ | 15,242 | 1.88% |
| 8. /meetings/ | 13,366 | 1.65% |
| 9. /reference-materials/reference-guide-to-federal-medicaid-statute-and-regulations/m-acpac-acronyms-list/ | 11,129 | 1.37% |
| 10. /subtopic/medicaid-expansion/ | 10,958 | 1.35% |

[view full report](#)

Page Analytics

*Traffic and data from June 2022 to June 2023

| Default Channel Grouping | Acquisition | | | Behavior | | |
|--------------------------|---|---|---|---|---------------------------------------|---|
| | Users ? ↓ | New Users ? | Sessions ? | Bounce Rate ? | Pages / Session ? | Avg. Session Duration ? |
| | 369,297 % of Total: 100.00% (369,297) | 364,223 % of Total: 100.04% (364,091) | 508,933 % of Total: 100.00% (508,933) | 76.22% Avg for View: 76.22% (0.00%) | 1.68 Avg for View: 1.68 (0.00%) | 00:01:23 Avg for View: 00:01:23 (0.00%) |
| 1. Organic Search | 298,624 (79.13%) | 289,722 (79.55%) | 408,121 (80.19%) | 76.97% | 1.64 | 00:01:24 |
| 2. Direct | 56,505 (14.97%) | 55,665 (15.28%) | 70,160 (13.79%) | 76.34% | 1.72 | 00:01:09 |
| 3. Referral | 17,163 (4.55%) | 14,321 (3.93%) | 23,427 (4.60%) | 63.90% | 2.09 | 00:01:40 |
| 4. Social | 4,825 (1.28%) | 4,321 (1.19%) | 6,885 (1.35%) | 72.52% | 1.96 | 00:01:23 |
| 5. Email | 235 (0.06%) | 186 (0.05%) | 323 (0.06%) | 82.04% | 1.45 | 00:00:55 |
| 6. (Other) | 8 (0.00%) | 7 (0.00%) | 16 (0.00%) | 62.50% | 2.31 | 00:01:21 |
| 7. Paid Search | 1 (0.00%) | 1 (0.00%) | 1 (0.00%) | 100.00% | 1.00 | 00:00:00 |

Page Analytics

*Traffic and data from June 2022 to June 2023

| Browser ? | Acquisition | | | Behavior | | |
|---|---|---|---|---|---------------------------------------|---|
| | Users ? ↓ | New Users ? | Sessions ? | Bounce Rate ? | Pages / Session ? | Avg. Session Duration ? |
| | 369,297 % of Total: 100.00% (369,297) | 364,223 % of Total: 100.04% (364,091) | 508,933 % of Total: 100.00% (508,933) | 76.22% Avg for View: 76.22% (0.00%) | 1.68 Avg for View: 1.68 (0.00%) | 00:01:23 Avg for View: 00:01:23 (0.00%) |
| 1. Chrome | 223,916 (60.45%) | 219,504 (60.27%) | 320,024 (62.88%) | 75.49% | 1.71 | 00:01:28 |
| 2. Safari | 91,731 (24.76%) | 90,679 (24.90%) | 105,762 (20.78%) | 83.15% | 1.36 | 00:00:52 |
| 3. Edge | 37,855 (10.22%) | 37,272 (10.23%) | 61,076 (12.00%) | 68.53% | 2.10 | 00:01:53 |
| 4. Firefox | 8,489 (2.29%) | 8,395 (2.30%) | 12,283 (2.41%) | 69.97% | 1.81 | 00:01:28 |
| 5. Samsung Internet | 2,439 (0.66%) | 2,433 (0.67%) | 2,775 (0.55%) | 87.28% | 1.23 | 00:00:57 |
| 6. Safari (in-app) | 2,416 (0.65%) | 2,416 (0.66%) | 2,665 (0.52%) | 79.25% | 1.36 | 00:00:21 |
| 7. Android Webview | 1,588 (0.43%) | 1,566 (0.43%) | 1,736 (0.34%) | 85.08% | 1.40 | 00:00:41 |
| 8. Opera | 509 (0.14%) | 508 (0.14%) | 640 (0.13%) | 81.09% | 1.65 | 00:00:59 |
| 9. Mozilla Compatible Agent | 375 (0.10%) | 366 (0.10%) | 730 (0.14%) | 52.19% | 1.57 | 00:01:47 |
| 10. (not set) | 342 (0.09%) | 342 (0.09%) | 343 (0.07%) | 97.67% | 1.07 | 00:00:04 |

Search Terms

*Traffic and data from June 2022 to June 2023

| Search Term | Total Unique Searches | % Total Unique Searches |
|---------------------------|-----------------------|-------------------------|
| 1. dental | 73 | 0.48% |
| 2. behavioral health | 70 | 0.46% |
| 3. CHIP | 58 | 0.38% |
| 4. provider tax | 58 | 0.38% |
| 5. DSH | 42 | 0.28% |
| 6. medicaid | 42 | 0.28% |
| 7. managed care | 41 | 0.27% |
| 8. estate recovery | 40 | 0.26% |
| 9. reimbursement | 33 | 0.22% |
| 10. supplemental payments | 32 | 0.21% |

Competitor Analysis Overview

| | MACPAC | MedPAC | Government Accountability Office | KFF |
|---------------------------------------|---|---|---|---|
| Website | https://www.macpac.gov/ | https://www.medpac.gov/ | https://www.gao.gov/ | https://www.kff.org/ |
| KEY STATS (#2) | | | | |
| Domain Rating (DR) | 73 | 74 | 88 | 88 |
| Ahrefs Rank (AR) | 59,926 | 45,390 | 2,626 | 2,395 |
| Referring Domains | 3,663 | 4,471 | 68,044 | 76,343 |
| Estimated Monthly Search Traffic | 22,700 | 1,400 | 133,000 | 478,000 |
| Estimated Top 100 Keyword Rankings | 56,300 | 6,200 | 596,000 | 711,000 |
| Do they have a blog? | ✓ | ✗ | ✓ | ✓ |
| BACKLINK GROWTH (#3) | | | | |
| New Ref. Domains / Month (Cumulative) | 114 | 126 | 1399 | 1511 |
| Consistent growth? | ✓ | ✓ | ✓ | ✓ |

Top Competitor Keywords

| MACPAC | KFF | Government Accountability Office | MedPac |
|--|---|---|---|
| <ul style="list-style-type: none"> • CHIP • What is Medicaid • DSNP • Managed care • Medical abbreviations list • What conditions automatically qualify you for disability • Dsh • Medicaid definition • Qualifying for disability • Emergency Medicaid • Patient protect and affordable care act | <ul style="list-style-type: none"> • Coronavirus covid 19 • What is Medicaid • 1095-c • Social determinants of health • HHS poverty level • Daca news • Disparities • When to apply for Medicaid • Medicare premiums 2023 • Plan b pill • Federal poverty level 2023 • Abortion | <ul style="list-style-type: none"> • Gao • Noncompete • Beretta • 7,000 government grant coronavirus • U.s army recruiting • OxyContin • Grocery prices • Cgi federal • Comptroller • Accountable • Stimulus check | <ul style="list-style-type: none"> • What is post acute care • What is ambulatory care • Medicare 2023 • Databook |

Competitor Analysis Recommendations

Based on the SEO competitor reports from MedPed, Government Accountability Office, KFF, NSPE here are implementations to include:

1. Improve Domain Rating (DR) and Ahrefs Rank (AR):
2. Increase Referring Domains:
3. Enhance Website Content and SEO:
4. Leverage Social Media and Digital Outreach:
5. Develop Thought Leadership Content:
6. Stay Up-to-Date with Industry News and Trends:
7. Monitor and Analyze Metrics:

Competitor Analysis Recommendations

1. Improve Domain Rating (DR) and Ahrefs

Rank:

- Focus on building high-quality backlinks from reputable websites to increase domain authority.
- Develop a comprehensive backlink acquisition strategy to enhance search engine rankings.

2. Increase Referring Domains:

- Actively pursue partnerships and collaborations with authoritative healthcare and government organizations.
- Participate in relevant conferences and events to establish connections and acquire backlinks from industry leaders.

Competitor Analysis Recommendations

3. Enhance Website Content and SEO:

- Create a blog section on the website to regularly publish informative and insightful content.
- Optimize on-page SEO elements, including meta tags, headings, and keyword optimization.

4. Leverage Social Media and Digital

Outreach:

- Increase active engagement on social media platforms, such as LinkedIn and Twitter.
- Share informative content, engage in conversations, and respond to inquiries from the target audience.
- Explore paid social media advertising to reach a wider audience and promote key initiatives.

Competitor Analysis Recommendations

5. Develop Thought Leadership Content:

- Publish research reports, whitepapers, and case studies that provide valuable insights and recommendations.
- Establish MACPAC as an authoritative and insightful resource for policymakers, healthcare professionals, and researchers in the field.

6. Stay Up-to-Date with Industry News and Trends:

- Regularly monitor industry news, policy changes, and emerging trends in healthcare.
- Share timely updates and analysis on the website, blog, and social media channels.

Competitor Analysis Recommendations

7. Monitor and Analyze Metrics:

- Continuously track website metrics, including traffic, engagement, and conversions.
- Analyze the data to identify trends, evaluate the effectiveness of marketing efforts, and make data-driven decisions.

By implementing these recommendations, MACPAC can enhance its online presence, increase visibility among target audiences, and establish itself as a leading authority in healthcare policy and financing.

Goals of Website Discovery Audit

Recommended Goal of Site

- Enhance site search, navigation, and understanding of high-ranking pages to create an intuitive and user-friendly website experience. By evaluating and improving the site search functionality, restructuring the navigation system, and analyzing user behavior, our goal is to optimize the website's layout, improve content discoverability, and ensure alignment with user preferences, ultimately enhancing user engagement and satisfaction.

Focus Group Feedback

Results are taken from the two focus groups (four participants in each).

Initial Impressions of Site

1. The website is due for a refresh and could benefit from an update in terms of its design.
2. While the website may be simple for the backend and easy for internal use, it might pose challenges for users.
3. The website is managed by a smaller team of 3-5 people, which makes it easier to handle content uploads and maintenance.
4. The design aspect of the website could be improved and given a facelift.
5. Compliance with accessibility guidelines, particularly WCAG compliance, should be considered.
6. Recent updates and changes in compliance guidelines should be followed.
7. There are areas that could be tweaked, such as contrast and font choices.
8. The website has potential for broader community engagement.

The Ideal Impression for Site Visitors

1. Clean and Usable Design: The website should have a clean and user-friendly design that allows visitors to find information easily. Clutter-free layouts, intuitive navigation, and clear organization of content will contribute to a positive user experience.

2. Efficient Information Retrieval: The website should prioritize delivering information quickly. Visitors, including Hill staffers, state researchers, state policy researchers, internal users, and journalists, need to access information promptly and efficiently. Lead with important information upfront and ensure that users can easily locate the specific information they are seeking.

The Ideal Impression for Site Visitors

- 1. Links to Social Media and Publications:** The website should prominently feature links to the organization's social media profiles and publications on the homepage. This will enable visitors to explore additional resources and stay updated on the latest news and insights.
- 2. Filter and Date Range Options:** Implement a filtering mechanism that allows users to refine their search results based on specific criteria. This could include options such as filtering by topic, date range, or other relevant attributes. However, ensure that such filters are user-friendly and don't require inside knowledge to operate effectively.
- 3. Clear Showcase of Materials:** The landing page should effectively showcase the breadth of materials available on the website. This means highlighting both the knowledge shared and the recommendations provided by the organization. Visitors should have a clear understanding of the depth and variety of resources available.

Most Useful Features of Site

1. Helpful Filters: The website features filters that greatly assist with navigation. The availability of filters, such as date and specific categories like "MACPAC facts," allows users to refine their search and find information more effectively.

2. Internal Use-Friendly: The website is particularly useful for internal users. It provides a way to find things categorized in a manner that facilitates internal information retrieval and access.

Readability of Site

- 1. Plain Language:** Improving the clarity and accessibility of information related to user demographics would be helpful.
- 2. Focus on Medicaid Education:** Participant suggested to expand the focus of MACPAC to provide educational resources that distinguish them from other competitors. This would involve offering Medicaid 101 content in a simplified manner, while avoiding unnecessary complexities.
- 3. Tailored Content and Professional Guidelines:** It is recommended to create tailored content for multiple purposes and establish professional guidelines. For instance, differentiating between issue briefs and educational chapters to ensure that each type of content serves its intended purpose effectively.

Design of Site

- 1. Frustrating Search Experience:** The search functionality on the website is reported to be frustrating. For example, search results sometimes prioritize unrelated content, such as Excel tables, over the desired information. Improvements are needed to enhance the accuracy and relevance of search results.
- 2. Limited Visual Elements:** The current design is lacking in visual elements. While more visuals would be beneficial, they are not deemed necessary. The website could benefit from incorporating visual elements to enhance engagement and improve the overall user experience.
- 3. Use of Color Blocks and Visual Elements:** The suggestion is to consider utilizing color blocks and other visual elements, similar to the design on [commonwealthfund.com](https://www.commonwealthfund.com).
- 4. Minimal Icons Instead of Photos:** Instead of using photos, the preference is for minimal icons, potentially using covers of the current publications.
- 5. Lack of Contrasting Colors:** The current site is perceived to have a lack of contrasting colors. Incorporating contrasting colors can improve visual hierarchy, readability, and overall user experience.

Taxonomy Study

Total Categories Created

- About MACPAC
- Access
- CHIP
- Financing
- Legislations
- Long-Term Services and Supports
- Medicaid 101
- Payment
- Publications
- Services
- Topics

Most Users Associated These Categories in Four Main Groups:

- Group 1: Payment, Financing, Topics
- Group 2: About MACPAC, Topics
- Group 3: About MACPAC, Publications
- Group 4: Topics, Access, Long Term Services, Supports

Category Analysis

Top recommended categories as participants in the study associated most of the terms into these categories. We have listed just a few terms under each category for reference.

| ABOUT MACPAC | MEDICAID 101 | MACSTATS | PUBLICATIONS OR NEWS | SERVICES | Topics |
|--|---|----------|---|---|---|
| <ul style="list-style-type: none"> • About - staff • Meetings • Careers • MACPAC Recommendations | <ul style="list-style-type: none"> • Benefits • CHIP • Legislation – <i>Affordable care act and Medicaid</i> • Eligibility • Financing • Access | | <ul style="list-style-type: none"> • News • Reference materials • Publications | <ul style="list-style-type: none"> • Inpatient services • Outpatient services • Home and community-based services • Emergency department services • Accountable care organizations | Note: Per study topics overlapped with mostly all categories. |

Recommendations

- During the redesign project, these categories and terms associated to each should be reviewed to help structure navigation in a way that will help users navigate through the site, as this study helps understanding where are they expecting to find specific content.
- Many responders had similar organization to the existing site – employees seem to not have too many issues with current navigation.
- About MACPAC, Topics, and Publications had a higher than 70% agreement rate for the responders about organization – seems to be a clear consensus of what to expect in those categories.
- Medicaid 101, Program Administration had the least consensus – these terms should be carefully reviewed as there are multiple options as homes for these terms (or they could exist in multiple areas of the site).

Next

Features to Include for New Site

Language Improvement:

1. Evaluate the website's content and language to ensure clarity and readability.
2. Use plain language and concise messaging to enhance user understanding.
3. Address any confusing or jargon-heavy sections to improve overall communication.

Search Improvements:

1. Enhance the site's search functionality to provide accurate and efficient results.
2. Implement advanced search features such as filters, sorting options, and autocomplete.
3. Optimize the search algorithms to deliver relevant content based on user queries.

Site Refresh (Design):

1. Follow accessibility compliance guidelines to ensure an inclusive experience.
2. Update the website design to create a modern and visually appealing interface.
3. Prioritize responsive design to ensure seamless access across devices.

Updated Navigation:

1. Revamp the navigation system to improve user-friendliness and quick links.
2. Simplify the menu structure and categorization for easy navigation.
3. Implement intuitive navigation elements like breadcrumbs and clear labels.

Thank you!