

MACPAC: Analysis of Top 25 Pages and Recommendations

1. **Home page** - <https://www.macpac.gov/>
 - Emphasize the "Meetings" page on the homepage due to its popularity among visitors.
 - The "Join Our Mailing List" feature could use alternative tactics due to low user engagement, if it's an important goal. Consider implementing new strategies to encourage visitors to subscribe to the mailing list, such as a bright color to highlight the box, a larger CTA area, or moving up on the page.
2. **People with disabilities** - <https://www.macpac.gov/subtopic/people-with-disabilities/>
 - Ranks well on Google for the "disabled Medicaid" keyword. Leverage this by optimizing the page's content and meta tags with the keyword to maintain its high ranking.
 - Consider updating links in the "learn more" section as they lead to outdated reports. Provide relevant and up-to-date resources for visitors to explore.
 - The "learn more" section could also be styled differently to capture the user's attention. This is the CTA on the page that is going to lead them further into the website, so making it stand out visually will help draw the eye to the next step.
 - Sharing icons can also be added through the ShareThis plugin which makes it easy for someone to share content as the widget scrolls with the user as they view content on a page. This could also be tracked as a goal in analytics to see how many people are sharing content on the website.
3. **How Medicaid interacts with other payers** - <https://www.macpac.gov/subtopic/how-medicaid-interacts-with-other-payers/>
 - It attracts traffic from Google but has a high bounce rate. To improve user engagement, consider adding a call-to-action button at the bottom of the page that directs visitors to another relevant page or action.
 - Optimize meta tags and content to increase relevance and improve click-through rates (CTR) from search engine results.
4. **Provider payment and delivery systems** - <https://www.macpac.gov/medicaid-101/provider-payment-and-delivery-systems/>
 - Add meta descriptions to improve search engine snippet quality and CTR.
 - There are a lot of links for next steps at the bottom of the page which could be considered competing CTAs or just an overload on the user. It may be beneficial to find a way to still get people to click through to some of these links, but through an improved design or strategic internal linking within the content. Another way would be through information callouts on the page to highlight relevant resources.

5. **Medicare Advantage dual eligible special needs plans** - <https://www.macpac.gov/subtopic/medicare-advantage-dual-eligible-special-needs-plans-aligned-with-medicaid-managed-long-term-services-and-supports/>
 - Add "D-SNP" in parentheses at the end of the title to target users searching for that specific abbreviation.
 - Include internal links with anchor text "D-SNP" to improve internal linking structure and facilitate navigation.

6. **Overview of the Affordable Care Act and Medicaid** - <https://www.macpac.gov/subtopic/overview-of-the-affordable-care-act-and-medicaid/>
 - Leverage the page's strong ranking for "Obamacare" related keywords. Incorporate the term "Obamacare" in the title or subtitle to reinforce relevance and potentially improve ranking.
 - Ensure meta tags reflect the content and entice users to click through from search results.
 - For the "Featured Publications" section at the bottom, displaying those links as content boxes to click through to would be a way to guide users to those pages. This would be like "Related Content" sections on other websites that highlight specific blogs or articles. Even something like the homepage banner would be a good starting point to work off of.

7. **Medicaid 101** - <https://www.macpac.gov/medicaid-101/>
 - Create a subtitle related to the keyword "Medicaid defined" to enhance keyword targeting and provide more context to visitors.
 - Consider creating a separate page specifically focused on "entitlement programs" to provide comprehensive information and target users searching for that specific term.
 - Medicaid is a big topic for users who visit your website. This is a top landing page and should be laid out to guide the user to the next step. Instead of "click here" links within the copy, the CTAs should be more prominent.

8. **Public Meetings** - <https://www.macpac.gov/meetings/>
 - No changes needed as this page is already effective.

9. **Medicaid expansion to the new adult group** - <https://www.macpac.gov/subtopic/medicaid-expansion/>
 - Consider listing states related to the keyword "Medicaid expansion" to optimize the page for users searching for state-specific information.
 - Optimize meta tags to improve visibility in search engine results.

10. **Commonly Used Abbreviations and Acronyms** - <https://www.macpac.gov/reference-materials/reference-guide-to-federal-medicaid-statute-and-regulations/macpac-acronyms-list/>
 - Add the word "medical" in H1 and meta title to increase relevance and clarify the purpose of the page.

- Include internal links with anchor text "medical abbreviations list" and "medical acronyms" to improve internal linking and enhance keyword targeting.
- 11. Non-citizens** - <https://www.macpac.gov/subtopic/noncitizens/>
 - Include a relevant link at the bottom of the text to guide visitors to related topics or resources within the website.
 - Optimize meta tags and content to improve visibility and relevance for non-citizen related keywords.
 - 12. Managed care's effect on outcomes** - <https://www.macpac.gov/subtopic/managed-cares-effect-on-outcomes/>
 - Add subheadings (H2) such as "What is Managed Care?" and "What is Managed Care Organization (MCO)?" to improve readability and structure.
 - Improve ranking for keywords like "what is managed care" and "what is an MCO" by including detailed explanations and subheadings within the content.
 - These additions will help improve the page's ranking for relevant search terms and provide a better user experience.
 - 13. Third party liability** - <https://www.macpac.gov/subtopic/third-party-liability/>
 - No changes needed as this page is already optimized.
 - Consider adding more internal links with anchor text "third party liability" to improve internal linking and boost the page's visibility.
 - 14. MACStats** - <https://www.macpac.gov/macstats/>
 - No changes needed as this page is already effective in its current state.
 - 15. EPSDT in Medicaid** - <https://www.macpac.gov/subtopic/epsdt-in-medicaid/>
 - Add an H2 heading at the beginning of the article, such as "What is EPSDT," to provide a clear introduction and improve keyword targeting.
 - Include relevant internal links at the end of the article to guide visitors to related content within the website.
 - These improvements will enhance the page's visibility and user engagement.
 - 16. Publications** - <https://www.macpac.gov/publication/>
 - No changes needed as this page is already optimized.
 - 17. About MACPAC** - <https://www.macpac.gov/about-macpac/>
 - Add links at the end of the page to direct visitors to other relevant pages within the website.
 - These additional links will help users explore more content and improve website engagement.
 - 18. Federal emergency authorities** - <https://www.macpac.gov/subtopic/federal-emergency-authorities/>

- Add an H2 heading, such as "What does state of emergency mean," and provide an explanation within the content.
- Consider adding internal links related to the topic at the bottom of the page to keep visitors on the website.
- These changes will enhance the page's relevance and provide additional information for users.

19. June 2022 Report to Congress on Medicaid and CHIP -

<https://www.macpac.gov/publication/june-2022-report-to-congress-on-medicaid-and-chip/>

- No changes needed as this page is already effective in its current state.

20. Disproportionate share hospital payments -

<https://www.macpac.gov/subtopic/disproportionate-share-hospital-payments/>

- Add "DSH" in parentheses at the end of the title to target users searching specifically for that abbreviation.
- Include internal links with anchor text "DSH" to improve internal linking and provide additional resources for visitors.

21. Waivers - <https://www.macpac.gov/medicaid-101/waivers/>

- Add "Medicaid" to the title to increase relevance and better align with user search intent.
- Consider adding internal links with the anchor text "Medicaid waivers" to improve internal linking and user navigation.

22. Types of managed care arrangements - <https://www.macpac.gov/subtopic/types-of-managed-care-arrangements/>

- Add "Medicaid" to the title if appropriate to optimize for relevant keywords.
- Optimize meta tags and content to improve visibility and relevance for related search terms.

23. Provider payment under fee for service - <https://www.macpac.gov/subtopic/provider-payment/>

- No changes are needed as this page is already optimized.

24. Dually Eligible Beneficiaries - <https://www.macpac.gov/topics/dually-eligible-beneficiaries/>

- Consider adding an H2 heading, such as "Who is eligible for both Medicare and Medicaid," to provide a clear introduction and improve keyword targeting.
- Depending on the content available, you can choose to either include the information in the existing page or create a new article and link from this page to provide comprehensive information.
- Optimize meta tags and content to improve visibility and relevance for related search terms.

25. Medicaid and the Affordable Care Act - <https://www.macpac.gov/topics/aca-medicaid/>

- No changes needed as this page is already effective in its current state.

Common paths through the sites

Google Analytics tracks pages or screens that users visit on a website and records the order in which they navigate through different pages, and it can identify the most common sequences or paths followed by users. This provides insights into the typical patterns and flow of user interactions within a website.

Understanding these common paths through the sites can help gain insight into user behavior and help make informed decisions regarding website optimization. It helps to identify popular content, features that attract users, potential bottlenecks, or issues in the user journey that may lead to drop-offs or conversions.

Common Paths:

1. Homepage (entrance) > Publication Page (exit).
2. Subtopic – People with Disabilities (entrance) > Publication Page > Homepage (exit).
3. Medicaid 101 (entrance) > Subtopic Page > Publication Page (exit).

Because the majority of traffic is coming from organic sources, top landing pages will be a priority for optimization and making sure there are clear paths for users to take when they land on those pages. Those pages include:

- Homepage.
- Subtopic – People with Disabilities.
- Subtopic – How Medicaid Interacts with other Payers.
- Medicaid 101.

The typical user will visit about two pages and it's usually the combination of a subtopic page and a publication with the exception of the homepage. With the recommendations provided on user experience and CTAs, you'll be able to guide users through a desired flow and lead them to download a resource or share content.

Top exit pages:

1. */subtopic/how-medicaid-interacts-with-other-payers/*

This page has the highest traffic on the few links that are included but there is no CTA at the end of the page. Because this is a high information page, additional links to other blogs could be added.

2. */subtopic/people-with-disabilities/*

The table on this page and the learn more sections are great features. To engage, consider creating an eye-catching title and make the headline a different color.

3. /

The home page has high exits views as many visitors click to additional pages from the home page. Consider highlighting the information and links you want to direct to on this page for increased traffic and navigation.

4. */medicaid-101/provider-payment-and-delivery-systems/*

At the bottom page for additional resources, consider choosing the top three resources from each category to highlight direct traffic purposefully. You can also include some of the relevant links in the page text.

5. */subtopic/medicare-advantage-dual-eligible-special-needs-plans-aligned-with-medicaid-managed-long-term-services-and-supports/*

At the bottom of this page, add a “Learn More” header to draw the eye to the additional information.

6. */subtopic/overview-of-the-affordable-care-act-and-medicaid/*

This page has lower viewer rates, so we would recommend adding an image for increased engagement. We would also feature the publications in the same bullet pointed format in the “Learn More” section.

7. */reference-materials/reference-guide-to-federal-medicaid-statute-and-regulations/macpac-acronyms-list/*

This is a high exit rate page with low traffic. Therefore, we recommend either removing this page and or adding some context to the purpose of the Abbreviations and Acronyms. There could be added links to the popular keywords incorporated as well. Since from this page they click to the Medicaid 101 page, there could be information tying the two ideas together.

8. */subtopic/noncitizens/*

For this page we recommend adding more context to the headline and adding a photo for engagement purposes. At the bottom of the page consider a call to action like another page that would correlate to this topic.

9. */subtopic/medicaid-expansion/*

The world expansion map on this page would be a great draw for the reader if positioned higher on the page and closer to the headline. This page is low trafficked, and many viewers head back to the home page after navigation.

10. */subtopic/third-party-liability/*

To improve this page, we recommend creating a new headline with an image to engage the reader. In addition, there can be more direct links pointing to other articles on the site.

Considerations:

- No goals set up in Google Analytics.
- All exit page time on the site was under six minutes.
- Average time on page is currently 1:23.
- 87% of traffic comes from new users.
- The highest users of the site are aged 25-44 years old.

Goal Examples for Google Analytics:

Goal: Spend More Than X Minutes on a Page

Set a goal for readers to stay on a page for six minutes or longer.

Goal: Visit X Number of Pages Per Session

Set a goal for users to visit a specific number of pages per session, aiming for a higher average than the current duration (1:23).

Goal: Download Report

Set a goal to track the number of users who download a specific report.

Goal: Newsletter Sign Ups

Set a goal to track the number of newsletter subscriptions on the website. It's good to see how many people are subscribing, if your newsletter is active, and you can see any fluctuations as you test any new tactics to increase subscriptions.

Goal: Share This

Set a goal to track social sharing interactions. This will track whenever someone shares content from your website and will give you a deeper understanding of the contact that is inspiring action.

Overall Site Recommendations

- Add clear calls-to-action (CTAs) and set up corresponding goals in Google Analytics to track conversions.
- Organize the home page to cater to the needs of hill staffers and journalists who are the top users. Direct key information to them on the home page or in a dedicated sub-section.
- Set up conversion goals in Google Analytics to track desired actions by new users, such as time spent on page and clicking out to other links.
- Consider placing email signup forms in the footer of all pages or on top traffic pages to capture email addresses if email signup is an important goal.
- Enhance user engagement by adding images or videos to explain topics in a more visual format.
- Differentiate top level pages vs. secondary/tertiary pages. Currently, there isn't a clear content hierarchy as users explore content. A user can go four pages deep into the site and get lost. All the pages look the same and it can be difficult to get back to a page that someone may want to reference again.
 - An efficient breadcrumb strategy will help with this and can give an SEO boost as well. Breadcrumbs help users navigate your website and they help Google categorize and navigate your website.
- CTAs/links that encourage people to visit macpac.gov is unnecessary and could cause confusion. This seems to be part of an "About MacPac" boilerplate text at the bottom of some pages. Instead of linking to your homepage, link to a relevant page about CHIP.

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ABOUT MACPAC

The Medicaid and CHIP Payment and Access Commission is a non-partisan legislative branch agency that provides policy and data analysis and makes recommendations to Congress, the Secretary of the U.S. Department of Health and Human Services, and the states on a wide array of issues affecting Medicaid and the State Children's Health Insurance Program (CHIP). For more information, please visit: www.macpac.gov.

- Make sure internal links are opening within the same tab and not opening in another tab. This can interrupt the user experience on the website. Only external links should be opened in a new tab when the link is clicked.

- Add a calendar functionality to the meetings pages so that users can add those meetings to their own calendars for reminders.
- Since this website works as a resource, it is very text heavy. To give the eye a break, try incorporating more visual elements like icons, content boxes, infographics, and callout stats when applicable. This will make the content a bit easier to digest versus a screen full of text.