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John Celona
Vice President of
Product Management

eHealthInsurance
Over 1 Million Customers Insured

ABOUT GOOGLE SITE SEARCH

Google Site Search is a hosted website search solution, powered by Google.com. Google Site Search leverages the relevancy and sub-second response times of Google.com to improve your website experience. As a Software-as-a-Service (SaaS) solution, you can setup Google Site Search in just minutes; customize the look and feel of search results; apply refinement labels; enjoy reporting features; obtain email and phone support; and turn off the ads on your searchresults.

For more information, visit
www.google.com/sitesearch

eHealthinsurance improved site usability and reduced abandonment rates with Google Site Search

Company

Not knowledgeable about health insurance? Few people are, especially considering the dizzying array of options out there, from short-term, small business, vision, and dental plans to choices like health savings accounts. eHealthinsurance can help. It is the parent company of eHealthinsurance Services, a leading online source of health insurance for individuals, families, and small businesses. eHealthinsurance presents complex health insurance information in a user-friendly format, enabling people to research, analyze, compare, and purchase the health insurance products that best meet their needs. Licensed to market and sell health insurance in all 50 states and the District of Columbia, eHealthinsurance has developed partnerships with more than 175 health insurance companies and offers more than 10,000 health insurance products online.

Approach

With 50,000 pages on its site, eHealthinsurance needed to guide people and help them more easily research and comparison-shop for insurance. The site didn't have an integrated search capability, and the eHealthinsurance team saw that people were leaving the site when they couldn't find the information they needed. “We considered implementing our own search solution, but in terms of the effort, time, and cost to create and customize it, it really wasn't worth doing,” says John Celona, Vice President of Product Management.

Just when implementing their own site search solution became evident, staffers at eHealth heard about Google Site Search. They knew immediately that it was the right solution for their needs. Google Site Search would enable eHealthinsurance to put a Google search box on the site and let visitors access the search results, improving the usability of the site. And, because no hardware or software installations would be required to use the hosted Google Site Search service, the eHealthinsurance team looked forward to a fast, easy implementation.

Results

Kay Pham, Senior Product Manager, describes deploying Google Site Search as “so simple and straightforward that

The screenshot shows the eHealthInsurance website interface. At the top, there are navigation links for 'Individual & Family', 'Small Business', 'Help Center', and 'My Account', along with a search bar. The main header features the eHealthInsurance logo and the tagline 'Over 1 Million Customers Insured'. Below this, a prominent banner reads '3 Easy Steps to Health Insurance' with numbered steps: '1 Get Quotes', '2 Compare Plans', and '3 Apply Online'. A central section offers three radio button options: 'Individual & Family Health Insurance', 'Short-Term Health Insurance', and 'Small Business Health Insurance'. A 'Your ZIP Code' input field and a 'GET QUOTES' button are positioned below these options. To the right, a 'Did you know?' box states: 'Prices are fixed by law - you cannot find a better price anywhere for the same product.' The lower portion of the page is divided into several columns. On the left, 'Our Products' lists categories like 'Individual & Family' (with sub-links for Health Insurance, Short-term Health Insurance, Student Health Insurance, Health Savings Accounts, Dental Insurance, and Discount Cards), 'Seniors' (with a link for Medicare Options), and 'Small Business' (with sub-links for BusinessHSA, Health Insurance, Dental Insurance, and Vision Insurance). The middle column highlights 'Top National Carriers' with a featured section for 'Anthem' (Anthem logo), describing 'Medical insurance plans from over 175 leading health insurance companies nationwide'. The right column is titled 'Already Have an Account?' and includes a sign-in prompt, an 'E-mail Address' field, a 'Password' field, and a 'GO' button. Below the sign-in section, a 'WINNER' badge from '2007 WEBBY AWARDS' is displayed, along with text: 'The #1 service to compare and buy health insurance', 'Largest Selection: Find quality medical insurance plans', 'Best Prices Available: Compare affordable health insurance quotes', 'Fast Process: Apply online, eSign and save time', and 'Help & Guidance: Unbiased advice from licensed professionals'. At the bottom, there are logos for 'TRUSTe' and 'VeriSign Secured', and a footer with links for 'About Us', 'Affiliate Program', 'Licensing & Legal', 'Privacy Policy', and 'Site Map', along with the contact information: 'Toll-free 1-800-977-8860 Copyright © 2008 eHealthInsurance Services, Inc.'

no face-to-face time was required.” To add the search engine to the site, the team completed a short setup wizard and then copied and pasted a snippet of code into the site. Once the search engine was added to the site, there was nothing more required to manage it. “Maintenance is extremely low,” says Pham. “Since launching Google Site Search, the only thing we really do is look at it for reporting purposes to see what’s happening on our pages.”

Quality-wise, eHealthinsurance reports that search results are highly relevant for visitors, and the usability of the site has improved substantially. “Google Site Search helps our users find, research, and purchase products more successfully,” says

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By showing what people are searching for, Google Site Search is providing visibility into what customers want and need, almost like an automatic focus group. “For instance, we might get a spike in searches for maternity insurance,” says Pham. “It helps us keep up with trends and seasonal fluctuations and this, in turn, helps us hone our product development. Google Site Search is a great service for our users, not to mention being a terrific feedback loop to help us continually improve the products we deliver to customers.”

