



 **NetDoktor** 

PROFILE

BCN.

QUOTE FROM THE EDITORS

The NETDOKTOR brand

”

Since its launch in October 2016, **NETDOKTOR.ch** has been regarded as an independent and reliable provider of digital health information. We used a consistently user-centred interface to make the portal even more comprehensible and accessible for our users and have thus grown to become the **widest-reaching health portal in Switzerland** in a short amount of time.

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Jens Richter, Editor-in-Chief and Chief Operating Officer (COO)



Jens Richter

NETDOKTOR.CH AT A GLANCE

A brief look at the brand

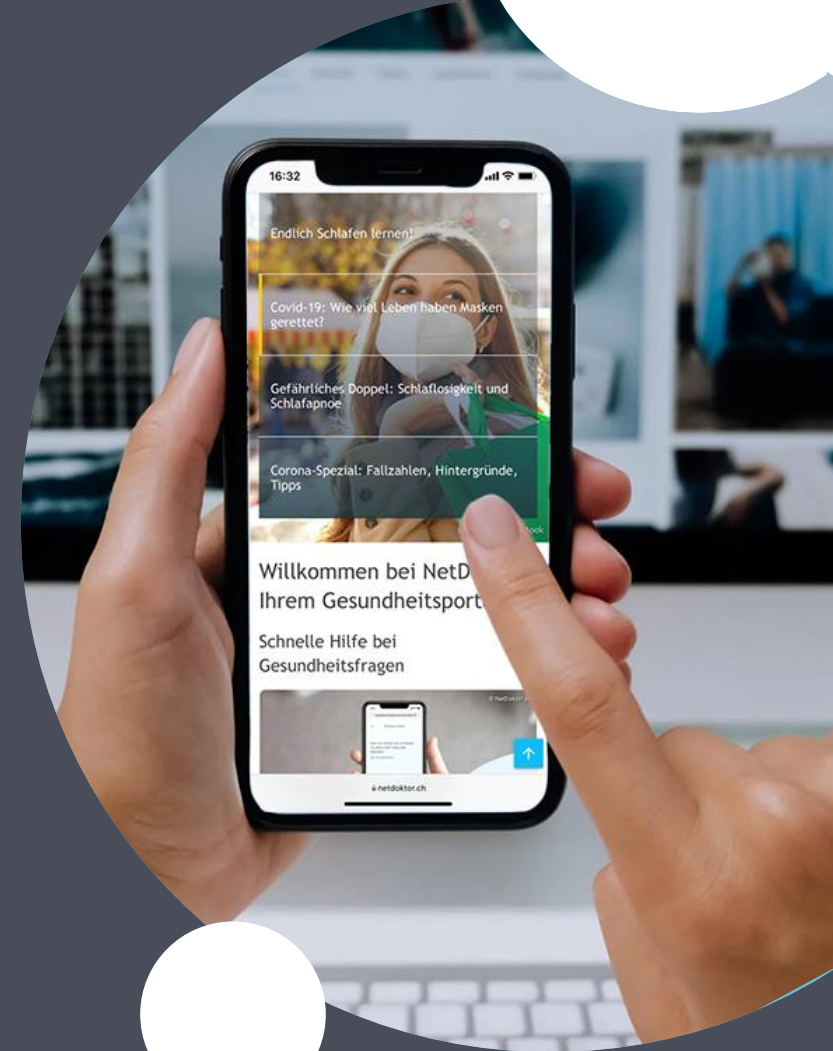
The **NETDOKTOR** portal world is the high-reach health platform on the German-language Internet. Medical journalists and doctors provide evidence-based, independent, well-researched and, at the same time, easy-to-understand medical information on the most important diseases, symptoms, studies and medications. Thanks to its consistent user-centred content approach, **NETDOKTOR** provides readers with targeted content that matches the search entries they enter into the search engine. As part of its SEO strategy, **NETDOKTOR** includes individual verticals that are available for specific content and make optimal use of the user's search intent.

DIGITAL

Visits	397,039
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➤ **NETDOKTOR.CH achieves the best rankings in the Swiss market by using the right platforms. There is no competitor who can do this better.**

Source: Mediapulse Online Content Traffic Data, May 2023



Digital

42% of the target group
are between
25 and 44 years of age



38%
are women
62%
are men



NETDOKTOR.CH – REPUTABLE MEDICAL CONTENT

Overview of the health portal



Symptoms/illnesses

Information on the most important symptoms, illnesses and causes



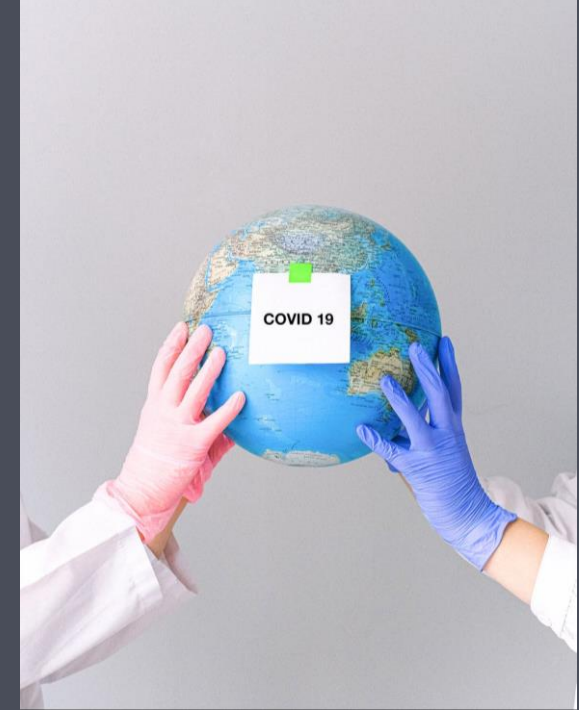
Medication/diagnostics

Information on intake, interactions, package inserts, placebos and diagnostic procedures



Treatments/anatomy

Information on medical treatments and overview of the composition of the human body



Health/Current events

Information on prevention and check-ups, as well as current health topics, news and tips

Source: netdoktor.ch

PERFECT FOR YOUR PLANNING

Good reasons

Advertising without ad waste

NETDOKTOR reaches every relevant user without ad waste. By taking a user-centred approach and due to its SEO-optimised thematic orientation, NETDOKTOR consistently delivers the best content matches for what users are searching for – the perfect advertising platform! Advertisers reach users via very specific queries about specific areas of specialisation that are very close to the problem solution/purchase decision in the patient journey funnel .

Credibility of the NETDOKTOR brand

The **NETDOKTOR editorial team** employs trained medical professionals who guarantee high-quality content through independent, well-researched medical journalism. The brand's high degree of credibility is also reflected in the users' long viewing time.

Exceptional quality from NETDOKTOR

The page's internal navigation program, which rebuilds the page dynamically and in real time according to the user's clicks, is consistently optimised for each search. In addition to highly reputable content, this is yet another reason for the particularly exceptional user experience we provide.

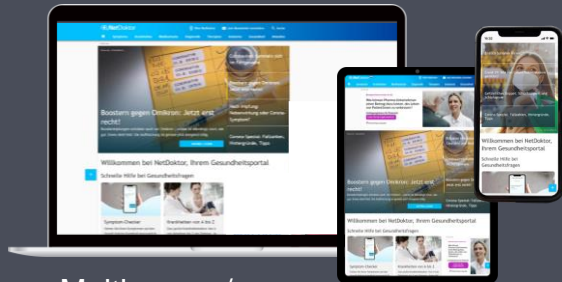


BRAND FAMILY

HEALTHIER WITH THE NETDOKTOR WORLD OF PORTALS

NETDOKTOR'S WORLD OF PORTALS

Multiscreen/
Mobile first



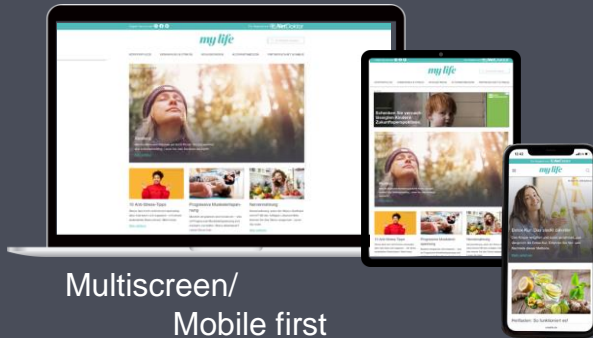
GERMANY
NETDOKTOR.de

AUSTRIA
NETDOKTOR.at

SWITZERLAND
NETDOKTOR.ch

ACTIVE HEALTH
PLATFORM
MYLIFE.de

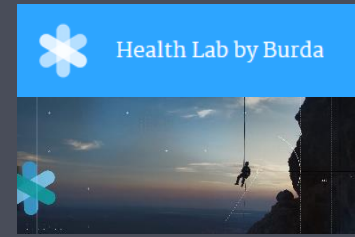
Multiscreen/
Mobile first





World of
portals
 NetDoktor

HEALTH LAB

Health Lab by Burda



BurdaVerlag's health event/
once annually with selected guests

EVENT

GERMANY
NETDOKTOR.de

AUSTRIA
NETDOKTOR.at

SWITZERLAND
NETDOKTOR.ch

ACTIVE HEALTH
PLATFORM
MYLIFE.de

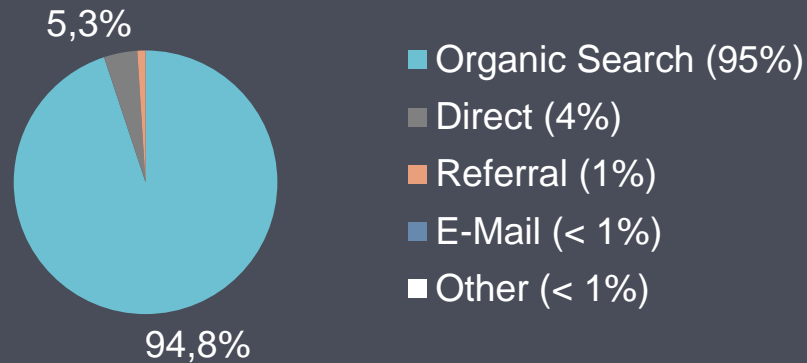


SOCIAL MEDIA

NETDOKTOR: TOP

in Google search results

About 95% of NETDOKTOR.ch users come to the platform via Google with a specific search query related to a specific area of specialisation. NETDOKTOR content provides you with information on severe individual health issues. Advertisers are perfectly integrated into the platforms using a thematic reference. We therefore offer our customers access to a very personal area of our users' lives – their health.

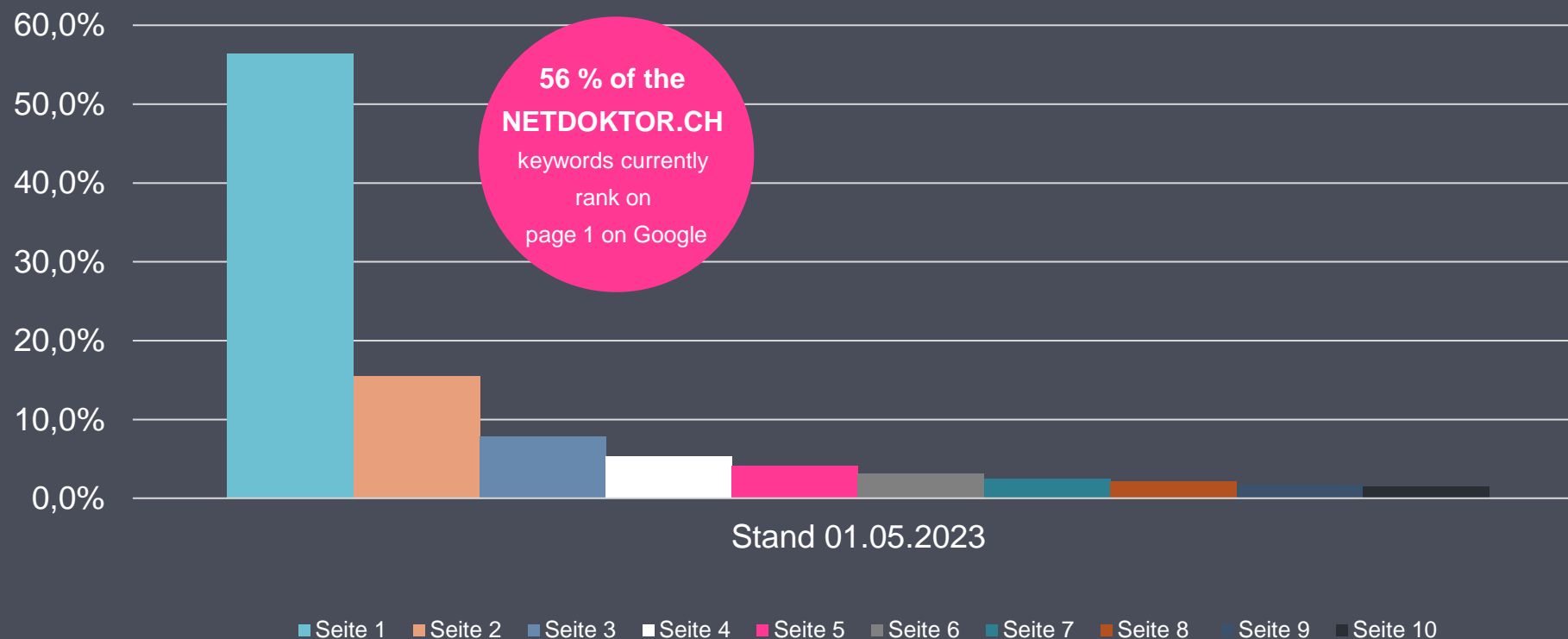


NETDOKTOR.ch delivers content that ranks on **Google's first search result page for more than 151,000 search entries.**

Source: Google Analytics, Google Search Console, May 2023



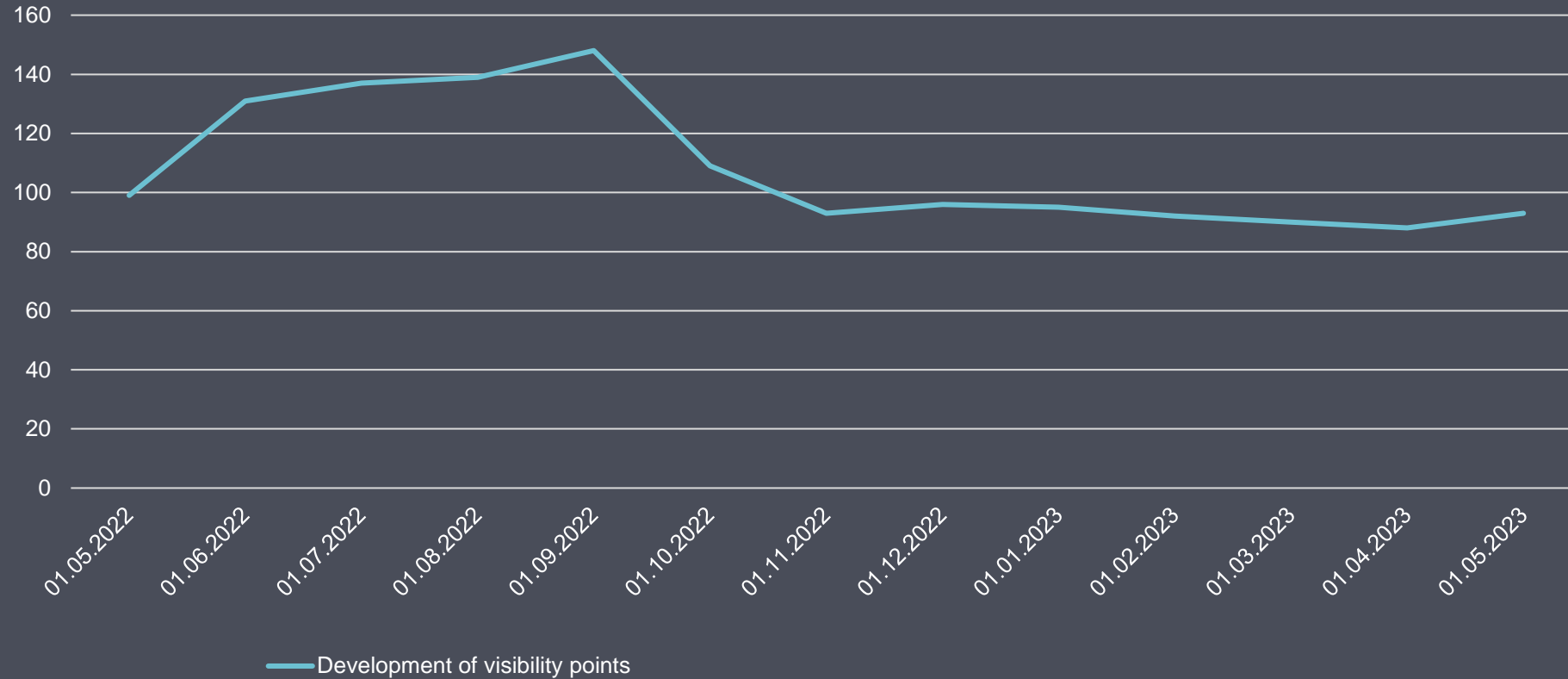
Distribution of NETDOKTOR.ch keywords on the Google search result pages:



Source: Google Analytics

DEVELOPMENT OF NETDOKTOR.CH

Visibility development in 2022/23



Source: SISTRIX