



<http://web4health.info>

Main goal: Produce a web site with psychological and psychiatric advice and information for non-experts.

Find the right answer

Our own manual assessment (100 randomly selected real user questions and answers, October 2003):

	Of all questions	Of relevant questions
Good answer exists and found	43 %	53 %
Answer found, but not so good	4 %	5 %
Answer exists, but was not found	10 %	14 %
No answer exists, irrelevant question	20 %	
No answer exists, but should exist	23 %	28 %
Total	100 %	100 %

Recall = Percentage of relevant answers found, $43/53 = 81\%$

Precision = Percentage of found answers which are relevant

User satisfaction

Controlled user testing (11 users):

How satisfied are you with the answer you got?

Worthless	1	
Not useful	1	
OK	1	Total satisfied 81 %
Good	7	
Very good	1	
Total	11	

Visitor statistics

The English site was opened in July, 2003. The German site was opened in November 2003.

	August	September	October	November	December	January
Visitors	17277	42663	40307	42285	37383	49360
Hits	341981	779523	648120	707535	577777	821564

No of answers (January 2004)

	German	Greek	English	Italian	Swedish
Total in FAQ data base	515	290	799	220	661
Has text	514	289	798	220	656
Lacks text	1	1	3	0	4
Searchable and has text	473	41	711	58	629
Not searchable and has text	41	248	46	162	28
In link tree and has text			707		616
Not in link tree and has text			89		41
In link tree but not in data base			22		110
FAQ and has text	475	274	730	181	617
Menu and has text	38	16	40	39	14
Heading	2	0	26	0	26

Forums, Ask-the-expert areas

We receive on average about 10 questions a day, and have been able to answer about 50 % of the questions.

When the site opens in other languages than English, we may not be able to answer as many questions in English as we can today.

Note: We have never promised to answer *all* questions.

Search Engine Optimization

Method	Why it works	How we used it
High quality web site	Search engine rank web sites	Our main goal
Get links from external sites	Search engines count links to web site.	We asked a number of high quality sites to set links to our site.
Submission to search engines and portals	Users come from them, and search engines rank by them.	Yahoo, The Open Directory, the Sunet Directory.
Search phrase optimization	Search engines ranks by count of phrases, especially in titles.	We found popular search phrases for 78 of our best FAQs, and optimized them.

Example of phrase optimization

FAQ identifier	child-trauma-symptoms
Original title	How children react to trauma
Optimized title	Effects of child abuse

	Keyword	KEI Analysis	Count	24Hrs	Competing
1	"effects of child abuse"	51.124	187	70	684
2	"child abuse statistics"	43.210	402	150	3740
3	"child sexual abuse trauma symptoms"	16.000	4	1	0
4	"signs of child molestation"	9.846	16	6	26
5	"articles on child abuse"	9.074	82	31	741
6	"symptoms of child molestation"	6.750	18	7	48
7	"child molestation law"	4.500	15	6	50
8	"information on child abuse"	3.531	161	60	7340
9	"child abuse laws"	3.522	127	47	4580
10	"child molestation statistics"	3.411	18	7	95
11	"child molestation"	0.671	213	80	67600
12	"child abuse prevention"	0.564	241	90	103000
13	"child abuse cases"	0.445	112	42	28200
14	"child sexual abuse"	0.431	373	139	323000
15	"child abuse and neglect"	0.109	163	63	258000
16	"molestation"	0.058	121	45	252000
17	"child trauma"	0.002	3	1	5900

So we put "Effects of child abuse" in <TITLE>, <H1> and once in the text of the FAQ.

Ethics of Search Engine Optimization

White text on white background

Obviously unethical

Cloaking = showing special page to search engines

Dangerous, ethics depend on how you use it

Doorway pages = special pages to attract visitors

Depends how you use it, we have one or two such pages

How people find answers in our site

	Approximate percentage
Browsing our static pages	60 %
Using Google and other search engines to get directly to one of our answers	25 %
Browsing our forums and ask-the-expert areas	8 %
Using our natural-language question-answering system	5 %
Other methods	2 %

Quality Issues

1. Scientifically proven
2. Expert's experience
3. Qualified experts
4. Peer reviewing
5. Risk reduction
6. Answers to what people want to know
7. Helping people with problems
8. Understandable for non-experts
9. Easy for a non-expert to find the answer to a particular question