

TeleVox Software, a leading provider of doctor-patient communications, wanted to better understand the position of their orthodontist customer websites in search engine results. Specifically, they wanted to verify that their customers' sites outperform the competitors' in search engine results.

TeleVox commissioned Porter Research ([www.porterresearch.com](http://www.porterresearch.com)), a primary market research firm specializing in healthcare information technology, to conduct a statistically reliable search of their orthodontic customer markets.

The findings indicate that TeleVox sites outperform those of their competition.

- In the 200 local markets searched, 467 orthodontist practice sites were represented. More than 50.1% of those were sites of TeleVox customers.
- TeleVox sites premier earlier in search engine results than their competitors'.
- Of the 47 local markets where TeleVox and Sesame Communications™ (highest scoring competitor) both have orthodontist customers, TeleVox has both more total sites represented and a better average site position.

## METHODOLOGY

TeleVox wanted to better understand the performance of their sites in terms of search engine results. Both the overall performance of TeleVox sites and performance of the competitive sites was key. To meet these objectives, the Porter Research Internet Research Team executed on and recorded the results for 200 local market searches during October 12-25, 2005. A local market search is defined as using the keyword "orthodontist" in conjunction with the locality desired. (For example, a search for orthodontists in Atlanta, Georgia used the keywords "orthodontist Atlanta, GA.")

TeleVox provided a list of 530 orthodontist customers in 429 unique markets. Additionally, 160 markets were identified in which Sesame Communications was believed to have orthodontist customers. Combining these two lists yielded 52 mutual markets, or markets where both companies have orthodontist customers.

The research was conducted with the goal of being statistically valid from the standpoint of number of markets researched. Targeting a sample 200 unique markets would ensure TeleVox maintained a confidence level of 95% and a confidence interval of 5.07 for their total population of 429 markets. TeleVox customer markets were randomly selected and assigned a search engine. To ensure competitive representation in the study, the 52 mutual Sesame Communications markets were included.

The search engine distribution targeted for the study was taken from the Nielson//NetRatings report, "Top 5 Search Engines by Share of Searches, June 2005 (U.S., Home & Work)." Based on the findings of the report, the search engines used were Google, Yahoo, MSN, AOL and My Way.

Traditional orthodontist websites were the focus of the study. Untraditional sites, like local yellow pages, were not recorded. Additionally, the TeleVox-hosted directory of orthodontic sites was excluded. For comparative purposes, the results of this study are presented to include only TeleVox traditional websites unless otherwise noted.

The first ten sites or the first three pages of results, whichever came first, were mapped. The following results were recorded:

- Result position: 1 to 10 for each individual market
- Web address
- Physical position: the actual physical count of a result. For example, a site could be in the first "result position" but have a physical position of 2+
- Site design by: the web host or site designer for a result. A site designer was "undetermined" if not easily identified.

A number of different metrics were recorded and mapped for each vendor, including the V-Score. The V-Score is a 0 to 10 rating designed to interpret a vendor's search engine performance across all searches. Depending on the first result position for a vendor in each market, they are assigned a visibility score for that market as follows:

VISIBILITY SCORE TABLE											
Vendor First Result Position	1	2	3	4	5	6	7	8	9	10	0*
Visibility Score	10	9	8	7	6	5	4	3	2	1	0

\*A vendor without results in a market search was scored a 0 for their visibility score.

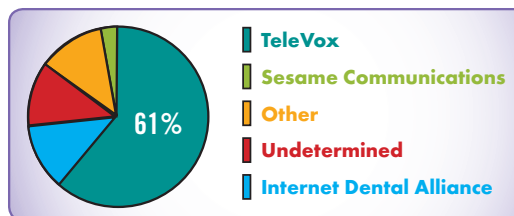
The benefit of the V-Score is that a vendor's performance is not negatively affected by having multiple results within a market. It also takes into account search results where a vendor may not have any results, resulting in an overall score of 0 for that search.

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## OVERALL SEARCH RESULTS

TeleVox leads all vendors in overall share of results. Specifically, 61% of all 602 search results were TeleVox sites. Of the 467 traditional site results, 234 were sites designed for TeleVox customers (50.1%).



At the individual site level, TeleVox customers also demonstrated better overall positioning than those of competitors.

The market search level is defined as the overall results within a unique local market. Because a vendor may have more than one site represented within a particular market it was important to understand their visibility within a single market.

At the market search level, a key indicator of position was the percentage of searches where TeleVox held the first result position. When considering traditional sites, TeleVox held the first result position in 33.5% of all 200 searches.

Overall, TeleVox sites had an average starting position of 1.726. This is an advantage of over 1.033 overall the next closest, reasonably represented competitor, Sesame Communications. Similarly, the gap in the average first physical position was 4.025.

OVERALL VISIBILITY-ALL ORTHODONTIST SEARCHES				
Vendor	% of searches with results	Avg. 1st Position	Avg. 1st Physical Position	Visibility Score
TeleVox	73%	1.726	5.123	6.770
Sesame Communications	27.0%	2.759	9.148	2.225
Internet Dental Alliance	8.5%	4.118	17.647	0.585
Officite	1.0%	1.000	1.000	.1000
PBHS	1.5%	5.333	16.333	0.085
Other	25.0%	3.222	11.240	1.945

*Note: 62 vendors had representation in the results. No other vendor had more than 2 sites in the overall results.*

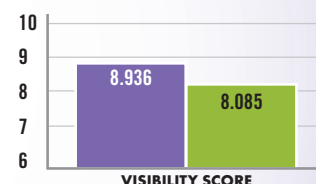
## COMPETITIVE SEARCH RESULTS

### TeleVox vs. Sesame Communications

Upon completion of all searches, TeleVox and Sesame Communications returned the most positive overall results. To further identify the performance of each vendor, Porter Research worked to identify only those markets where both vendors returned traditional orthodontist customer sites. This accounts for 47 of the 200 local markets researched and provides an unbiased, head-to-head comparison for the performance of each vendor.

TeleVox held the first result position in 36.2% of these searches, while Sesame only had the first position in 17.0%. TeleVox also held an advantage in the average first position and average first physical position. The V-Score describes the position of the top-performing site within each search for each vendor.

COMPETITIVE VISIBILITY-TELEVox VS SESAME COMMUNICATIONS			
Vendor	Avg. 1st Position	Avg. 1st Physical Position	V-Score
TeleVox	2.064	5.915	8.936
Sesame Communications	2.915	9.340	8.085



## CONCLUSION

The overall results of this research indicate with statistical certainty that TeleVox-hosted orthodontist websites outperform competitors' websites in terms of search engine results and position. Specifically, TeleVox sites:

- Represented the highest percentage of all search results
- Have the highest incidence and percentage of 1st position rankings (#1 site returned in results)
- Enjoyed both the best average position and average physical position
- Outperform their key competitors head-to-head in terms of overall visibility for hosted sites

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