



## Registration form

### Become member

Register now using the form below and join the active community of Leading Hernia Centers. With your completed registration you confirm that you accept and fulfill the strict membership criteria. Mandatory information is marked with an asterisk ( \* ).

Clinic / Company\*

Gender\*

Degree

Last name\*

First name\*

Zipcode\*

Town\*

Country\*

Phone\*

Fax

Email\*

Website

\* I confirm the membership and book the LHC starter kit amounting to 2.900,- EUR (range of services) \*

\* I accept the membership fee of 6.900,- EUR per year and a fixed term of three years (range of services) \*

\* I accept the Data Protection Policy and Terms and Conditions \*

You will immediately receive a confirmation of agreement once the Scientific Advisory Board Hernia has validated your membership application. The General Terms and Conditions and the Service Portfolio of Leading Health Centers GmbH, Baarerstrasse 10, 6302 Zug, Switzerland apply (see: <https://www.leading-hernia-centers.com/terms-and-conditions/>). If you object to our provisional use of your homepage information and image material, please contact us without delay.

\_\_\_\_\_

Date

\_\_\_\_\_

Signature

## Leading Health Centers GmbH

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6302 Zug / Switzerland  
Phone.: +41 (0)41. 790 88 47  
Fax: +41 (0)41. 790 88 49  
info@leading-hernia-centers.com  
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## Range of services

Leading Hernia Centers (LHC) is a topic-based platform supported by our dedicated competence platform solution. It explains the subject of hernias in layman terms, presents physicians registered with the Leading Medicine Guide (LMG) and LHC who specialize specifically in hernias and features an exclusive private space where hernia specialists can discuss technical matters together.

Exclusive membership and certification by Leading Hernia Centers is clearly emphasized in the Leading Medicine Guide - in the expert profiles, in the community and in search results. This ensures greater prominence for LHC members when website users conduct their searches. Each search points to the link to the Leading Hernia Center platform so that users can see for themselves the quality of the center.

A summary of the presentation services:

- your profile filed in the medical competence platform 'Leading Medicine Guide'.
- your profile networked in the topic group and page research
- profile designation
- link tagging
- participation in the reach, visibility and interactions of LMG 4.0
- access of members to the closed customer area
- proportionate operating costs
- B2C orientation

## I. Starter kit - Leading Hernia Centers (LHC)

The starter kit acts as the basic equipment needed for ATL marketing (conventional marketing), serving the individual centers for their own marketing.

You will receive the following publicity materials in the LHC starter kit:

- wall-mounted object 370 mm x 370 mm x 40 mm in PMMA with an LHC logo, diameter = 230 mm and depth = 4 mm, surface polished gold
- folder, 500 items (300 g/m<sup>2</sup>, 2/0- colored, 21.2 x 30.1 cm)
- correspondence paper, 500 items (120 g/m<sup>2</sup>, 2/0- colored, DIN A4)
- business cards, 500 items (300 g/m<sup>2</sup>, 2/0- colored, 8.5 x 5.5 cm)
- patient brochure, 500 items (250 g/m<sup>2</sup>, 3/2- colored, 15 x 15 cm)

Naturally, all publicity materials can be reordered regularly. We would be glad to give you a quote.

## II. Online-Marketing

Have confidence in the technical know-how and many years of experience of our online marketing partners. In order to help potential patients find your online presentation and to ensure excellent visibility, we draw on a wide variety of proven methods. The success of our online marketing is based on the following basic cornerstones:

### Technical onpage optimization

A website specifically designed for search engine crawlers is essential to achieve the huge reach of our portals. The main features we refer to here are its meta tag handling, page loading times, robot control, duplicate content, site maps and URL structure. To ensure its technical integrity, we run weekly technical audits with the renowned tools SISTRIX Optimizer, Google Search Console, AHrefs and XQVI.

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## Onpage content optimization

Creating and optimizing editorial content is the second cornerstone underpinning the reach that we achieve. By paying strict attention to our proven SEO guidelines for editorial staff, our copywriters produce medical content every day which meets the needs of users and so ranks very high in search results. Among the features covered by the guidelines are WDF\*IDF analyses, keyword researches, headline structure, internal links, proof term analyses and W question tools.

## Keyword researches for your skill and service range

Creating and optimizing online content relies on thorough keyword research because you can only optimize content specifically and secure organic traffic when you know what is being searched for. For each separate and distinct topic area our team creates a list containing up to 5,000 terms, which are checked in the official Google keyword planner to determine their search volumes. This is how we discover how frequently users actually search for the specific terms.

## Visibility on the web

To ascertain the visibility of our website, we use the SISTRIX visibility index and the XQVI online value index. These two visibility indexes indicate how easy it is to find a website through organic Google searches. The more high-ranking keywords a website has, the higher is its visibility index as well. But a comparison of two websites only makes sense if the same search terms are in competition with each other.

## SEO offpage optimization

High-value, top-quality backlinks - i.e. references from other pages - are still one of the most important ranking factors for search engines. As well as a natural link structure for our website, we also safeguard ourselves against Google penalties resulting from an unnatural link profile. With the aid of Ahrefs and the Google Disavow Tool, we run monthly clean ups of our backlink profile to keep ourselves permanently safe from Google penalizations.

## Web Analytics

Using Google Analytics, we monitor traffic on our website all around the clock. In a fully automated process, we analyze user behavior and so discover every weak point, no matter how small, and then eliminate them.

## Social media & blog

Thousands of fans are already following us on Facebook – and the trend is going from strength to strength! Here we promote the recruitment of our specialists, the issue of certificates to our physicians and any current information relating to Leading Medicine Guide members. Also, we give information on innovations in the fields of medicine and health both on our Facebook page and in our blog.

## Paid search results & ad banners

To enhance our organically created reach, we also invest in paid searches using the Google and Yandex (market leader in Russia) search engines. In addition, every day we activate 10,000 adverts in the Google Display Network so that our brand is present on a wide variety of health-related pages on the net.

## User experience and design

User satisfaction testified on web pages is becoming increasingly important for search engine rankings. This, coupled with the ever growing number of search inquiries from mobile devices, is clear evidence of the quality of the responsive design that we use. This ensures a perfect user experience, irrespective of whether it is via a PC, tablet or smart phone. We run regular A/B tests in order to keep our development moving forwards as regards UX.