

http://www.eisai.com: GETTING RESULTS

Our coverage on major Internet search engines is growing. Since January 2004, eisai.com's exposure has risen 81 percent based on company name searches. When product and disease category terms are used, Eisai's visibility has increased by 445 percent. Additionally, we have risen from number 17 to three, out of 21 pharmaceutical company web sites. Corporate Planning & Communications has worked diligently to increase these statistics using search engine optimization (SEO).

engine results and increases the amount of visitors. The higher

the ranking, the greater the chance a user will access our site. As you know when you look for something on Google™ or Yahoo!®, the outcomes are listed in a particular order and users typically do not click through all the pages. Where a site is located in an inquiry is essential in directing more traffic.

WHY SEO FOR EISAI?

Eisai.com was launched in 2003. To measure our return on investment and to augment our online audience, we partnered with outside vendors. Suzanne Grogan, associate manager, Corporate Planning & Communications, led this effort at the time. Kikaku American International, a pharmaceutical industry consultant and Strategic Domain, an e-marketing company working with the healthcare industry, reviewed eisai.com and made recommendations for improvement.

We collaborated in the creation of meta data. Once finalized, eisai.com was submitted to the search engines to notify them that this information was to be included when people identified specific terms.



Eisai's homepage

WHAT IS SEO?

SEO is the process of optimizing a web site for search engine ranking. This is accomplished by using meta data—information that is invisible to the public, but can be seen by robots that browse the Internet in a methodical, automated manner. They are used to create a copy of all the visited pages for later processing that will index the downloaded pages to provide fast searches.

Eisai.com's meta data contains our product names and disease categories. This improves standing in search

“Our work with these companies has increased our visibility tremendously,” Suzanne comments. “We want the public to easily find eisai.com through Internet searches.”



Suzanne Grogan

As Suzanne has embarked on other responsibilities within the department,

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Christine Lara, associate manager and Pat Donohue, senior manager, are now working with Kikaku American International and Strategic Domain to increase eisai.com's exposure. For example, we have incorporated our web address in future press releases to drive traffic.

Our place within search engine results also depends upon the information analyzed. Eesai's meta data is tailored according to the top three engines and how they evaluate the data: Google, Yahoo! and MSN™. According to Rick Robinson, managing partner, Strategic Domain, these sites perform 85 percent of all online searches.

HOW DO WE MEASURE SEO?

The Web Site Search Engine Exposure Index is used to gauge online searches of Eesai's name and product categories. It was developed by assigning a numerical value to the top 30 spots in a search engine. The number one position receives 30 index points, the number two position receives 29 index points and each succeeding position is reduced by one point. If listed in all of the top 30, a site would receive 465 index points. A "perfect score" is to obtain the top 30 on all top 15 engines, equaling 6,975 points.

Rick and counterpart Peter Sonnenreich, executive vice president of Kikaku American International, believe that we have a good balance of product category and company name rankings that helped eisai.com grow in rank to number three from 17 in the pharmaceutical industry. The leader in this category is currently Merck.

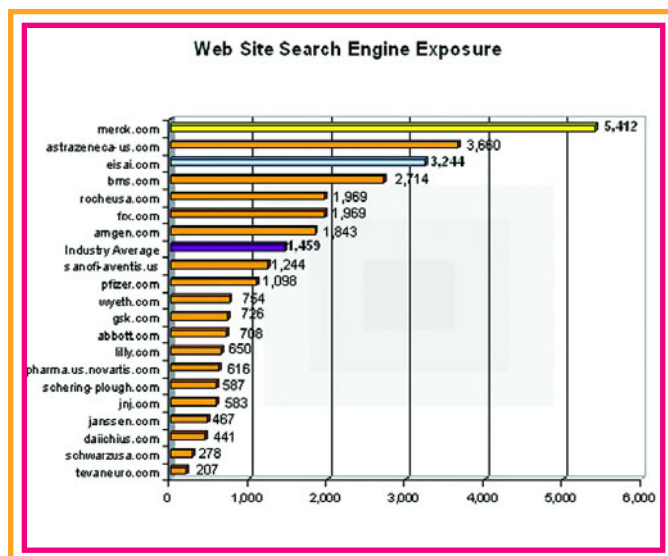
RESULTS

Eesai monitored its web presence beginning in January 2004 and continues to do so on a monthly basis. The

following explains the strides our site has made since then.

- Eesai company name search ranking increased from 595 points to 1,079 points, or 81 percent. During the same time period, the industry average only increased 28 points, or three percent.
- The average number of Eesai-related listings per search engine increased from 1.6 to 8.8, an increase of 450 percent.
- Eesai has vastly improved its saturation level. Saturation refers to the number of times a site appears within a search engine's top 30 positions, despite its ranking. During the first month of reporting, the highest number of rankings Eesai had on any search engine was two, giving us a very low saturation and low exposure. In the latest rankings, Eesai appears at least nine times on six of the search engines and at least five times on all but two search engines.

We continue to update our meta data as information evolves on our web site in order to continue SEO. Eesai.com is one avenue by which we promote our company image and works together with our other corporate branding efforts so that we can better deliver on our *human health care (hhc)* mission. ▲



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