

BIOCOMPARE

The Buyer's Guide for Life Sciences



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May & June Editorials 2016

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Send your Editorial to pfung@biocompare.com



A New Approach to Audience Engagement

Key Points

- ❖ 12 month program
- ❖ Native advertising platform – customer contributes relevant content throughout content hub (labeled as sponsored content)
- ❖ Dedicated internal and external promotion
- ❖ Exclusive branded sponsorship
- ❖ Price may vary depending on program subject and reach
- ❖ Community engagement forums (optional)
- ❖ Selected and relevant content gated to drive lead generation

Built to integrate Sponsor, Editorial, Rich Media Content and Forums into one holistic experience (e.g. relevant content plus 10 new editorial elements, 24 sponsored content elements).

Focused on exploring the most relevant technology and business categories.

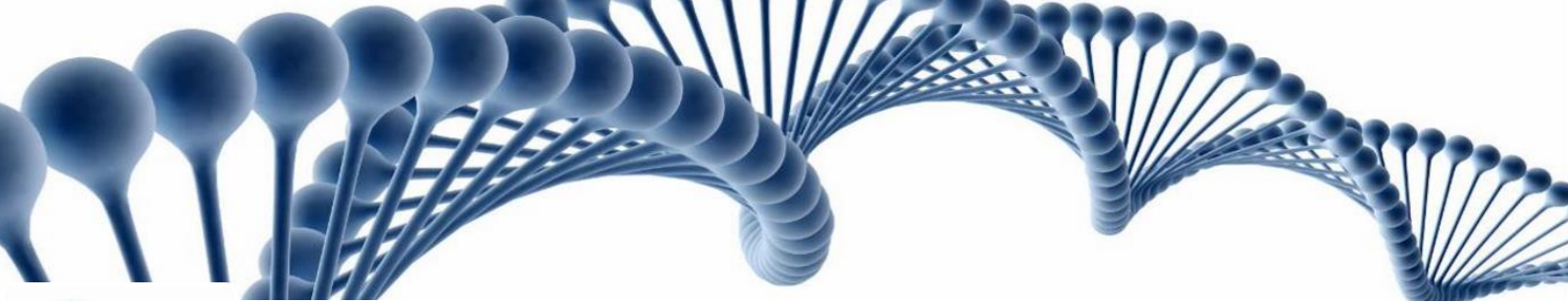
To find out more visit - www.futurelab.biocompare.com

MEET US AT

10 th – 12 th May	Analytica, Munich
13 th – 17 th May	AAI, Seattle
21 st – 24 th May	ESHG, Barcelona
11 th – 15 th June	Cyto, Seattle

Please contact us if you are available to meet at any of the above exhibitions:

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5 Key Tips to Improve the Mobile-Friendliness of your Website

Beginning in May, Google is rolling out an update to mobile search results that increase the effect of the ranking signal to help users find even more pages that are relevant and mobile-friendly.

If you need support with your mobile-friendly site, we recommend checking out the Mobile-Friendly Test and the Webmaster Mobile Guide, both of which provide guidance on how to improve your mobile site. And remember, the intent of the search query is still a very strong signal, so even if a page with high quality content is not mobile-friendly, it could still rank well if it has great, relevant content.

Below are five key tips to take away to improve the mobile-friendliness of your website:

- ❖ Use tools like the mobile-friendly test on all pages of your site, but don't rely on this completely. It is not uncommon for the tool to say a page passes the mobile-friendly test, but with just a few minutes of human testing, you can spot issues that may damage the user experience and increase your mobile bounce rate
- ❖ Page speed is important when it comes to your mobile strategy. It is a desktop ranking factor too, and slow page speed should always be a cause for concern, but especially critical for mobile searchers
- ❖ Reducing mobile-friendly errors can increase your visibility in mobile search, but in terms of user-experience, aim towards creating a seamless experience across all devices. Google specifically recommends responsive design over other methods such as having separate mobile URLs
- ❖ Brand consistency is important across devices
- ❖ Continue to actively find pain points, and fix them. This could involve user-testing, or asking your valued customers to provide feedback



How to Deal with Unhappy Customers

Like death, taxes, and election debates, unhappy customers are inevitable. Unlike the first three, you have an opportunity to make the fourth work in your favour — before, during, or after a sale. The ACP-LS has just posted the first of 3 articles that discusses the essential need and real-world options at your disposal to convert a fire-breathing customer into a loyalist who opens the door for new business at and beyond her institution. The stories you'll read are true. Names, products, and services have been changed to avoid lawyers, but the facts are based on nearly 20 years of one-on-one experience with researchers, department heads, purchasing executives, and in one case, a roomful of orthodox rabbis.

Written by Alan Gerstein, ACP-LS Digital Editorial Director - a biotech industry veteran - Read the full article at <http://www.acp-ls.org/blog/item/278-problem-into-profit>

And if you have anything that you are unhappy about from **Biocompare**, then we absolutely want to know, so we can fix it for you:

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