APPENDIX A. MOST-COMMON MEDICARE KEYWORDS

Keyword	Volume
medicare	450,000
medicare gov	110,000
medicare part b	90,500
medicare phone number	74,000
medicare vs medicaid	74,000
medicare part d	60,500
aetna medicare	40,500
medicare part a	40,500
medicare for all	40,500
medicare advantage plans	33,100
humana medicare	33,100
medicare part c	33,100
medicare advantage	27,100
my medicare	27,100
what is medicare	27,100
medicare supplement plans	22,200
sign up for medicare	22,200
medicare eligibility	22,200
medicare age	22,200
medicare enrollment	18,100
www medicare gov	14,800
unitedhealthcare medicare	14,800
aarp medicare	14,800
apply for medicare	14,800
medicare open enrollment	14,800
difference between medicare and medicaid	14,800
medicare card	14,800
centers for medicare and medicaid services	14,800
medicare login	14,800
noridian medicare portal	14,800

APPENDIX B. CATEGORIES OF RECORDS

Digital Ecosystem Glossary

Section and Record Type

- **Google recommended:** Nonorganic search results include:
  - People also search for
  - People also ask
  - Searches related to
  - Other keywords

- **Organic:** A free listing in google search that appears because it is relevant to the search terms:
  - Organic owned includes website, blog, and social media
  - Organic earned includes shared or mentioned content
  - Social media record includes Facebook, YouTube, etc.

- **Top stories:** Timely articles based on Google's importance scoring. Includes publications and news content (e.g., Forbes, Healthline)

- **Advertisements:** Nonorganic paid displays of content:
  - Top of page results
  - Bottom of page results

- **Google images and videos:** Searches related to image content

- **Directory listings:** Maps and services directories with contact information (local agents, provider offices, etc.)

Organization Category

- **Agency/Agency partner:** An organization which represents consumers in their search for an insurance policy. Agency partners are companies that provide lead generation directly to agencies or agents.

- **Health plan:** A corporation that provides medical insurance.

- **Government:** Government entities Federal Government, Centers for Medicare and Medicaid Services, U.S. Department of Health and Human Services, Congressional Budget Office, Social Security Administration

- **Patient advocacy/Educational organization:** Consumer education company and/or policy organizations focused on consumers

- **Media/News organization:** Publication companies, news outlets, and social media companies

- **Other for-profit organization:** Other organizations that do not fall into the above buckets, medical groups, and pharmacy benefit managers