

Top Doctors improves their user experience with Google Maps Platform

Intelligence Partner provided advice to Top Doctors® about the use of Google Maps Platform APIs. The idea was to optimise the service that the platform offered both to patients and doctors.

The challenge

The success of the platform itself, especially in recent years, with the exponential growth of the digitalisation of services, was what led Top Doctors® to a situation in which they required a change to their technological approach. Top Doctors® was already using the services of Google Maps Platform, but there was still a lot to do.

The solution

Several improvements to the use of the APIs were proposed, but the major one was the establishment of Static Maps as the default API in each search, rather than the Javascript API as had been done up until that point. This initially reduces the loading times without reducing the quality of the user experience given that, if the user continues the search, then the Javascript API does load.

The results

One of the main improvements that Top Doctors® obtained was on a technical level: greater speed and performance of the platform was one of the direct results of the optimisation in the use of the APIs, which translated into a better SEO positioning. The fact that complex searches usually took around 5 seconds and decreased to only 2 seconds is remarkable.

“Complex searches were optimised by around 170% with the optimisation of Google Maps Platform APIs.”

Alberto Lahuerta, Senior Developer at Top Doctors®



About TOP DOCTORS SL

Top Doctors® is the leading medical team of private healthcare on an international level. It is a platform which aims to facilitate the search for professionals by specialism, pathology and location. It enables you to search, compare and request an appointment. It offers access to the profiles of registered doctors, and opinions of real patients.

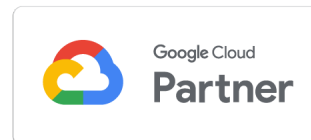
Industry: Healthcare & Life Sciences

Primary project location: Spain



About INTELLIGENCE PARTNER S.L.

1st Spanish consultant to become Google Cloud Premier Partner. Awarded with Google Cloud specialization in Work Transformation & Location Strategy.



Products

Google Maps Platform