

Independent Study Title	EVALUATING THE QUALITY OF MEDICAL TOURISM WEBSITES: MEXICO, USA, INDIA AND THAILAND
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ABSTRACT

The research aimed to evaluate the quality of medical tourism websites in four countries: Mexico, the USA, India, and Thailand. The study used SEOptimer, a comprehensive website measurement tool, to evaluate five critical dimensions: On-Page SEO, Links, Usability, Performance, and Social. Each of these dimensions is a critical component of website quality that has a direct impact on user satisfaction. The research methodology entailed the systematic collection and analysis of data from a representative sample of medical tourism websites in each country. Quality scores were generated for each of the five dimensions using the SEOptimer tool, enabling a quantitative comparison of the quality of websites in various regions. To validate the findings, Google ratings were analyzed to indicate user satisfaction. The study determined the dimensions that had the most significant impact on user perceptions and satisfaction by correlating SEOptimer scores with Google ratings. Statistical analysis was implemented to interpret the data and identify significant correlations between user satisfaction and website quality. As a result of this approach, the study was able to provide a comprehensive evaluation of medical tourism websites, identifying areas for improvement in the medical tourism industry.

Keywords: Medical tourism, SEOptimer, Website Quality, Google ratings scores