

Membership Features

1. **Company listing:** A company listing is an entry into the dothealth database which allows users to search for your company.
2. **Company description:** The company description is the field where you can describe the work conducted by your organisation. The word limit for this is 75 words.
3. **Product Listing:** A product listing is a choice of a category and sub category of products provided within dothealth that best match your product offering.
4. **Product Tags:** A product tag is one word associated with a product listing chosen by the member company to best match the users search query.
5. **Product Names and Images:** Members can add a name to their listed product and also upload a product image. The image specifications are provided on your account page.
6. **Company Logo:** Members can upload a company logo of a specific dimension and type which will be displayed on their profile.
7. **Product Fact Sheet:** Members can upload a document that contains product specifications and related information. The document specifications are provided on your account page.
8. **Click through Reporting:** Members will be provided the following 3 reports
 - a. Number of profile views
 - b. Number of click through to member website
 - c. Number of downloads of product fact sheet.

**Note: All documents and images that are a part of your profile can be updated/changed as many times as required within your membership period.*

Keyword(s)

1. A keyword is a specific word that can be bought and associated with a company profile. Any exact matches to this word in the search query would return the respective company profile as the top result.
2. 1 Keyword can be owned by a maximum of 3 members at any given time.
3. Keywords will only be available for purchase to gold members.
4. Keywords* will be bought for a period of 12 months and cannot be changed.
5. The right to renew the keyword ownership will be provided first to the original owner. If the keyword subscription is not renewed the keyword will be sold to the first available buyer.
6. Keywords are not transferable and cannot be resold by the owner. They can only be traded from the dothealth domain.
7. Purchase of keywords that are trademarks not owned by the same company are not allowed.

Search Rankings

1. Users will be able to search specifically for a company name or for a product name.
2. For company search the following ranking will apply
 - a. Exact keyword(s) match
 - b. If multiple keywords match, results will be ordered by the highest number of keywords matched.
 - c. If same numbers of keywords match then results will be ordered by company profile last updated date.
 - d. Exact match against the company name
 - e. Partial match against the company name
3. General ranking will be preserved. This will follow the following rules
 - a. Gold members
 - b. Silver members
 - c. Bronze members
4. In case of 2 companies being on the same ranking, the company that last updated their profile would be ranked higher.
5. A maximum of 500 results will be returned for every search query.
6. If no results are returned for a company search then product search will be done.
7. A product name search will have the same ranking rules as described in the points above and
8. Purchased keywords would take precedence over all searchable data.