DO YOU KNOW?

1. Do you know how many new unique visits occurred on your website last month?

2. Do you know what percentage of those visitors completed an online form or called your practice? Your site’s conversion rate?

3. Do you know what percentage of those conversions scheduled and/or showed up for a consultation?

4. Do you know the amount of money you spent to generate those consultations?

5. Do you know how much money your practice received from those consultations, treatments and procedures performed?

6. Do you know how much money you made from your digital marketing efforts last month?

7. Do you know your ROI from those efforts?

8. Do YOU care? Should you?