

Where to find the

# THE MOST PT PATIENTS LEADS

Online



Real data from 100+ growing PT Clinics  
in the United States and Canada

***CAUTION... DON'T BLOW YOUR MONEY ON  
FACEBOOK OR GOOGLE BEFORE READING THIS!***

# WHAT'S IN THIS REPORT:

- 1 The 5 sources of online patient leads
- 2 Survey results: The best source of traffic + new patients
- 3 Key takeaway: What it means for your practice
- 5 Other key survey trends
- 6 How to use these results to grow

## WHERE DID THE DATA COME FROM?

Practice Promotions designs and services websites for hundreds of privately-owned PT practices across the USA & Canada.

For this report, we identified over 40 our most successful\* clients – accounting for more than 100 clinic locations who are actively attracting direct access patients online. For their privacy, all data will be shown anonymously.

*\*Practices included range from single therapist to many locations. "Successful" in this report is proportionate to each practice's size, not based on sheer volume.*



# THERE ARE 5 SOURCES ONLINE PATIENT LEADS

## Direct Web Traffic

Direct web traffic typically means the visitor typed in your web address and went straight there. They also could have copied and pasted the link. "Dark Traffic" is also included when the source can't be identified. It's annoying, but this will always account for a certain percentage of visits.

## Referral Web Traffic

Referral traffic is visitors that were directed to you by another website. This could be Yelp, directories, as well as local partners such as a news outlet if they share a story about you or a doctor's office that mentions you on their website.

## Social Media

This one is self-explanatory: traffic from Facebook, Twitter, Youtube, or any other social platform.

## Organic Web Traffic

Organic refers to search engines including Google, Bing, etc. This traffic searched for something, saw you in the results (not ads), and clicked. This is a great type of traffic because it's free!

## Paid Ads

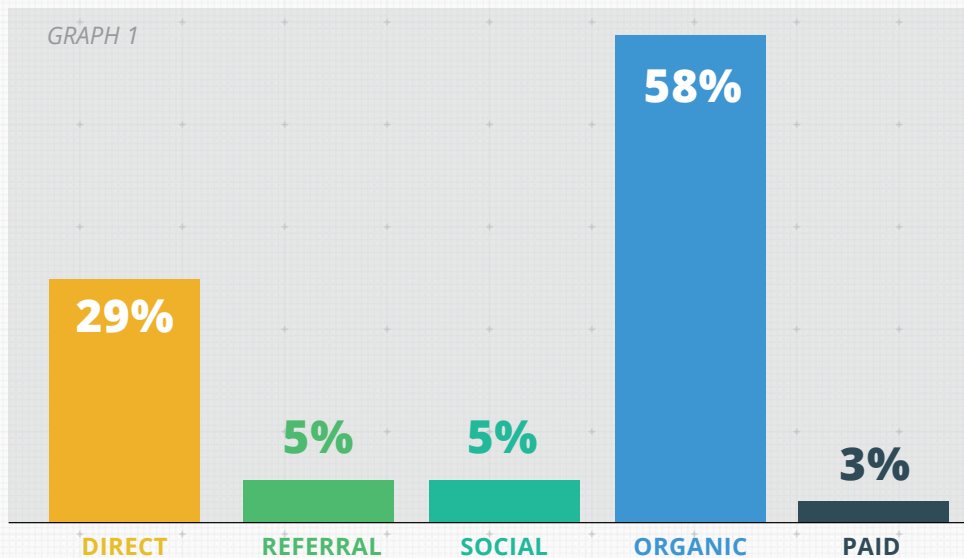
The name says it all! If you're using paid ads such as Google Ads (formerly Adwords) they will appear in this source category.



# RESULTS

## Average % of Web Traffic from the 5 Sources

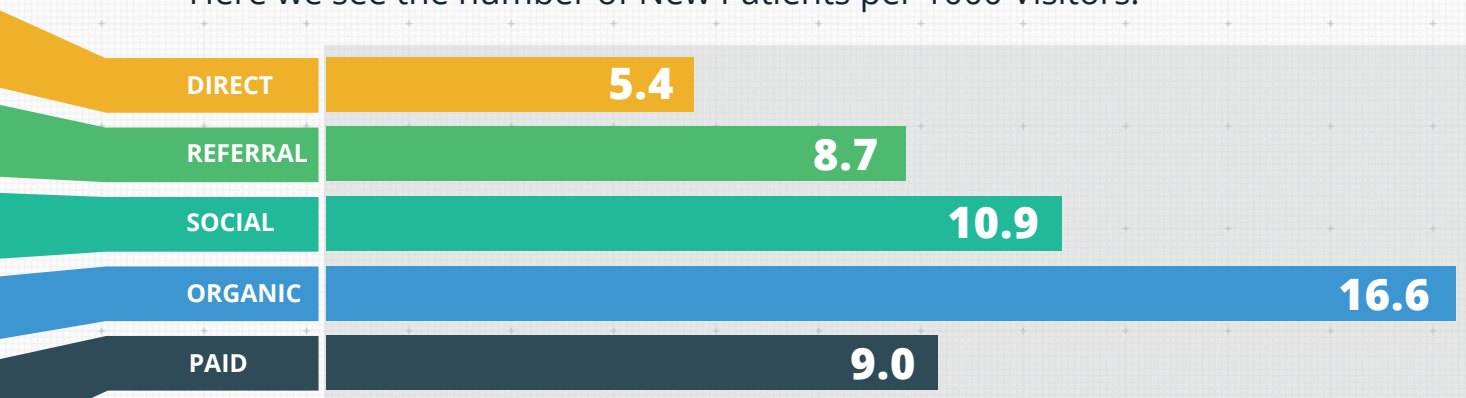
As shown here, the vast majority of successful clinics surveyed get most of their website visitors from local **organic searches**.



Searches are usually “physical therapy near me” but the best PT websites are also optimized for terms like “back pain help” or “sciatica relief” to drive the most possible traffic.

## Number of New Patient Leads:

**Organic** traffic also accounts for more new patients than any other source! Here we see the number of New Patients per 1000 Visitors:



GRAPH 2 Average appointment requests per 1000 visitors for clinics whose % of web traffic from each source exceeded the average in graph 1

# WHAT DO THESE NUMBERS MEAN FOR YOU?



1

## People are researching you online.

Whether your goal is direct access or more doctor referrals, more and more patients are researching online before coming in or calling.

A great looking website, a high Google rank, being easy to find... all this helps the patient trust you even before meeting you.

2





2

## If you don't rank highly on Google, here's what could happen if you did:

Let's imagine you currently get 1000 visitors per month from other sources.

Based on graph 2, here are your expected monthly results vs. what it would be with 58% organic traffic:

**1,000  
VISITORS**

**5-9  
NEW PATIENTS**

WITHOUT ORGANIC



**2,380  
VISITORS**

**22-27  
NEW PATIENTS**

WITH ORGANIC

*That's over \$15,000 in additional revenue!\**

It quickly becomes clear that having a website optimized for local search is the **best way to get more new patients online.**

\*US average patient value at the time of research.



## Tips for improving SEO (for non web experts)

### 1) Google MyBusiness

Google MyBusiness is a free, easy tool that boosts LOCAL visibility in searches.

Fill out a profile for each location, include recent photos, and mention all of your services and treatments.

### 2) Start Blogging

A blog is still the #1 way to rank on searches that are condition based. Back pain tips, knee pain or arthritis information – all of these are chances to appear in a new search and get free organic traffic.

### 3) Consider Updating

If you haven't updated your website in 2 years, Google has changed their algorithm over 35 times since it was designed.

Take advantage of the latest tech and hire a web company with great PT search results.



# OTHER KEY SURVEY TRENDS:



## Paid ads don't replace SEO

Don't get me wrong, paid ads can absolutely work! Remember, everyone surveyed is meeting some level of success. But...

While buying 1,000 visitors and getting 9 patients is OK, it's a lot easier to spend that money if you've already gotten 16 patients from 1,000 free visitors isn't it?

Make sure your website is attracting as many new patients as possible automatically, THEN spend money on ads.



## Tracking marketing results boosts profit.

29% of traffic in graph 1 comes from Direct. Which means we have no idea how they heard about the website. But look at this:

clinic #	Direct %	Total Web Traffic	Appointment Requests	Appts per 1000 visits
19	43%	5383	22	4.1
31	52%	7097	37	5.2
29	50%	3980	29	7.3
15	49%	9151	46	5.0

Websites with the highest direct percentages were almost always below the average even for the direct category – as low as 4 per 1,000.

And yes, some traffic will always be direct. But proper tracking helps reduce the number and allows you to put more resources behind the other, higher profit sources.



"A great looking website, a high Google rank, being easy to find... all this helps the patient trust you even before meeting you."

-Neil Trickett, PT, Former Practice Owner



# SEE HOW YOU RANK

Compare your SEO, social media, and website  
to your local competition with our free  
**Online Practice Analysis tool!**



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