

A weekly report should make the next decision easier.

This complete example shows how Smarter Practice can turn enabled growth signals into a concise explanation, accountable work and one narrow decision.

PRACTICE	CURRENT PERIOD	COMPARISON	READING TIME
Illustrative Dental Practice	May 8-14	May 1-7	About 3 minutes

Illustrative sample only. The practice name, dates, values, observations and actions are fictional. This is not client data or evidence of results.

OWNER SUMMARY

Website visits declined. Search visits held. One guide completion remains unmatched.

Total website visits declined from 348 to 312 while visits from search moved from 101 to 104. In this sample, a completed patient guide is intended to create an inquiry. Five of six current completions have matching CRM receipts, compared with five of five last week. The unmatched record could reflect a delivery problem, duplicate handling, processing delay or measurement difference; the priority is to verify the cause before increasing campaign investment.

POSITIVE MOVEMENT	PRIMARY RISK	BEST OPPORTUNITY
Search visits changed little despite the overall traffic decline.	One of six current guide completions remains unmatched; the cause is not established.	Verify whether the gap reflects delivery or measurement, then repair only a confirmed break.

What changed, and what can it actually tell us?

Each measure keeps its own meaning. Activity is not presented as an appointment or revenue outcome.

SIGNAL	CURRENT	COMPARISON	INTERPRETATION
Website visits	312 Down 10.3%	348	Overall website activity declined and deserves a channel-level check.
Visits from search	104 Up 3.0%	101	Search traffic held while total traffic fell. This does not establish ranking improvement.
Google Ads clicks	96 Down 5.9%	102	Ad click activity declined. Clicks alone do not show whether the campaign produced useful inquiries.
Google Ads spend	\$480 Down 5.9%	\$510	Spend declined with clicks. Cost per useful inquiry still depends on a reliable CRM pathway.
Patient guide starts	11 Up 22.2%	9	More visitors started the guide. A start is funnel activity, not a qualified inquiry or appointment.
Patient guide completions	6 Up 20.0%	5	A completion is intended to create an inquiry in this sample. One of six remains unmatched; duplicate handling, processing timing and measurement differences still need checking.
CRM inquiry receipts	5 No change	5	Five current receipts match five of six completions. Verify whether the gap reflects delivery or measurement before using it to judge inquiry performance.
Google Business Profile views	286 Up 8.3%	264	Profile views increased. Views are visibility activity, not calls, appointments or completed care.
New reviews	2 Volume only	1	This sample records review volume, not patient satisfaction or completed care.

HOW TO READ THIS PAGE

The decline in total visits deserves investigation. Stable search visits are useful context, but they do not prove a ranking gain. Clicks and funnel completions remain activity measures. Verified tracking can help connect activity to inquiries; it does not establish appointments or revenue.

What was completed, prepared or deliberately held?

The status is part of the report. A proposed change is not described as completed work.

COMPLETED ANALYSIS

Compared website, search, advertising, funnel and CRM signals across the two sample periods.

No public or provider change was made.

PREPARED FOR VERIFICATION

Mapped the website submission, intended CRM destination and related tracking events for separate verification.

The mapping remains illustrative until an authorized test checks CRM delivery and tracking behavior.

HELD

Any campaign expansion or public change.

No recommendation to increase spend is supported until the unmatched record is explained.

Who owns what happens next?

SMARTER PRACTICE OWNS NEXT

Run one authorized synthetic inquiry through the website to the intended CRM destination, then verify the related tracking events separately.

Timing: Next weekly cycle, after approval

Expected effect: Show whether the submission reaches the intended CRM destination and whether the expected tracking events fire; provider counts and attribution may still differ.

Success measure: Confirm the test submission reaches the intended CRM destination once, and separately verify the expected tracking events without using patient information.

Approval: Prepared; not executed

One small input keeps the work moving.

PRACTICE MANAGER

Confirm the intended inquiry destination and who should recognize the synthetic test.

Timing: Before the agreed test window

Success measure: The destination and responsible role are confirmed before testing.

ONE DECISION REQUESTED

May Smarter Practice run one synthetic, non-patient inquiry during an agreed business-hour window?

- ☐ Yes - propose a time
- ☐ Use a different test window
- ☐ Not this week

This is an example decision card, not an active authorization request.

DEFINITIONS AND LIMITATIONS

The boundaries are part of the answer.

- All values are fictional and demonstrate report structure only.
- Website visits, clicks, form completions and inquiry records are different measures.
- Available measures and record matching depend on the practice's connected systems and verified tracking setup.
- No appointment, completed treatment, revenue, patient-satisfaction or search-ranking outcome is inferred.
- A real report includes only enabled and authorized sources, with exact periods and material limitations.

WHAT A REAL REPORT CAN INCLUDE

Website traffic and behavior, search visibility, Google Ads when elected, Google presence, reviews, lead-funnel activity, CRM receipt status, completed work, next actions and narrow practice decisions - using enabled and authorized sources only.