

# INCREASING DIRECT/BRANDED WEBSITE TRAFFIC TO YOUR MEDICAL PRACTICE

**RULE:** Know how many people search for you!

**ANALYSIS:** Is your direct website traffic UP or  
DOWN year-over-year?

## CONCLUSION:

**DOWN=** WEAK  
patient retention/  
referrals and/or  
economic market



**UP=** STRONG  
patient retention/  
referrals and/or  
economic market

## WEBSITE TRAFFIC