



Sample Analysis Deck

**YOUR
LOGO
HERE**

Analysis Summary

- Here we highlight the major findings from the financial statements, operational metrics, and supplies.
- We use actual numbers from your practice and compare them against industry benchmarks.
- Benchmarks are pulled from a variety of sources and also tested against our practice mix to validate.
- Short and sweet here is key.

Benchmark Key Points

- Benchmarks can sometimes vary based upon practice type (e.g. general dentist, implant center, orthodontist, etc.).
- When looking at a new patient/month benchmark we take the number of full time Doctors and multiply that by 25 (counting part time as .5).
- For active patients we look for 2,000 per full time Doctor.
- These are just the initial metrics we look at when determining whether or not a practice is a potential fit to partner with us. Once a contract is signed the digging gets even more granular (e.g. perio to prophylaxis %, production per visit, retention rate, etc.).

Data Overview

Metric	Actual	Benchmark	Variance
2022 Revenue	\$1,500,000	N/A	N/A
2022 Profit (\$)	\$125,000	\$300,000	-\$100,147
2022 Profit (%)	8.33%	20%	-11.67%
2022 Supplies	5.00%	5%	0%
2022 Labs	8.00%	5%	3%
2022 Marketing	1.33%	4%	-2.67%
2022 Non-Doctor Labor	30.05%	27%	3%
New Patients/Month Avg	32	25	7
2023 Adjustment %	14%	23%	-9%
Active Patients	4300	2000	2300

Benchmarks are real, "Actual" are fictitious numbers

Website Key Points

- We take a deep look at the website of the current practice to determine the “health” of the site.
- Our goal is to create as much **organic** traffic as possible, leaving you to rely less on marketing ad spend.
- We identify the hottest keywords in your local area to determine which could yield the most **high quality** leads.
- It is about quality over quantity! We work with you to determine what the ideal patient looks like and then work to market towards that persona.

Website Opportunity

Keyword Rankings

0.8
Out of 10



SEO Opportunity

These are the types of keywords we may target to get more traffic and attention flowing to the website. The search volume is based on location city Fort Collins.

#	Organic Keyword	Avg. Monthly Searches	Google	bing
1	dentist near me	1,300	Not in page 1	Not in page 1
2	dentist	1,300	Not in page 1	Not in page 1
3	orthodontist	260	Not in page 1	Not in page 1
4	dental implants	110	Not in page 1	Not in page 1
5	emergency dentist near me	70	Not in page 1	Not in page 1
6	pediatric dentist near me	70	Not in page 1	Not in page 1
7	pediatric dentist	110	Not in page 1	Not in page 1
8	endodontist	140	Not in page 1	Not in page 1
9	emergency dentist	50	Not in page 1	Not in page 1
10	dental office near me	50	Not in page 1	Not in page 1
11	periodontist	90	Not in page 1	Not in page 1
12	family dentistry	50	1	Not in page 1
13	kids dentist near me	40	Not in page 1	Not in page 1

Website Score Overview

On-Page Optimization
Checks your Website for different issues impacting performance and Search Engine Optimization problems.

Mobile Speed Insights
Analyzes home page speed issues on mobile devices.

Keyword Rankings
Track Performance of Targeted Keywords in Major Search Engines.

Off-Page Optimization
This section monitors the strength of your domain using important metrics from third-party backlink intelligence tools such as Moz and Ahrefs.

Visibility
Monitor 30+ Directories and Industry Review Sites for your Business.

Reviews
Monitor what Customers are saying on Top Review Sites about your Business.

Competitor Analysis
Analysis of how your website compares with 3 other competitors.

Social
This section checks the presence of the businesses' Facebook and Twitter profiles on the website.



Our Plan

Item	Future Investment (Monthly)	Value Added
Create a disciplined marketing budget based on a defined set of goals	-\$3,300	Less spend and high quality/compliant patients
Build out an AR system that is mostly automated	+\$400	<ul style="list-style-type: none">• Free up your admin team to focus on the schedule!
Create new website & optimize w/ SEO to target implant & sleep patients	~\$5000 (one time fee)	<ul style="list-style-type: none">• Bring more targeted patients (implant/sleep) to the practice• Less time doing the procedures that aren't as "fun"

“Future Investment” numbers are fictitious

Our Proposal

- **Goal** = here we come to an Agreed On Target that it mutually decided upon.,
- We custom tailor the cost to the size of your practice, being mindful of your current cash flow scenario.
- We offer two packages 1.) No marketing support 2.) Includes marketing support
- 1 year contracts with a 60-day notice period, but we are sure you will be satisfied.

	Support Package	Support+ Package (includes marketing management)
Term	1 year	1 year
Notice Period	60 days	60 days
Cost	TBD	TBD