

## See the work. Understand what comes next.

A weekly update connecting the searches people make with useful content, website improvements, Google Ads and follow-through.

Illustrative Dental Practice | October 5-11, 2026

Compared with September 28-October 4, 2026

Illustrative sample. This practice, its figures and its work history are fictional, not client data or evidence of results.

### THIS WEEK

## Search questions became a clearer page. An irrelevant ad search was excluded.

First-visit searches exposed practical questions the existing page did not answer. The page was improved on October 7 and a useful checklist published on October 9. Google Ads search-term review also found \$60 spent on 12 job-seeking clicks; that exact search was excluded on October 8, with no budget increase. Search visits held at 104 versus 101, while overall visits fell from 348 to 312. These periods are too early to assess the new content or ad correction. Jeremy will recheck the traffic sources and ad exclusion on October 18. The practice can share recurring first-visit questions; no owner decision is required this week.

### 01 / FINISHED WORK

## What your practice received.

### PUBLISHED · OCTOBER 7

### Made the first-visit page more useful before someone books.

Used the first-visit search questions to improve arrival information, what to bring and the visit explanation. Updated the title and description and linked the page from the new-patient route.

### PUBLISHED · OCTOBER 9

### Added a first-visit checklist beside the page's next step.

A short, ungated resource patients can use to prepare for their conversation. The page and checklist were reviewed together.

### APPLIED AND CHECKED · OCTOBER 8-9

### Excluded a job-seeking ad search and checked the finished experience.

Applied the exact search exclusion within agreed Ads authority, checked it in the campaign and kept the budget unchanged. Verified the first-visit page, checklist and contact link on phone and desktop.

# Two searches that shaped the work.

The earlier review found first-visit searches showing the existing page. Reading that page exposed missing practical answers, and the practice confirmed that the team hears these questions.

Google Search Console · September 28-October 4, 2026

| SEARCH QUERY                               | APPEARANCES | CLICKS | PAGE SHOWN   |
|--------------------------------------------|-------------|--------|--------------|
| what happens at first dental visit         | 240         | 8      | /first-visit |
| what to bring to first dentist appointment | 180         | 6      | /first-visit |

Appearances count times the site was shown in Google Search; clicks count selections of those results. These are selected queries, not the full search total.

## WEBSITE IMPROVEMENT

October 7: expanded the existing first-visit page, clarified its title and description, and linked it from the new-patient route.

## USEFUL CONTENT

October 9: published a short preparation checklist beside the page's next step. It answers the preparation question without creating a competing page.

## VERIFICATION AND RETURN

Checked the page, checklist and contact link on phone and desktop. November 7: review the same queries, page discovery and checklist use alongside the traffic mix.

## Use the search terms to guide the spending.

The campaign spent \$480 on 96 clicks. Reviewing the actual searches showed which questions fit the practice and one job-seeking search that did not.

Google Ads search terms · New-patient Search campaign · October 5-11, 2026

| SEARCH TERM                       | CLICKS | AD SPEND | RESPONSE                                                                |
|-----------------------------------|--------|----------|-------------------------------------------------------------------------|
| dentist accepting new patients    | 52     | \$260    | Keep the relevant new-patient route.                                    |
| first dental visit what to expect | 32     | \$160    | Review the revised first-visit landing page with this question in mind. |
| dental assistant jobs             | 12     | \$60     | October 8: excluded this exact job-seeking search.                      |

### CAMPAIGN AND BUDGET

Applied and checked the exact search exclusion on October 8 within agreed Ads authority. Keep the current budget while reviewing relevant search terms and the landing-page experience.

### CHECK AND RETURN

The \$60 is historical spend in this reporting week, not a saving produced by the correction. Recheck the exclusion and query mix on October 18. Review 28 full days after the change on November 6 before deciding whether campaign spending should change.

## A resource with a reason to exist.

### WHY THIS TOPIC

The September 28-October 4 search review found questions about what happens at a first visit and what to bring. The existing page lacked practical answers; the practice confirmed these recurring questions.

### PATIENT BENEFIT

Helps patients arrive with their questions and relevant information organized.

### ON THE WEBSITE

Linked from the first-visit page, beside its appointment-request link. Available without an email form.

### SEARCH PURPOSE

Answer the first-visit searches on the relevant existing page, supported by a preparation checklist, then review the same queries and content use.

### STATUS

Published in this example · version 1

### REVIEW DATE

Review page discovery and checklist use on November 7, after 28 full days following publication.

### FIRST-VISIT CHECKLIST

## Your first visit: a little preparation, a better conversation.

Your first visit is a chance to explain what matters to you and ask questions. A few notes beforehand can help you make the most of the conversation.

- Check the practice's directions, arrival instructions and any forms it has asked you to complete.
- Bring the information the practice has requested, including a current medication list if asked.
- Write down your main concern, when you noticed it and what you would like to understand.
- List questions about the visit, your options, timing or costs.
- Before leaving, ask what happens next and who to contact with further questions.

## The numbers behind the next decision.

Current: October 5-11, 2026

Comparison: September 28-October 4, 2026

| MEASURE                       | CURRENT                     | COMPARISON        | WHAT IT TELLS US                                                                                                                                      |
|-------------------------------|-----------------------------|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| Website visits                | 312<br>Down 10.3%           | 348               | Fewer visits overall. Review the traffic sources behind the change.                                                                                   |
| Visits from search            | 104<br>Up 3.0%              | 101               | Search visits were broadly steady while total visits declined.                                                                                        |
| Google Ads clicks             | 96<br>Down 5.9%             | 102               | The new-patient campaign received six fewer clicks. Search-term detail is shown above.                                                                |
| Google Ads spend              | \$480<br>Down 5.9%          | \$510             | Average click cost was \$5.00 in both periods. The October 8 search exclusion did not change the budget; this week includes days before and after it. |
| First-visit page views        | 43<br>Up 10.3%              | 39                | This week includes days before and after the October 7 revision. Assess its effect later.                                                             |
| Checklist opens               | 9<br>Published<br>October 9 | Not yet published | Early use of the new resource, with no comparable prior period.                                                                                       |
| Website phone-link clicks     | 12<br>Up 9.1%               | 11                | Recorded taps on telephone links; completed calls are measured separately.                                                                            |
| Google Business Profile views | 286<br>Up 8.3%              | 264               | More views of the practice profile.                                                                                                                   |
| New reviews                   | 2<br>Review volume          | 1                 | Read the feedback for useful themes as well as counting new reviews.                                                                                  |

Website analytics: visits, organic-search visits, page views, checklist opens and phone-link clicks. Google Ads: ad clicks and spend. Google Business Profile: profile views and new reviews.

## The September 30 contact-link repair stays on the record.

### THE ORIGINAL COMMITMENT

Repair the first-visit page's contact link, then review its use after four weeks.

### COMPLETED

September 30: corrected the destination and verified it on phone and desktop.

### CHECKED AGAIN THIS WEEK

October 11: checked the same released link again. It still opens the intended request page.

### STILL DUE

October 29: compare 28 full days after the repair with the preceding period. Review traffic mix and tracking consistency before drawing a conclusion.

Implementation verified · performance review pending

### 07 / NEXT PRIORITIES

## The next step has an owner.

### JEREMY PHELPS / SMARTER PRACTICE

Check the excluded ad search and relevant query mix, investigate which traffic sources account for fewer visits, and carry forward the contact-link, Ads and content measurement dates.

**Timing:** Next review: October 18. Ads measurement: November 6. Content measurement: November 7.

**Purpose:** Keep advertising focused on relevant searches and choose website or content work from the actual questions and traffic evidence.

**Check:** Verify the ad exclusion remains in place, explain the source-level traffic change, and return to October 29, November 6 and November 7 checkpoints.

### PRACTICE CONTACT

Share the first-visit questions the team is still hearing.

At the next review. Use recurring questions to decide whether the existing page needs another clarification.

### YOUR INPUT

Which question deserves the next useful resource?

Preparing for a first visit / Understanding a treatment discussion / Another question your team hears

### READING THE RESULTS

## A useful comparison takes time.

Website visits, page views, checklist opens and phone-link clicks count activity, not patients or appointments. Assess the recent page, content and ad changes at their stated review dates.