ease·ra

Be seen. Be chosen.

SAMPLE DATA

Monthly performance report

Neelgiri Family Clinic (sample) · September 2026

All figures in this report are illustrative demo data for a fictional clinic. They show the format of the report, not real results.

WEBSITE VISITORS

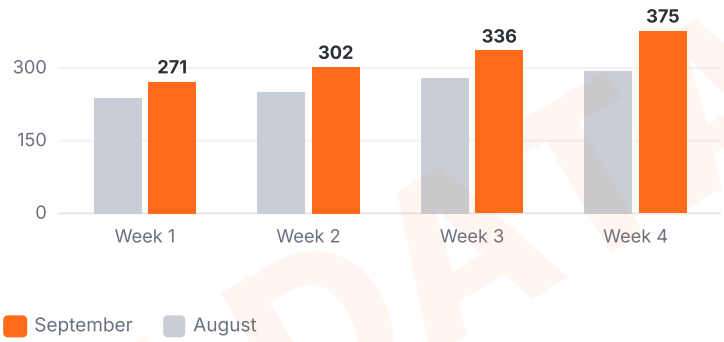
1,284

people visited the website in September

+20.9% vs August (1,062)

1,912 page views · 1.5 pages per visit

VISITORS PER WEEK



WHERE VISITORS CAME FROM

Google Search	591 · 46%
Google Maps	308 · 24%
Direct	231 · 18%
Social media	103 · 8%
Other	51 · 4%

MOST VISITED PAGES

Home	/	742
Doctors & timings	/#doctors	418
Services	/#services	336
Book an appointment	/#book	257
Contact & directions	/#contact	159

PATIENTS WHO REACHED OUT FROM THE WEBSITE

86

WhatsApp button clicks

+23% vs August (70)

41

Call button clicks

+14% vs August (36)

9.9%

of visitors contacted the clinic

127 of 1,284 visitors

SAMPLE DATA

GOOGLE SEARCH

14,920
times the clinic appeared in search results
+17% vs August

568
clicks from search results to the website
3.8% of appearances

11.4
average position in results
up from 13.9 in August

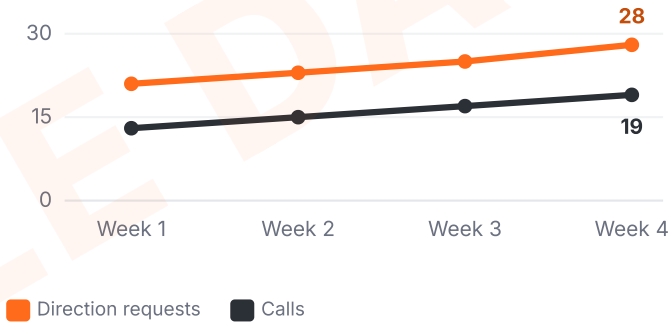
GOOGLE MAPS PROFILE

2,140
profile views

97
direction requests

64
calls from the profile

ACTIONS FROM THE PROFILE, BY WEEK



WEBSITE HEALTH

94
Mobile speed score
out of 100 · good

1.8 s
to load on a typical phone
under the 2.5 s target

99.98%
uptime
one 9-minute outage, fixed same day

WHAT THIS MEANS

More people are finding you.

Visitors grew about 21% and rose every week. Almost half came straight from Google Search.

Visitors are turning into patients.

About 1 in 10 visitors tapped WhatsApp or Call. WhatsApp is the favourite, so quick replies there matter most.

Your Maps profile is busy.

The profile was seen 2,140 times and led to 97 direction requests and 64 calls, more than the website's own call button.

SUGGESTION FOR NEXT MONTH

Ask happy patients for a Google review after each visit, and add 6 to 8 fresh clinic photos to the Maps profile. More reviews and photos usually lift Maps views and calls, which are already your strongest source of new patients.

SAMPLE DATA