

# KPI's In Therapy Practice

Are you charting toward success... or unknowingly stepping into failure?

There are many key indicators of a successful practice. Here are some simple, powerful ones because...

"If you don't know where you are at this moment or how to measure success, you simply won't achieve the massive results you deserve and your community needs." – Sara Condon

01

## Website Visitors

Your professional website is crucial to your practice success. It enables people to find and connect with you.

**Track:** Visitor numbers. What sites do they come from? What do visitors do on your site? What do and don't they like? When they go? When and where they leave from?



02

## Google Analytics

This free tool helps you see:

How they found you. How long they spend on your site. Which content they engage with most (good) and which they don't (not so good). Whether they are new to your site or returning after following a previous visit. And more!



03

## Leads

As Investopedia states, "A... lead is a prospective consumer of a product or service, created when an individual or business shows interest and provides contact information."



These can come from:  
Advertising. Social media. Networking events. Contacts. Website visitors. Referrals. Print media.

04

## New clients

Once these leads convert to new clients, it is essential to track this too. Understanding how many new clients your practice sees per week, month, year, and per therapist, allows intelligent business decisions.



Track new clients to successfully target more!

05

## Client lifetime value

"... a client's average lifetime value; that is the amount of money one client, on average, will spend in your practice over the course of their time with you." - Sara Condon, Brighter Vision

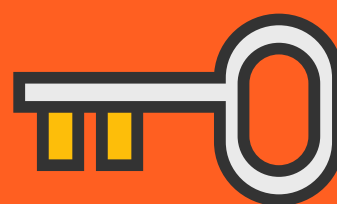


06

## Return in investment

Your return on investment is absolutely one of the key indicators of a successful practice.

$$ROI = \frac{\text{Profit}}{\text{Cost}}$$



Brighter Vision is the complete web solution for therapists.

**CREATED BY**  
**Brighter Vision.com**

We've incorporated the best features from leading providers, created them where they didn't exist, and packaged them into a fully customized, mobile responsive website designed to market you and your practice.

Let us surprise you!

