



SAMPLE REPORT

# Marketing Funnel Audit

A whole-funnel view of where this business turns marketing spend into booked patients — and where it leaks at every stage in between.

PREPARED FOR

## Aria Dental & Orthodontics

ariadentalaz.com · Chandler, AZ · Dental

MONTHLY MARKETING

~\$6,200

OVERALL GRADE

D+ · Leaky

PREPARED BY

The Valley Marketing Group

EXECUTIVE SUMMARY

## The short version

Aria Dental spends real money to fill the top of the funnel — Google Ads, a website, social, SEO. The problem isn't any single channel; it's the **gaps between them**. Clicks land on a slow page. Calls ring out after hours. Leads wait hours for a reply. Reviews trickle in. Each leak is small on its own — together they waste most of the spend.

~\$3,800/mo

of that marketing effort leaks out before it becomes a booked patient — wasted ad spend, bounced visitors, missed calls, and slow follow-up. The traffic is being paid for; the system to convert it isn't there. That's ~\$45K a year.



LOCAL SEO / GBP



GOOGLE ADS



WEBSITE & SPEED



SOCIAL MEDIA



REVIEWS / REPUTATION



TRACKING & FOLLOW-UP

### The pattern

You don't have a traffic problem — you have a **conversion and follow-up** problem. Fixing the spaces between channels recovers far more than buying more clicks ever would.

## THE FUNNEL

# Where it leaks, stage by stage

Every potential patient moves through these six stages. A weak link anywhere drops them — and you pay for the ones you lose.

<b>C</b>	<b>1. Get Found</b>	SEO + GBP	Ranks page 3 for "dentist chandler"; Google Business Profile under-optimized, few photos, slow review growth.
<b>D</b>	<b>2. Get Clicks</b>	Google Ads	Broad match + no negatives — ~26% of spend on non-patient searches ("dental hygienist jobs," "free dental").
<b>D+</b>	<b>3. Land</b>	Website	6.1s mobile load — over half of clicks bounce before the page renders. No booking above the fold.
<b>C-</b>	<b>4. Convert</b>	CRO + Calls	Phone not tap-to-call; 38% of calls after hours go to voicemail; no live chat.
<b>F</b>	<b>5. Follow Up</b>	Speed-to-Lead	New web leads wait ~5 hours for a reply. The practice that replies first usually wins the patient.
<b>C</b>	<b>6. Retain</b>	Reviews + Email	No system to request reviews or re-engage past patients; reputation grows by luck, not process.

### Why a whole-funnel view matters

Most agencies are hired to fix one box — "do our ads" or "redo our site." But a great ad that lands on a slow page that no one answers still loses the patient. The leaks live *between* the boxes, which is why they go unnoticed and unfixed.

## Top fixes by channel

CHANNEL	GRADE	BIGGEST ISSUE	FIX
Local SEO / GBP	C	Not in the map pack; GBP thin	Optimize GBP, add reviews + posts, local schema
Google Ads	D	Broad match wasting ~26%	Phrase/exact + negatives + call tracking
Website & Speed	D+	6.1s load, no above-fold booking	Speed fixes + booking + tap-to-call
Social Media	C-	Inconsistent, DMs unanswered	Cadence + Reels + AI DM replies
Reviews	C	Slow, unmanaged growth	Automated review requests + responses
Tracking / Follow-Up	D	Calls untracked; ~5hr lead reply	Server-side tracking + instant AI follow-up

### The compounding effect

Each fix helps on its own — but they multiply. A faster site makes the ads cheaper; call tracking makes the ads smarter; instant follow-up converts the leads the ads + site finally deliver. Run together, the gains stack.

Each channel above can be delivered as its own deep-dive audit (Google Ads, Website, Social) — this report is the bird's-eye view that ties them together.

THE OPPORTUNITY

# What fixing the funnel is worth

No increase in ad budget required. This is about keeping and converting the demand you already pay to create.

LEAK	TODAY	AFTER	MONTHLY IMPACT
Wasted ad spend	~26% on non-patients	Redirected to buyers	+\$1,000
Bounced mobile clicks	6.1s load, ~53% leave	Fast, booking-first page	+\$900
Missed + slow-follow-up leads	Voicemail + 5hr reply	AI answers + instant follow-up	12-18 patients
Reviews + retention	Unmanaged	Automated	Compounds
<b>Estimated recovered value</b>			<b>~\$45K/yr + patients</b>

New patients recovered <b>+12-18 / mo</b>	Spend redirected to buyers <b>~\$1,900 / mo</b>	New ad budget required <b>\$0</b>
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### How we'd run it

We fix the fastest-return leaks first (site speed, call handling, follow-up), then tighten the ads and turn on review + retention automation — all measured server-side so every dollar is accountable. One team, one system, one report.

WANT THIS FOR YOUR BUSINESS?

## This is a sample. Yours would be real.

This report uses a fictional practice to show how we look at a whole funnel. When we run **your** free funnel audit, every grade comes from your actual ads, site, social, and reviews — and you keep it whether or not we ever work together.

### One team for your whole funnel

Most agencies fix one channel. The money leaks between them. We run the whole funnel as one AI-powered system — and prove it with the numbers.

[thevalleymarketinggroup.com/free-audit](https://thevalleymarketinggroup.com/free-audit)

 (623) 343-3141

#### Whole funnel

Ads, site, social, reviews, follow-up

#### One report

Plain English, fully measured

#### Free to keep

Yours either way

Sample report prepared by The Valley Marketing Group, an AI-powered marketing agency serving the Phoenix metro. "Aria Dental & Orthodontics" is a fictional business created for illustration; all figures are representative examples of issues we commonly find, not data from a real practice.