Medical practice SEO KPI worksheet

DigiTaTop Agency | Monthly aggregate review | Version 2 | 17 November 2026

1. Agree scope before entering figures

Reporting month: _____ Review date: _____

Services and real locations: _____

Channel definition and evidence method: _____

Cohort start/end and follow-up window: _____

New prospective / existing administration / unknown definitions: _____

Repeat-contact window and deduplication rule: _____

Owner: _____ Data limitations: _____

Confidence	Required basis
Verified	Approved evidence connects the received enquiry to channel and cohort.
Inferred	Partial evidence suggests the source; report separately.
Unknown	Evidence is missing, conflicting or cannot appropriately be joined.

Use aggregate counts only. Do not record patient names, identifiers, symptoms or appointment reasons. If joins are not permitted, keep web and appointment summaries separate.

2. Core metric dictionary

Metric	Source and interpretation
Non-branded clicks	Search Console. Document available segmentation and omitted queries.
Priority-page impressions	Search Console. Same service pages and search type.
Search CTR	Search Console. Clicks divided by impressions with identical filters.
Average position	Search Console. Diagnostic for a defined query/page set.
Organic landing sessions	GA4. Record consent and channel scope.
Engaged service visits	GA4. Define engagement; not patient suitability.
Verified organic enquiries	Approved aggregate records. Deduplicate received enquiries with verified channel evidence.
Qualified enquiry rate	Approved aggregate records. Qualified verified organic enquiries / received verified organic enquiries.
Enquiry-to-booking rate	Scheduling aggregates. Confirmed bookings / qualified verified organic enquiries, same cohort.
Attendance rate	Scheduling aggregates. Attended bookings / confirmed bookings in a matured cohort.
GBP actions	Business Profile. Record action type per branch; never add to patients.
Priority URL eligibility	URL checks. Eligible priority URLs / reviewed URLs; list blockers separately.

3. Calculation and decision record

Calculation	Numerator / denominator
Qualification %	Qualified verified organic enquiries / received verified organic enquiries
Booking %	Confirmed bookings / qualified verified organic enquiries
Attendance %	Attended bookings / confirmed bookings in a matured cohort
Eligibility %	Eligible priority URLs / reviewed priority URLs
Source coverage %	Received enquiries with verified channel / all received enquiries, across channels

Multiply ratios by 100. N/A for missing inputs, zero denominator or unmatched cohort. A measured zero numerator over a positive denominator is 0%. From 20% to 25%: +5 percentage points, +25% relative. Relative growth from zero is undefined.

Optional costs: full scoped SEO cost / verified organic enquiries or attended attributed visits. State currency, period, agency/content/technical/tool costs and allocated internal work. Missing costs or unreliable attribution: N/A. Cost per outcome is not ROI.

Metric / baseline / current / confidence: _____

Evidence reference (no PHI): _____

Observed discrepancy and likely cause: _____

Decision / owner / expected evidence: _____

Next review date: _____

Before reporting: test real delivery; exclude test leads; check duplicate events; inspect automatic URLs, referrers, query strings and custom parameters; confirm privacy approval and cohort maturity.

Companion files: monthly CSV tracker and interactive review planner. The planner is manual, memory-only and supports CSV export plus JSON backup/restore. Full source explanations: https://digitatop.com/medical-seo-kpis/ (proposed publication URL).