

One-year proposal

A Low-Risk Path to More New Patients

Built for podiatry and chiropractic practices: website, content, listings, SEO, staff alerts and a clear appointment dashboard.

\$2,850 setup + \$699/mo

Break even can be reached with about one new patient per month in year one.



The Core Question: Is the Risk Worth It?

A one-year commitment is easier when the math is visible.

\$11,238

Year-one investment

\$1,000-\$1,500

New patient value

~1/mo.

Break-even need

100+ pages

SEO asset after year 1

The practice keeps the expanded website asset after year one, even if service is canceled.



What the Practice Receives

A complete digital foundation plus ongoing patient-acquisition execution.

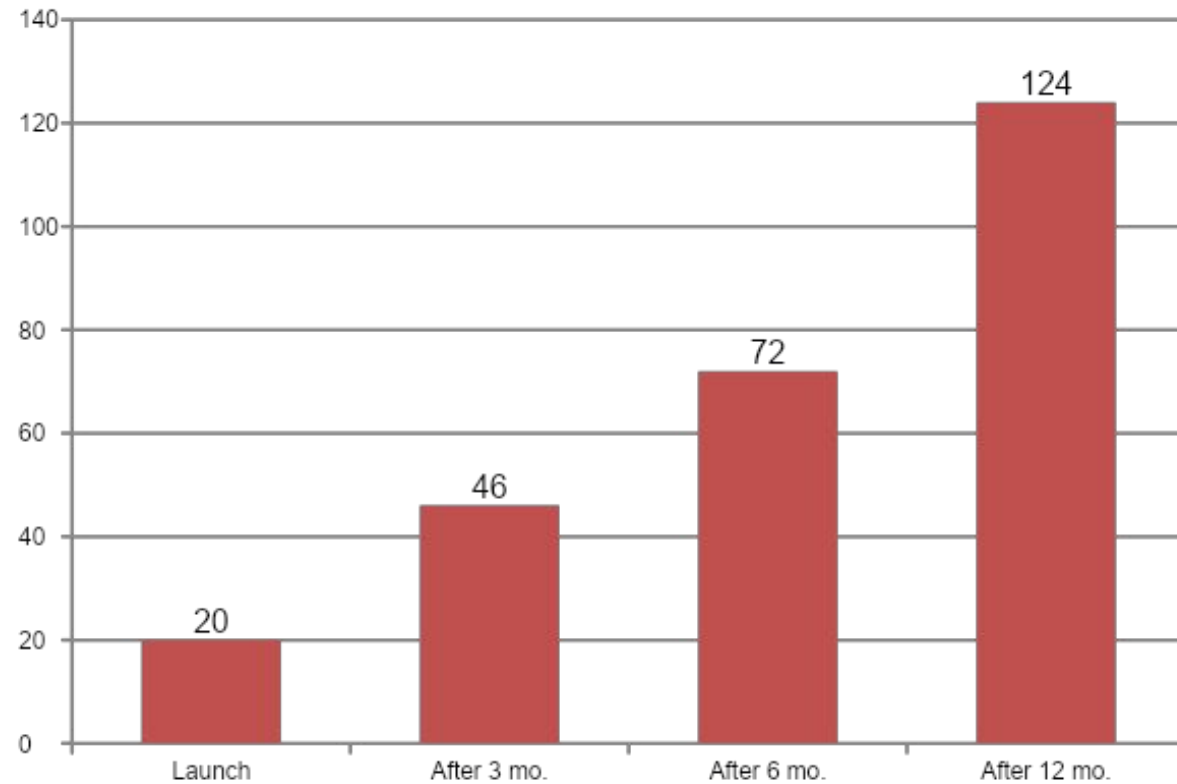
- ✓ 20-page SEO-focused website
- ✓ Weekly blog plus companion article for one full year
- ✓ 80 optimized directories with descriptions, contact info and backlinks
- ✓ Website SEO optimization for page-one Google terms
- ✓ Marketing manager and account manager access
- ✓ Staff alerts when a patient requests an appointment
- ✓ Dashboard to track appointment requests

This is a growth system - not just a website.



The Asset Grows Every Week

The first year builds a larger SEO footprint that continues to work for the practice.

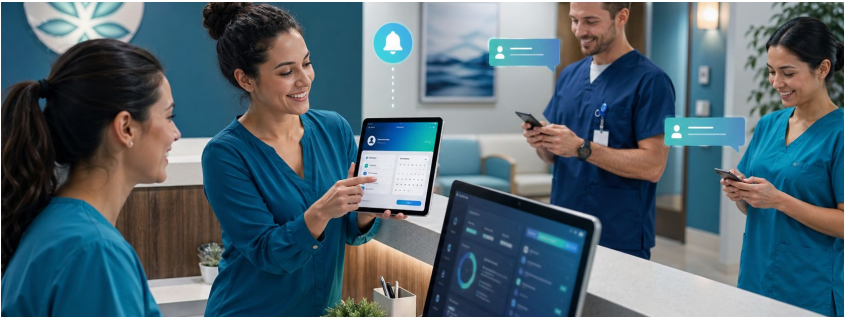
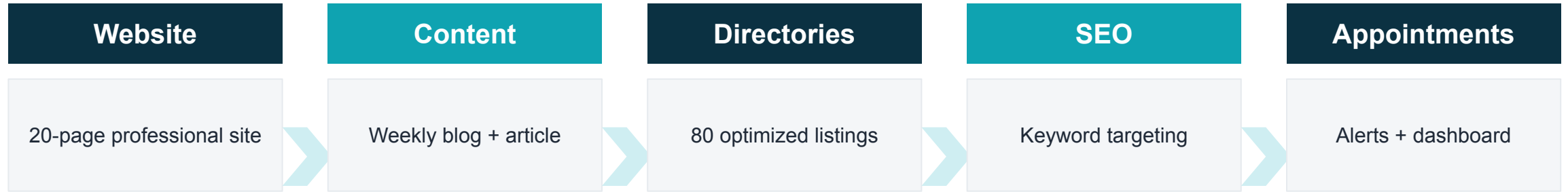


20-page launch site + 52 weekly blogs + 52 companion articles = more than 100 SEO-optimized pages after one year.

If the practice cancels after year one, it still owns a much larger content foundation.

Visibility Comes From Multiple Channels

The proposal is low risk because it does not depend on one tactic working alone.



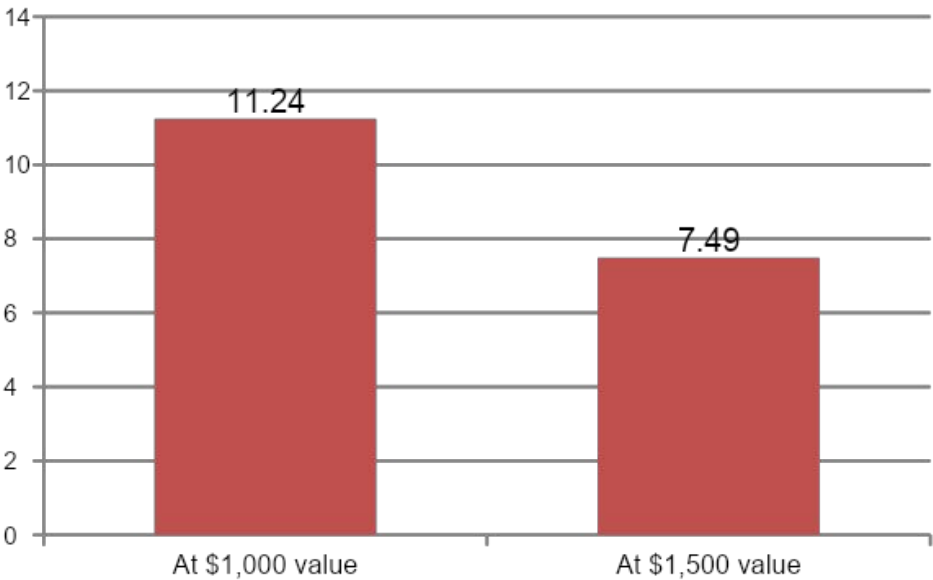
Each channel reinforces the others: consistent contact information, backlinks, searchable content and faster staff response all support conversion.

Break-Even Point: About One New Patient Per Month

Year-one cost equals setup plus 12 monthly service payments.

Item	Amount
Setup fee	\$2,850
Monthly service	\$699 x 12 = \$8,388
Total year-one cost	\$11,238

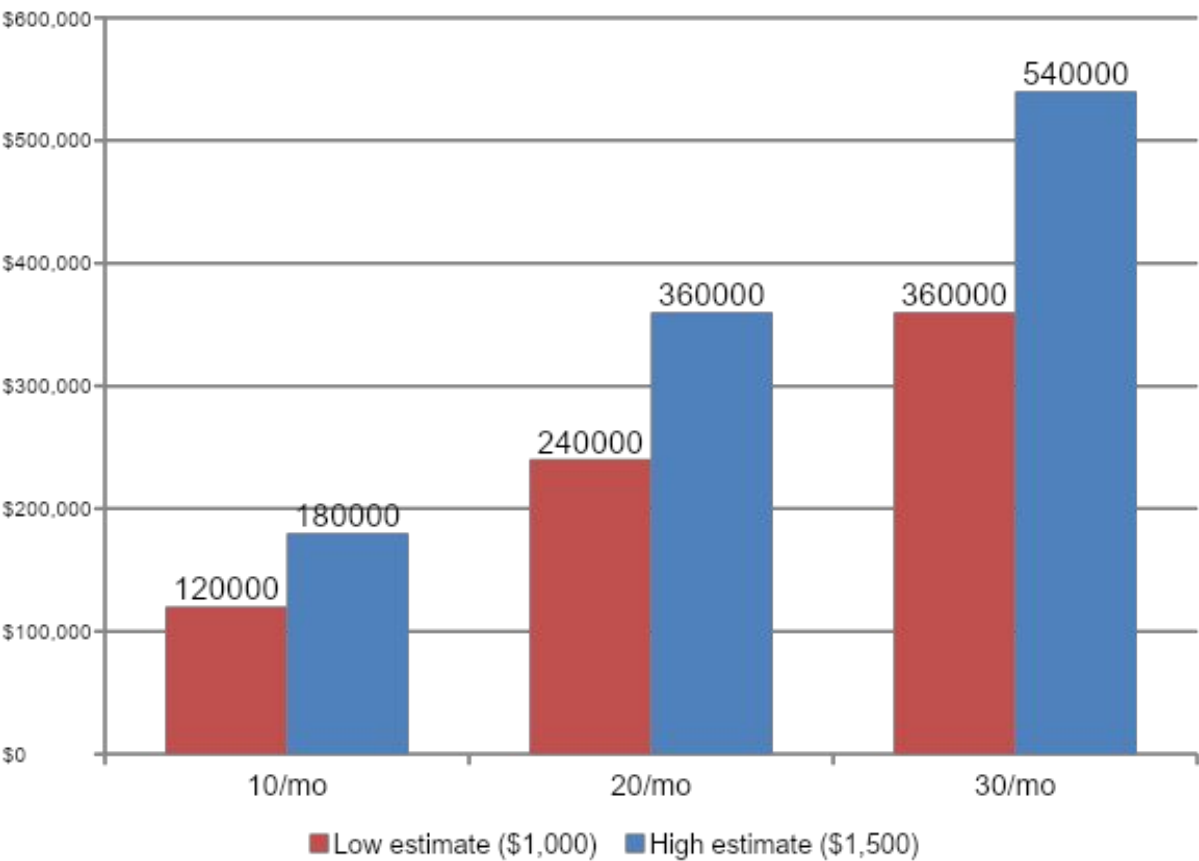
Conservative break-even: 12 new patients per year, or 1 per month.



At \$1,500 per patient, break-even is about 8 patients per year.

Revenue Opportunity at 10, 20 and 30 New Patients per Month

Potential treatment revenue based on the stated value range of \$1,000-\$1,500 per new patient.



New patients / month	Annual revenue range
10	\$120,000 - \$180,000
20	\$240,000 - \$360,000
30	\$360,000 - \$540,000

Even the 10-patient scenario is over 10x the year-one investment before clinical costs.

The Downside Is Capped; Upside Scales With Patient Volume

The investment is fixed for the year while new-patient revenue can compound monthly.

Scenario	Annual patient revenue	Less year-one cost	Gross upside after cost
10/mo @ \$1,000	\$120,000	\$11,238	\$108,762
10/mo @ \$1,500	\$180,000	\$11,238	\$168,762
20/mo @ \$1,000	\$240,000	\$11,238	\$228,762
30/mo @ \$1,500	\$540,000	\$11,238	\$528,762

Low-risk framing

- ✓ Small break-even requirement: about one new patient per month.
- ✓ Pipeline is tracked by appointment request dashboard.
- ✓ Practice retains a larger website asset after 12 months.
- ✓ Accountability comes from manager access and reporting.

Probability of Success Improves With Commitment

Success is not guaranteed, but the model lowers risk by combining execution, tracking and responsiveness.

Practice behavior	Effect on success probability
Staff responds quickly to appointment alerts	Higher conversion from inquiries
Doctor approves strategy and content promptly	Faster launch and stronger targeting
Monthly dashboard review	Better decisions and course corrections
12-month commitment	Enough time for SEO and content to build momentum

Practical success benchmark: generate at least 12 new patients in year one.



Best probability comes from active participation, quick follow-up and consistent reporting.

Why This Is a Low-Risk Yes

A fixed one-year investment builds a lasting digital asset and only needs about one new patient per month to break even.

Year-one cost: \$11,238

Break-even: ~12 patients/year

Potential: \$120k-\$540k/year

Recommended next step: approve the one-year proposal, complete onboarding and begin launch planning.