



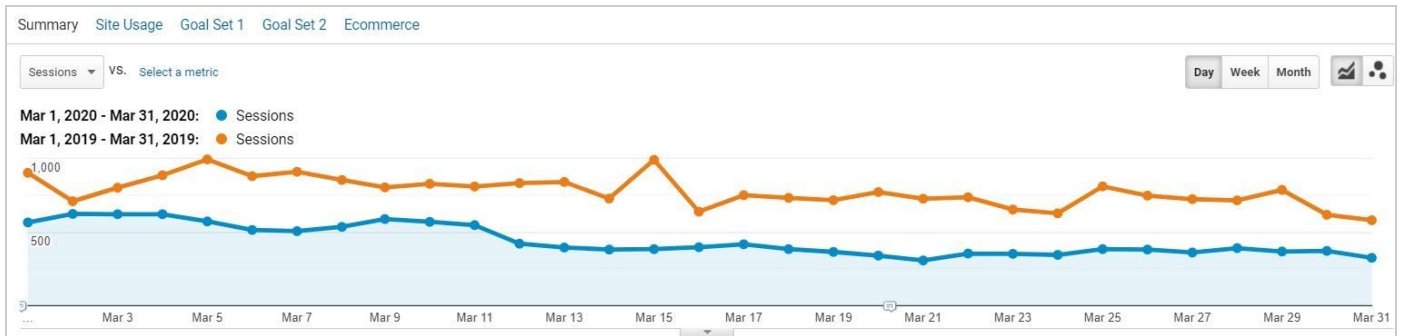
4/3 Update: Web Traffic Trends & More

Marketing Update:

First, a review of website traffic from several affected markets. We pointed out [in an earlier update](#) that interest in cosmetic services was marching to its own drum, and that it was not declining as much as some other sectors of the economy.

Example A:

This practice is closed for in-person consults and surgeries. They are in a strongly affected East Coast market, part of the 3 state area with the most infections in the U.S.:



COVID-19 Confirmed Cases in their state as of 4/3:

29,895

Year to Year comparison for March:

-43% all traffic, **-49%** all goals; **-38%** Google Org traffic, **-55%** Google Org goals

Goals, tracked forms and phone calls, in the last 7 days of March:

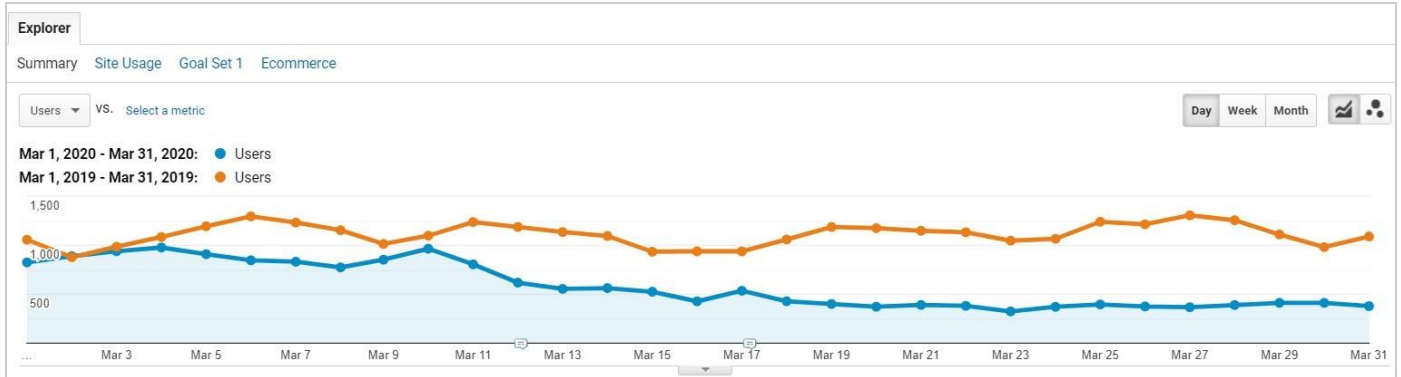
Expected (if no virus): **112**

Received: **21**



Example B:

This practice is closed for in-person consults and surgeries. They are in a West Coast market:



COVID-19 Confirmed Cases in their state as of 4/3:

6,585

Year to Year comparison for March:

-46% all traffic, **-50%** all goals; **-38%** Google Org traffic, **-48%** Google Org goals

Goals, tracked forms and phone calls, in the last 7 days of March:

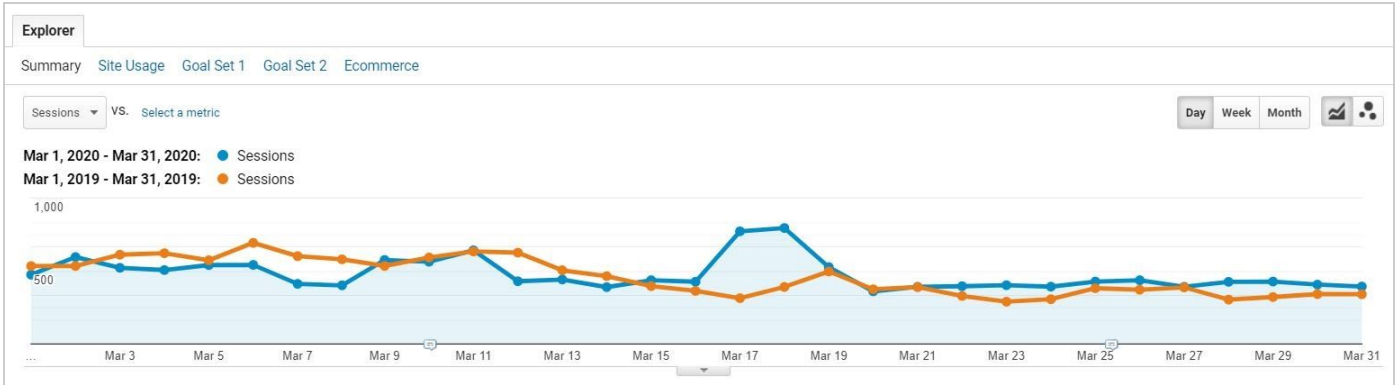
Expected (if no virus): **91**

Received: **31**



Example C:

This practice is closed for in-person consults and surgeries. It is in a regional market, middle of the country:



COVID-19 Confirmed Cases in their state as of 4/3:

704

Year to Year comparison for March:

+8.2% all traffic, **-4.9%** all goals; **-1.2%** Google Org traffic, **-23%** Google Org goals

Goals, tracked forms and phone calls, in the last 7 days of March:

Expected (if no virus): **55**

Received: **47**



What we know from these examples:

- It is normal to see traffic dip by at least 50% and conversions dip by even more, in very strongly affected markets.
- If you are in a market not yet strongly affected, watch out. You are likely to experience these decreases in the near future.
- If you combine web content with regular, strong social media content, you can buffer your decrease. Example C is a practice from the middle of the country that is pushing out excellent personal, practice-generated communications on social media.
- In all markets, our clients are still receiving forms and phone calls from interested patients. Though we don't yet know what your particular exact percentage should be for triggering online consults, if each of these practices converted 15% of goals into online consults, in the last 7 days, each could have had:
 - Example A at least 3 virtual consults
 - Example B at least 4 virtual consults
 - Example C at least 7 virtual consults

Virtual consult how-to advice:

- [Realself University Course: Virtual Consults](#) training and how-to advice
- [Overcoming Misconceptions RE: Virtual Consults](#) article by Tom Seery
- [2012 Study of Virtual Consults vs Traditional Consults](#) across many specialties. Implies that a virtual consult system can be made to work well. There is likely to be a workflow that works for your patients.

Keep Publishing!

Many people confined to their homes are having extra time to think about their personal appearance. People missing their usual personal care routines (injectables, facials, haircuts, manicures, etc) are also thinking aspirationally about enhancing their appearance in larger ways based on the search traffic we are still seeing. Additionally, when you create content during your current downtime, you are building for the future. CAKE is here to help.



Social Media:

Continue being sensitive to the COVID-19 crisis in social media. Do not be overly promotional; mix in positive local items and relief efforts. It is also a wonderful time to reach out with more personal posts, showing how you and your staff are coping with life right now. CAKE can help with tone as well as polishing up content you want to post. If you or a staff member haven't yet done a Facebook Live or Instagram Live session, we want to assist. We also have contest and other ideas for you [here](#), or give us a call to brainstorm!

Blogging, On-site Content:

In addition to your regular blog posts from CAKE, we encourage you to use this time to write on any subjects that are relevant to your patients. You can supply rough or finished content to us. We can then edit/review as needed and post for you. This content does not need to be sensitive to the coronavirus situation: **we can backdate posts and pages.** *For example*, you can take time to write about nuances of breast lift (or another procedure you love). We could then use your words to create "evergreen" optimized content that helps position you as a true expert in the procedure. [See CAKE's "Writing Prompts" client update on 4/3/2020](#) for more ideas.

Further marketing / other interesting reads from this week:

- [Read the Room](#). Good marketing advice from Rand Fishkin of SparkToro.
- [Toilet paper shortage might have a real cause](#): we aren't using bathrooms at work and in public spaces anymore.
- [COVID-19 is challenging the world to be kinder](#).
- [The environmental impacts of slowing down](#).
- [How far apart should cyclists ride to avoid COVID-19?](#) Cycling is allowed in most of the U.S.