

A Year of Growth

Snell Prosthetics & Orthotics

Prepared for **Frank Snell** and **Melissa Snell**. This is the twelve-month picture of how Arkansas is finding Snell — and it is the strongest year on record. More Arkansans visited the website than ever before, more of them picked up the phone, and Snell now reaches two-thirds of a million people a year on social media. Every number here is measured, not estimated.

+60%

ARKANSANS REACHED

8,447 people in-state visited the site, up from 5,295

+163%

CALLS FROM ARKANSAS

844 tap-to-call actions, up from 321

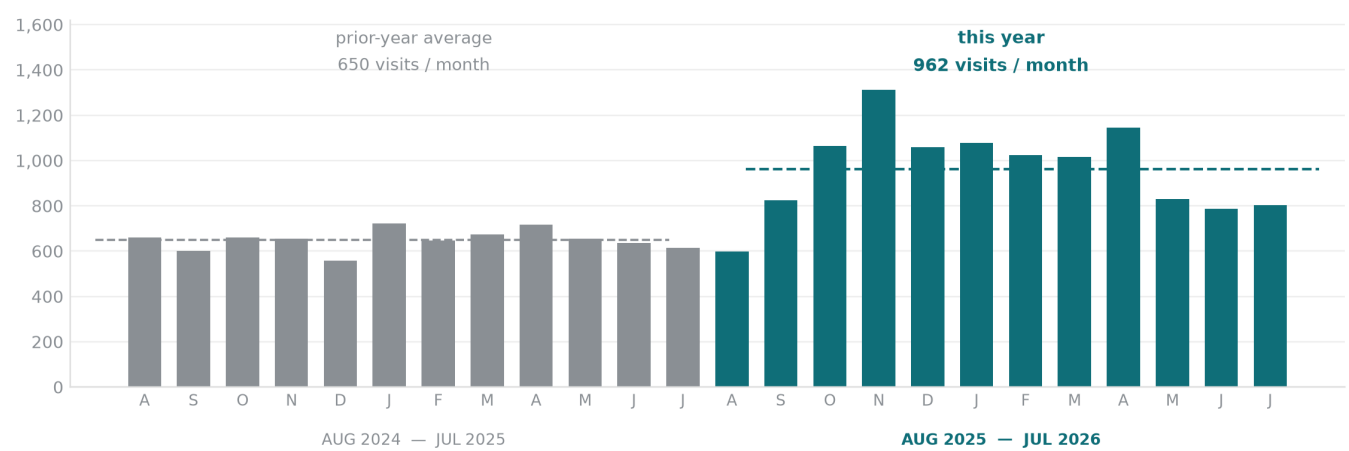
666K

PEOPLE REACHED ON SOCIAL

666,492 unique people, more than double last year

The headline: Arkansas traffic grew 54%

Snell serves Arkansas, so Arkansas is the number that matters. In-state website visits climbed from **7,645 to 11,757** — and the growth was durable, not a one-month spike. Every single month from September 2025 forward beat the best month of the prior year.



Monthly website visits from Arkansas. Grey = prior year, teal = this year. Source: Google Analytics.

Arkansas is picking up the phone

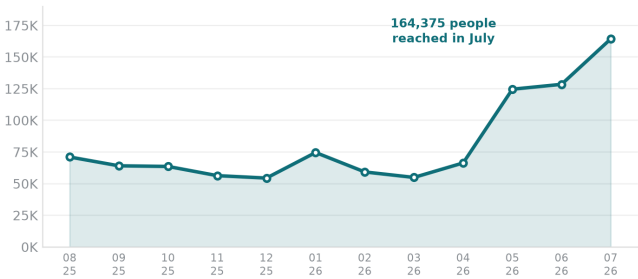
Reach only matters if it turns into contact. It did. Tap-to-call actions from Arkansas visitors rose **163%** — from 321 to 844. That is roughly **70 calls a month** originating from the website in Snell's home market, versus about 27 a month a year ago.

Arkansas engagement, year over year

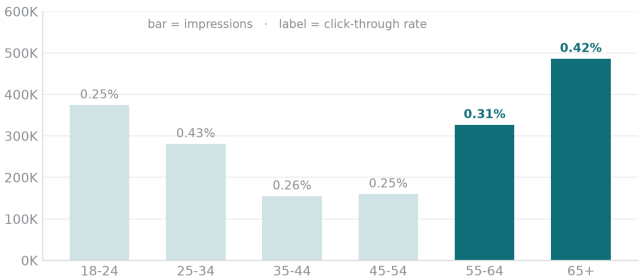
	Prior year	This year	Change
People visiting from Arkansas	5,295	8,447	+60%
Website visits from Arkansas	7,645	11,757	+54%
Visits where they actually engaged	6,072	8,691	+43%
Tap-to-call actions	321	844	+163%
"Get Directions" requests	4,148	4,312	+4%
Meaningful actions taken on site	4,560	5,188	+14%

Social reach more than doubled — and got more efficient

Snell reached **666,492 people** on Facebook and Instagram this year, up from 304,081. Impressions tripled to **1.78 million** and video views nearly quadrupled to **162,553**. Critically, the click-through rate held essentially flat while spend scaled — meaning the ads did not get tired or less relevant as they reached far more people. That is the hard part, and it worked.



People reached per month on Meta. Source: Meta Ads Manager.

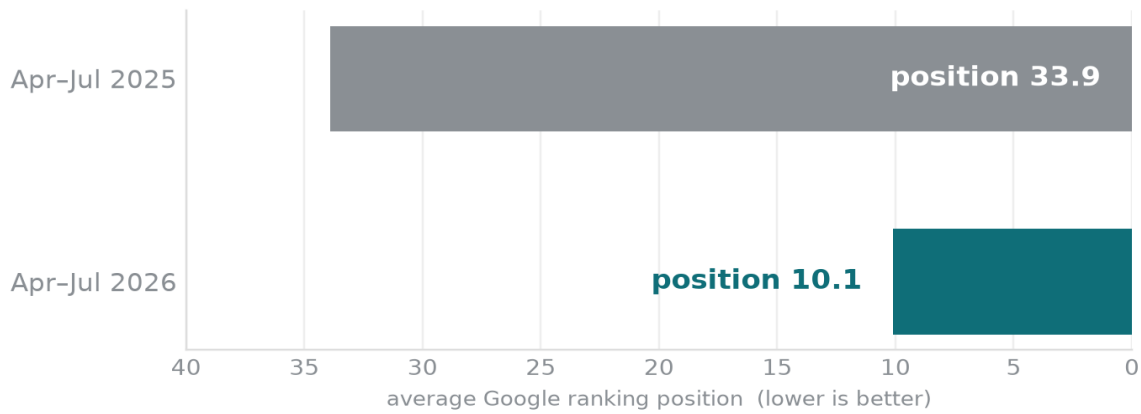


Reach and response by age group. Source: Meta Ads Manager.

The most important finding in this report: the 65+ audience is both the largest group Snell reaches (486,259 impressions) and the most responsive, clicking at 0.42% — the best rate of any age group. Combined, the 55-and-over audience accounts for **46% of all impressions**. The advertising is landing squarely on the people most likely to need prosthetic and orthotic care.

Snell moved from page four of Google to page one

A year ago the average Snell listing appeared around position 34 in Google results — page three or four, where almost nobody looks. Today the average position is **10.1**. That is the single most valuable long-term asset built this year, because unlike advertising it does not stop when spending stops.



Average Google ranking position, like-for-like April–July window. Source: Google Search Console.

Across the full year the site earned **6,171 clicks from 278,057 appearances** in Google search. The strongest terms are all brand searches — people looking for Snell specifically:

Search term	Clicks	Times shown	Avg. position
snell prosthetics	525	7,999	7.2
snell orthotics	310	2,482	2.2
snell prosthetics and orthotics	218	2,565	8.0
snell prosthetics & orthotics	141	690	20.4

Why a page-one ranking matters more than any other number here

Paid advertising stops the moment the budget stops. A page-one ranking keeps working. Alongside the ranking gain, the share of people who clicked after seeing Snell in search improved from **1.99% to 2.11%** — Snell is being shown to better-qualified searchers and converting more of them. Notably, the four strongest search terms are all people typing the Snell name directly, which means the advertising is building name recognition that search then captures.

The video program is carrying real weight

Arkansas visitors started **35,798 videos** on the site this year and completed **29,000** of them — an **81% completion rate**. For reference, finishing four out of five videos is exceptional; most healthcare websites see a fraction of that. People are not skimming Snell's story, they are watching it.

35,798

VIDEOS STARTED IN ARKANSAS

up 9% year over year

81%

COMPLETION RATE

29,000 videos watched through to the end

162,553

VIDEO VIEWS ON SOCIAL

up 269%, at essentially the same cost per view

Where the growth came from

Two channels did the heavy lifting in Arkansas. Coordinated multi-platform campaigns grew from a standing start to 2,757 visits and delivered 1,195 meaningful on-site actions. Display advertising scaled from a token presence to 1,889 visits. Direct traffic — people typing in the Snell name because they already know it — grew 23%, which is the clearest sign brand awareness is compounding.

Arkansas visits by channel	Prior year	This year	Change
Coordinated multi-platform campaigns	196	2,757	+1,307%
Display advertising	83	1,889	+2,176%
Direct (people who already know Snell)	884	1,085	+23%
Referrals from other websites	48	251	+423%
Paid social	66	79	+20%
Organic social	132	147	+11%

One clear efficiency finding

Splitting social results by platform shows a wide gap. Facebook delivered **1.23 million impressions and 5,460 clicks** at a **0.45%** click rate. Instagram delivered 549,156 impressions but only 489 clicks, at 0.09%. Facebook is roughly **five times more efficient** at turning reach into visits for Snell's audience — which fits the age profile above, and tells us exactly where to concentrate next year's budget.

LinkedIn went from nothing to 205,000 video plays

This is the newest part of the program and the biggest surprise in the numbers. Snell ran no LinkedIn advertising at all in the prior year. The first campaign went live at the end of May 2026, targeted specifically to Arkansas and to the professional job titles most likely to refer patients — and in roughly two months of real spending it delivered **205,564 video plays** and **149,742 counted video views**.

205,564

VIDEO PLAYS ON LINKEDIN

from a standing start — zero last year

\$0.0066

COST PER VIDEO VIEW

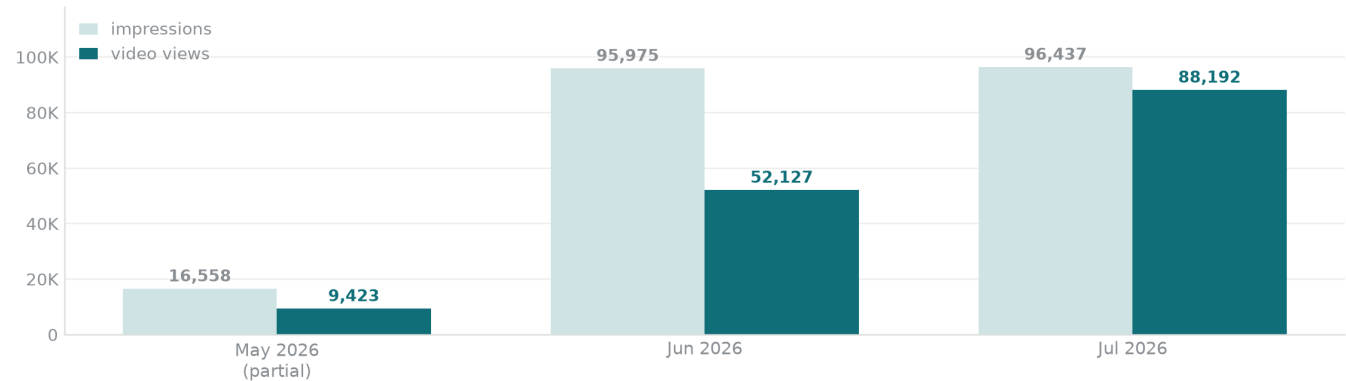
less than a penny, on \$994 total spend

17,030

WATCHED TO THE VERY END

full completions, not partial views

The pace matters as much as the total. The campaign scaled from 16,558 impressions in its first partial month to **96,437 in July** — nearly six times larger — without the cost per view rising. At under a penny per view, LinkedIn is currently the cheapest audience-building channel in the entire program.



LinkedIn impressions and video views by month. Note that views rose from 54% of impressions in June to 91% in July — the same audience is watching more of each video. Source: LinkedIn Marketing API.

The company page woke up, too

Separate from advertising, consistent posting on Snell's LinkedIn page changed its trajectory. From August through December 2025 the page earned just **317 total impressions**. From January through July 2026 it earned **23,860** — along with 3,969 clicks and 476 reactions across the year, and **93 new followers**, bringing the page to 470. Nearly all of the page's all-time engagement happened in this reporting window.

The honest read on LinkedIn

This campaign was built to maximize video views, and it did that extremely well. It was not built to drive website clicks, and it did not — 82 clicks over the period. That is the expected trade-off, not a failure. The opportunity for next year is to keep the cheap reach running while adding a second LinkedIn campaign aimed at referral sources who should be visiting the site and calling.

THE FULL PICTURE

Every location is being found

Growth was not concentrated in one market. Little Rock leads by a wide margin, but every clinic city is generating measurable website interest and real on-site actions like calls and direction requests.

City	Visits	Actions	City	Visits	Actions
Little Rock	3,314	1,597	Mountain Home	293	169
Fayetteville	546	241	Russellville	239	121
Fort Smith	514	288	Cabot	185	101
North Little Rock	484	280	Benton	179	86
Conway	468	243	Jacksonville	174	78
Hot Springs	338	158			

LOOKING AHEAD

What we're watching next

Three honest notes, so this report is a working document and not just a victory lap.

The online New Patient Form is underperforming. Submissions fell while calls rose sharply — visitors are choosing the phone. Not a loss, but the form deserves a rebuild to capture people who would rather not call.

Paid search is due for a refresh. Paid search visits declined as budget shifted to the multi-platform and display campaigns that outperformed it. With organic now holding page one, paid search can be rebuilt around the terms organic does not own.

Time to convert reach into reviews. With 666,000 people reached and 844 calls a year from Arkansas alone, the post-appointment review ask is the highest-leverage next step.

The bottom line

In Snell's home market, **60% more Arkansans** found the practice, **163% more of them called**, and the brand now reaches **666,492 people** a year on Facebook and Instagram while ranking on **page one of Google**. On top of that, a LinkedIn program that did not exist a year ago has already delivered **205,564 video plays** for under a thousand dollars. The audience is bigger, better-targeted, and more engaged than at any point we have measured.

About this report. All figures are pulled directly from Snell's own measurement platforms for August 1, 2025 – July 31, 2026, compared against August 1, 2024 – July 31, 2025. Website and Arkansas figures come from Google Analytics; Facebook and Instagram figures from Meta Ads Manager; LinkedIn advertising and page figures from the LinkedIn Marketing API; search ranking and query data from Google Search Console. Arkansas-only figures are used for audience and engagement headlines because sitewide totals include out-of-state and automated traffic that does not represent real patients. Google search ranking is compared across a matched April–July window because Search Console history begins April 2025. LinkedIn has no prior-year comparison because no LinkedIn advertising ran before May 2026.