

chiropractor near me



UPDATED  
2023 EDITION

# 10 WAYS TO GET NEW PATIENTS FROM THE INTERNET



perfectpatients



*introduction*

# MARKETING YOUR PRACTICE ONLINE

## Are you "findable"?

Is your practice showing up in Google when someone searches for a chiropractor in your area? Do you have a presence online that **encourages new patients to contact you?**

Marketing your practice online is about creating a **branded, multi-channel experience** that allows new patients to find you, current patients to refer you, and inactive patients to easily reactivate.

## It's what we do.

With over **15 years of experience** managing the online presence of thousands of chiropractic practices, we know first-hand that these **10 powerful strategies work to generate new patients from the Internet.**

These approaches work best if you have an up-to-date website (think of it as the hub of all your marketing efforts - everything else leads prospective patients back to your website). But even if you don't (yet), these suggestions can increase your visibility on the web and translate into more new patients.



## Actionable tips!

Most of these tips can be implemented at no cost other than your time. Many can be delegated to someone on your team.

Simply follow the instructions in this guide, and you'll be well on your way to **increasing the visibility of your practice** – as well as increasing the size of your patient base.

“

*Don't push  
people where  
you want to be;  
meet them  
where they are.*

”

Meghan Keaney Anderson  
VP Marketing, HubSpot

**\*Please note: Regulations around some of the following strategies vary by jurisdiction. Please check with your local regulatory board before implementing.**

#1

# HIGH-CONVERTING WEBSITE

## Your marketing hub.

A beautiful, custom website designed to convert new patients should be the **center of your digital marketing efforts**. Without a high-converting website, the rest of your marketing efforts won't be nearly as effective as they could be.

When was the last time you updated your website design? With **a shelf life of only 3-5 years**, it's important to keep your website up-to-date.



## FREE Website Evaluation

Concerned your website isn't attracting new patients? **Schedule a free website evaluation.** A digital marketing expert will review your current website to determine how you stack up against the competition and provide actionable tips for improving new patient conversion.

If you're not sure if your website is **conversion-friendly**, ask yourself the following:

### Does my website...

- Clearly **differentiate** my practice, making it obvious why someone should choose me as their chiropractor?
- Reflect my **ideal patient?** (i.e. children, auto-injury cases, athletes, etc.)
- Look good on **tablets and mobile phones?**
- Effectively persuade, through **professionally written custom content**, prospective new patients to choose me?
- Have **professional photos** of my office, my team, and myself? (This establishes trust in potential new patients.)
- Guide a visitor toward scheduling an appointment with **appropriate calls-to-action and a user-friendly layout?**





#2

# QUALITY CONTENT THAT IMPROVES RANKINGS

Your website content is as important as the design. In addition to having a visually beautiful, user-friendly website, you need a website that *speaks* to your prospective patients.

That's where content comes in.

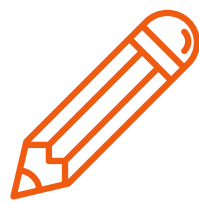
Professionally written, unique website content positively impacts user experience + SEO.

## FACT:

Your website content should be written for your **target audience**. And if you do this right, then Google will reward you with **relevant, profitable traffic**.

- Crazy Egg

## HOW GREAT CONTENT IMPROVES GOOGLE RANKINGS



Professionally-written content tells your practice story and grabs the attention of prospective patients.



Visitors are interested, browsing your site to learn more about you. They schedule an appointment.



Google monitors visitor behavior. Ranking improves as users engage with your website.



## PERFECT PATIENTS CONTENT

The Perfect Patients content process is one-of-a-kind. Our professional copywriters create persuasive content about you, your practice, your mission, and your procedures based on a 45-minute telephone interview we conduct when you first sign up with us.

They'll turn your interview answers into custom, persuasive text that converts website visitors into new patients. You'll be amazed by what our team creates. Naturally, you'll get to review, edit, and approve every word of it.

Our clients absolutely rave about our interview process. You will, too!



*The Perfect Patients team was remarkably efficient, capable, and I would highly recommend to others. They have an uncanny ability to capture and simplify **the true spirit of our office** and encapsulate that for our patients- visually, textually, and powerfully."*

-Dr. Kaleb Valdez  
Goodman Healthcare

#3

# GOOGLE MY BUSINESS LISTING

A Google My Business listing is a critical factor in any successful chiropractic SEO strategy. Having an accurate listing enables your practice to appear in the **maps section of Google search results**.

Setup & manage your listing here:  
<https://www.google.com/business/>

Ensure that your hours of operation, phone number, and physical address are all listed correctly. Add a link to your website as well. These listings appear **above organic website listings** in the search results, which means users are engaging with them... a lot.

Patients can also leave reviews on your Google listing and the star rating shows up in the search results. This listing is a big deal.

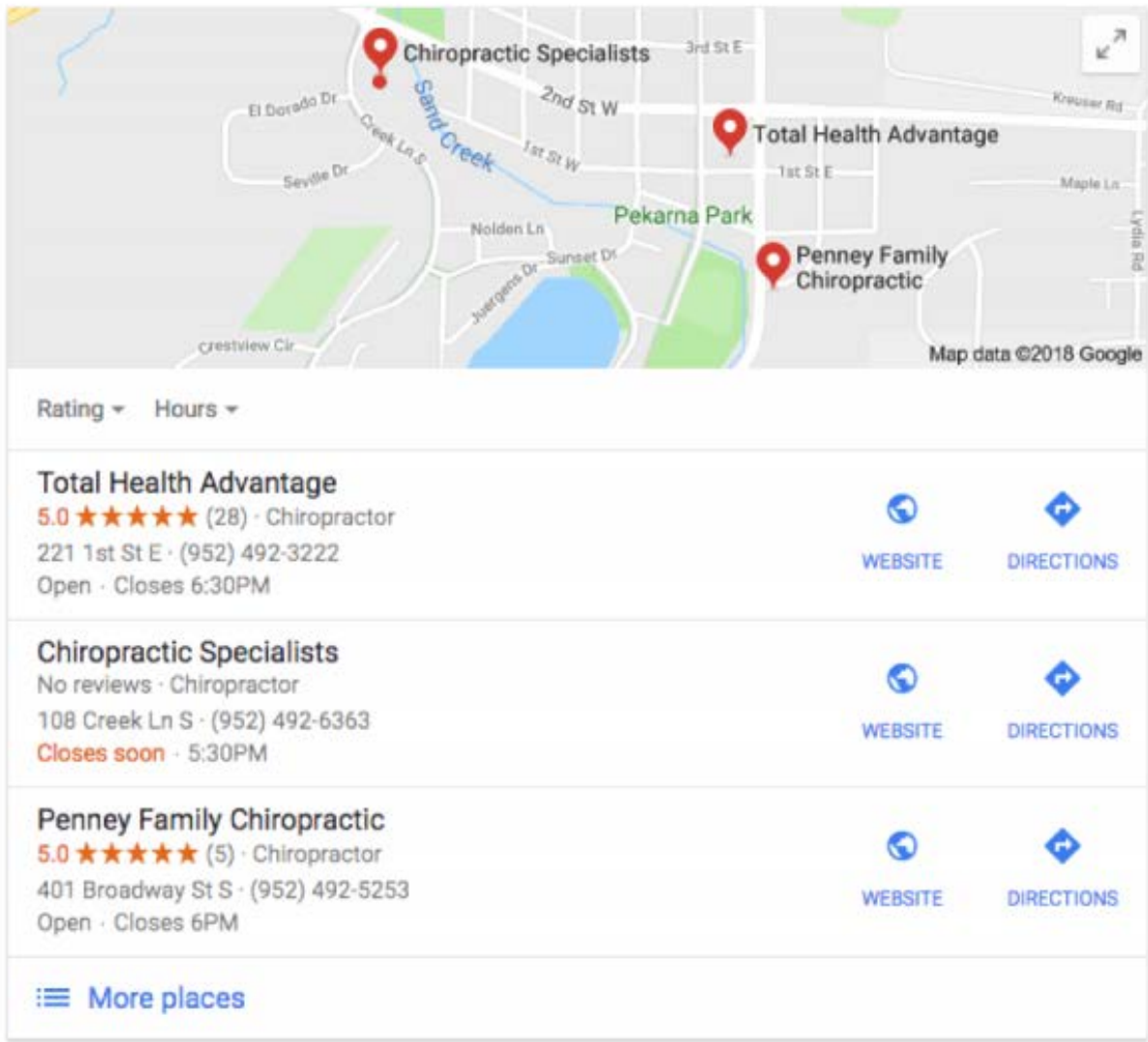
**Is yours bringing in new patients?** It might be time to check your listing and bring it up-to-date.

**\*Note:** If you're a Perfect Patients client, we will assist you in claiming and optimizing your Google My Business listing.

## FACT:

A typical business receives **59 actions** from their Google My Business listing **each month**.

- BrightLocal



## Attract More New Patients with Google My Business Posts

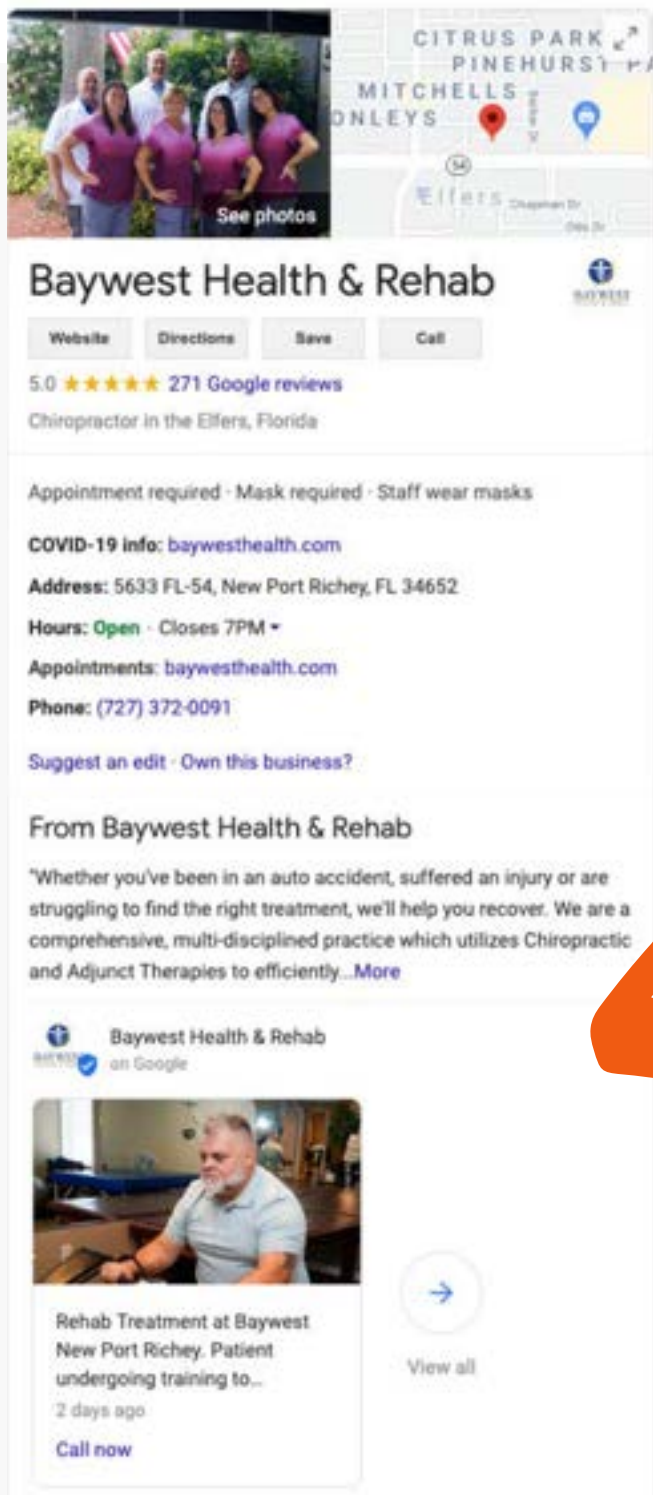
Google My Business posts aren't your typical social media post. You're not going to post photos of your delicious brunch or your son's soccer tournament to your Google My Business account. What you can post instead are **special offers and announcements**.

Running a new patient special this week? Post it.

Staying open late on Friday? Post it.

Google My Business posts are meant to be timely; therefore, they are only prominent for 7 days, after which they can be found by clicking on the "Posts" tab when looking on a mobile device. If you have more than one post live, the newest one will show up first with the rest displayed in a carousel format. Google suggests that your posts:

- Be brief
- Be useful
- Inspire action
- Include a well-lit, in-focus photo





#4

# REVIEW SITES

Online reviews are a huge part of digital marketing. No matter the industry, small business owners everywhere are getting reviewed online and it's **directly impacting their business**.

Here's how to use review sites to your advantage to attract more new patients:



Set a goal to get at least **7 reviews on your Google My Business listing**.

After that, try to diversify your reviews. Ask happy patients for reviews on sites such as Yelp, Yellowpages, Facebook or other review sites popular in your area.



Get new reviews by **asking your patients**.

This is the part that can make some chiropractors uncomfortable. But it's necessary, and there are easy ways to do it:

- Use [this tool](#) to get a direct link for patients to leave a review on your Google My Business listing.
- Add the link to your practice newsletter asking patients to leave you a review.
- Ask patients via personal email after a few visits. Once they're feeling the benefits of care, they're likely to be happy to share their experience online.

## BONUS TIP:

**Publicly thank patients for reviews.** It shows you're paying attention, you care, and it'll gently remind others to share their experience online.

If a patient posts a great review, head over to Facebook and share it in a post like this:

*"Wow! We are beyond humbled by this awesome review of our practice. [Link to review or graphic with text of review] We have the best patient community and are so grateful to serve you."*

### FACT:

**82%** of consumers read reviews for local businesses, including **93%** of people aged 35-54.

- BrightLocal



Just as important as what *to do* when getting reviews is **what not to do**. Here are some important reminders:

- Don't pay for reviews.
- Don't review your own practice or ask staff to review your practice.
- Don't set up a review kiosk in your reception room.
- Don't negatively review your competitors.



#5

# SOCIAL MEDIA CONTESTS

## Why contests?

People love to win. They also love to support businesses that actively engage with them. That's why Facebook and Instagram contests are a great way to **boost engagement** and **build good-will** with your followers, while **expanding your reach to new followers**.

Plus, they're *fun*!

This list will provide you with **specific contest ideas** for Facebook (and Instagram) to help you get started, as well as point out a few best practices to make sure your contests are set up for success.

## Set it up for success

It's important that your contest is well thought out to avoid any confusion, a lack of entries, or disputes over the prize. You'll want to make sure your contest post includes the following:

**A call-to-action (CTA)** - A CTA is a phrase that tells the reader exactly what you want them to do (i.e. "Click here to enter" or

"Comment below"). Don't leave your followers guessing.

**Incentive** - Your followers need a reason to enter your contest, so offer something that will be appealing to most people.

**End date/time** - Set a specific end date and time for your contest so that your followers know how much time they have to enter and when a winner will be selected.

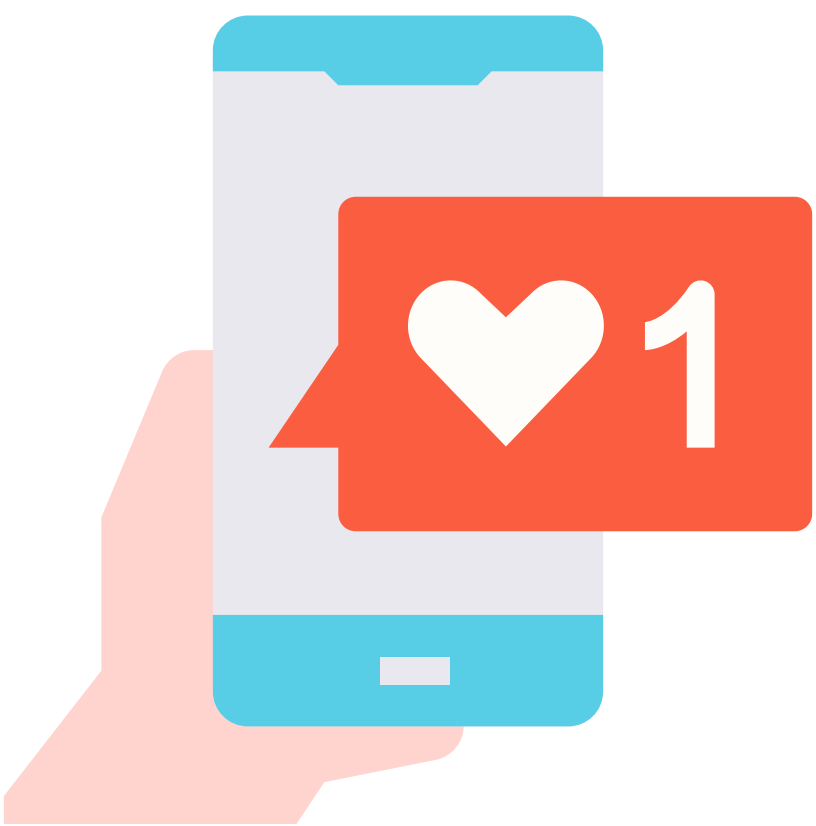
**Rules/regulations** - To avoid any complications, make the rules and regulations clear from the start. For example, "Entrants must follow us on Facebook and comment on the post to be eligible. Winner must contact us within 24 hours of the announcement to claim the prize or another winner will be selected." State what they need to do to be eligible to win and how and when to claim their prize. Also, refer to Facebook's guidelines for running contests [here](#).



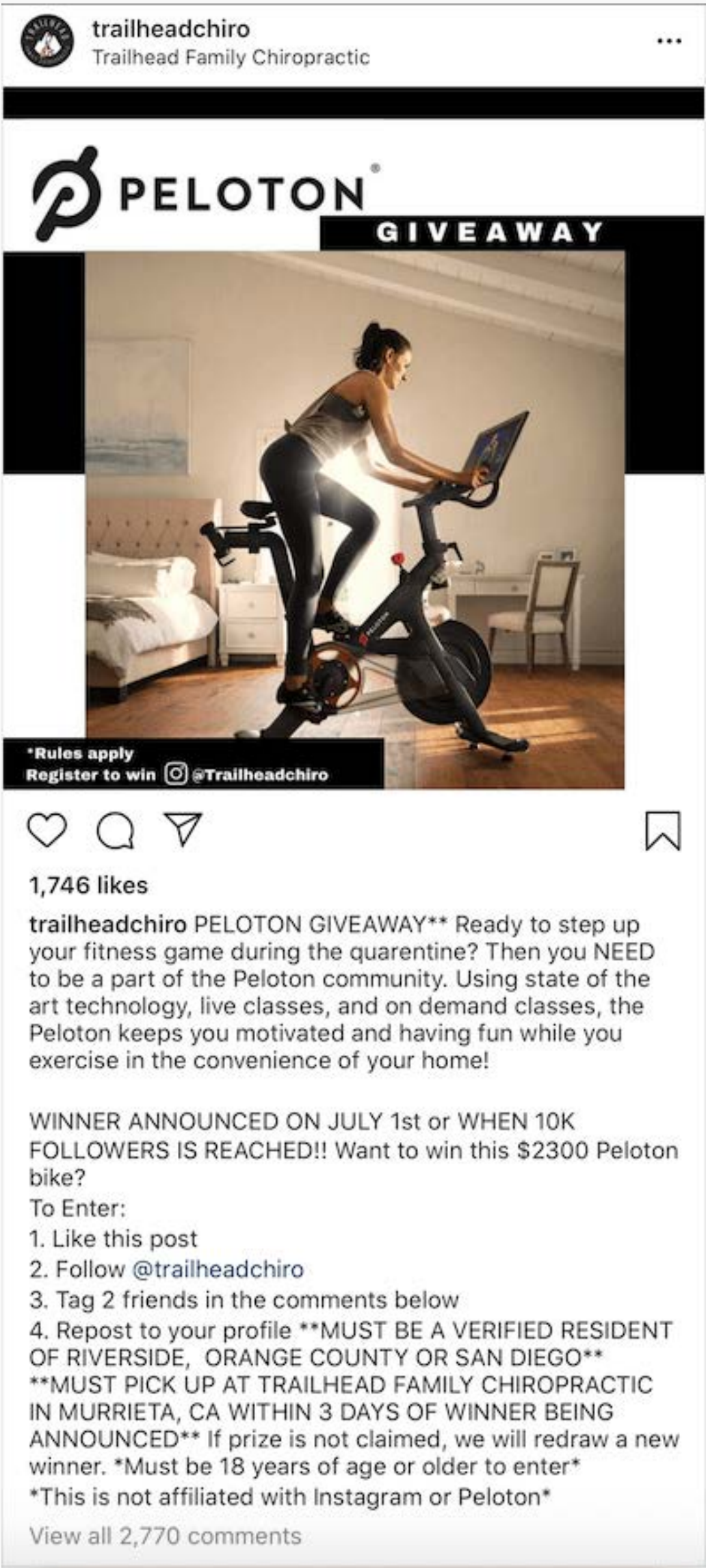


#5, cont'd.

# SOCIAL MEDIA CONTEST IDEAS



- **HOLIDAYS** - Is there a holiday coming up? Holiday-themed contests are always a good idea. Think: Halloween costume contest, ugly Christmas sweater contests, or “Guess how many Hershey’s kisses are in the jar” Valentine’s Day contests.
- **BIG TICKET GIVEAWAY** - To really get people’s attention, give away a big ticket item. For example, Trailhead Family Chiropractic set a goal to reach 10,000 followers on Instagram. To reach this goal, they announced they’d be giving away a \$2300 Peloton bike! Here’s the original contest post with details:



- **FOLLOWERS GIVEAWAY** - Looking to grow your followers on Facebook or Instagram? Set a followers goal and give away an awesome prize when you reach it.  
  
For instance, tell your followers that you will be giving away [INSERT SIZABLE PRIZE HERE] when you reach 2,000 followers on Instagram. To enter, they must share your contest post in their Instagram story and in their feed and tag you. Their friends will see the contest post and start following you so they can enter to win as well. Your following will grow and odds are, a good percentage of your new followers will be local friends of your current patients. Those are quality new patient leads right there!
- **EXTRA ENTRIES FOR TAGGING FRIENDS** - Ask your followers to tag their friends in the comments of your contest post as a way to earn extra entries. More people seeing your contest post, means more opportunities for new followers.
- **POST A PHOTO IN THE COMMENTS** - Get your followers really involved by asking them to post a photo of something specific to be entered in the contest. For instance, a picture of their crazy hair for a chance to win a gift certificate to a local salon. Or a photo showing why they’re stressed for a chance to win a free massage.
- **DRIVE TRAFFIC TO YOUR WEBSITE** - Create a landing page on your website with the contest details and an entry form. The traffic boost to your site sends good signals to Google. And if you really want to take it to the next level, you could use that traffic to build an audience for Facebook retargeting ads.



For more Facebook contest ideas, examples, and prize suggestions, read [25 Facebook Contest Ideas for Chiropractors](#)





#6

# VIDEO MARKETING

1.9 billion users visit YouTube every month. Videos on social media generate 1200% more shares than text and image posts combined.

**Video content is powerful. And you can harness its power.**

Videos can fit into your practice marketing strategy in a myriad of ways – whether you have a special offer to share or want to give a tour of your newly renovated office. Successful videos, whether on YouTube or Facebook & Instagram, don't need to look like they were created on a film set with expensive equipment. In fact, the videos with the most engagement and responses from viewers are ones that keep the **story** and **benefits** center stage.

## FACT:

Marketers who use video **grow revenue 49% faster** than non-video users.

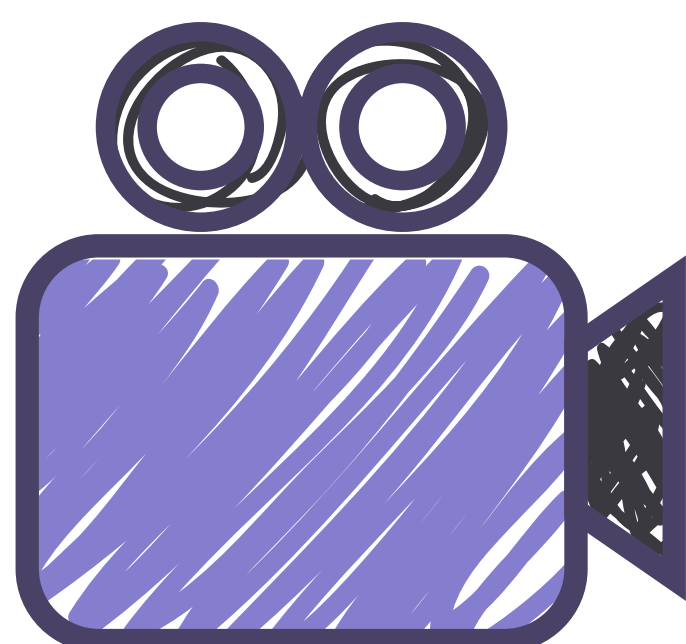
- WordStream

## YOUTUBE VIDEOS

YouTube is the world's second largest search engine. A compelling video marketing strategy opens the door for prospective new patients to become familiar with you, your staff, and your office. It's a way to market yourself with a personal, more "human" touch.

Examples of videos you can upload:

- **Patient testimonials** that show past successes
- **Educational content** that describes your services
- What a **first visit** to your practice is like
- Video that **introduces your staff** and shows your office



## FACEBOOK & INSTAGRAM VIDEOS

There are a few different ways to use video on Facebook and Instagram:

- ★ Live videos
- ★ Video posts
- ★ Stories

The chiropractors who are the most successful with social media videos let their personality and passion show. Be yourself. Share tips and updates your patients will find useful and start small. [Click here for more ideas >](#)



#7

# EMAIL MARKETING

Email marketing is one of the **most effective digital marketing strategies** out there. Whether you're reminding patients to schedule their next appointment, announcing a new service offering, or simply wishing them a happy holiday, email is the best way to communicate with your patients and keep your practice top-of-mind.

But can you use email marketing to get **new patients**? Definitely! Here's how...

## FACT:

Email marketing produces **\$44 for every \$1 spent.**

- *Campaign Monitor*

## BOOST REFERRALS

By regularly emailing your existing patients, you're staying top-of-mind. This naturally leads to more referrals. You can even **send referral campaigns** - emails asking patients to refer their friends and family, details of a referral program you may have, etc.

Bottom line: the happier and more connected your patients feel to you, the more likely they are to refer.

## NURTURE LEADS

Whenever you host an event, attend an event, or do anything where you are meeting prospective patients, be sure to have an **email signup sheet**.

With a list of new patient leads, you can nurture them from lead to patient with email marketing campaigns. Run a new patient special and email your list. Offering a new service? Let them know!

It's one of the simplest and most cost-effective ways to turn leads into patients.

## SENDING EFFECTIVE EMAILS

- ✓ Use a branded email address (i.e. drsmith@yourpracticeurl.com)
- ✓ Spend time on the subject line - after all, if it doesn't encourage someone to open the email, it doesn't matter what's inside.
- ✓ Avoid spam signals like excessive use of punctuation, all caps, or words like "free," "deal," and "urgent."

[Click here to see The Chiropractor's Email Marketing Cheat Sheet.](#)





#8

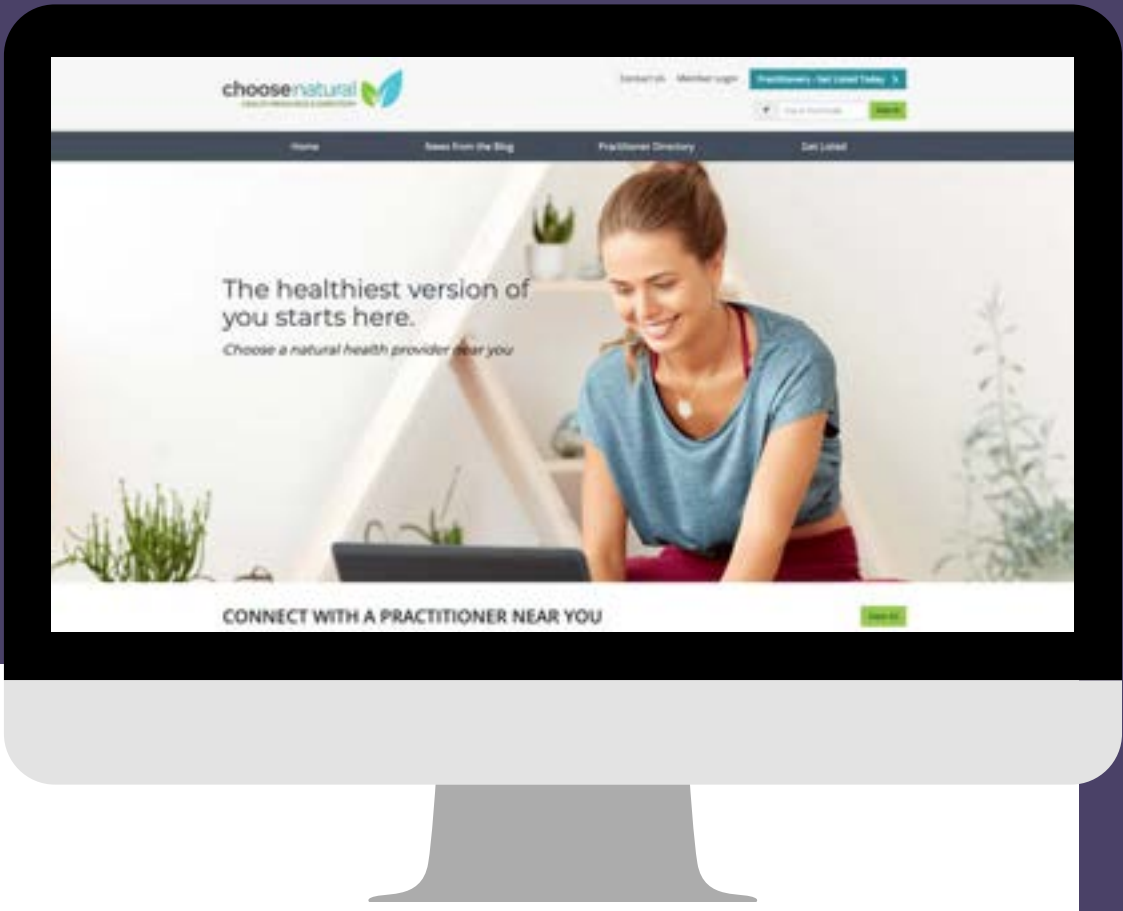
# DIRECTORY LISTINGS

## Chiropractic directories

There are numerous chiropractic directory and informational sites online that will give you a **free ‘basic’ listing** for your practice.

Are you a member of a local or national chiropractic association, group, or organization? Make sure your practice is listed.

Consider other chiropractic-specific organizations relating to your chiropractic college, technique, or certifications you’ve received that may have online directories and get listed there as well!



Here are a few that you should get your practice listed on.

**Choose Natural:**

- Go to <https://www.choosenatural.com/> (A free listing is included with the Perfect Patients service)

**Spineuniverse (US):**

- Go to [spineuniverse.com](https://spineuniverse.com)

**Chirodirectory.com (US):**

- Go to <https://www.chirodirectory.com/new-listing>





#9

# LOCAL WEBSITES

## Network and build links

The best way to get high-quality backlinks (a crucial part of SEO) is to build relationships with complementary businesses, influencers, or local organizations. Through these relationships, you'll find opportunities to ask for links from their website to yours.

Getting your practice listed on such websites can offer tremendous value, not only from the traffic it can generate, but the link sends a powerful message to search engines that you are a local authority.

Here are some ideas about whom you can try to get a link or mention from:

- Acupuncturists
- Massage therapists
- Attorneys
- MRI facilities
- Health clubs & gyms
- Better Business Bureau
- Chamber of Commerce
- Charities
- Service clubs
- Community events
- Health fairs and expos
- Sports teams





#10

# GOOGLE ADS

While most of the strategies we've discussed can be done at little to no upfront costs, this one is a bit different. Google Ads costs money each time someone clicks on your ad. But they can be **very effective** at driving traffic to your site that results in more new patient appointments.

Plus, call tracking and other analytics data allows you to **prove the ROI**.

## FACT:

Google Ads visitors convert **51% more** than organic search visitors.

- Wordstream

## WHY GOOGLE ADS?



### FAST

Start hearing from new patient leads within the first 10 days of launching your campaigns.



### TARGETED

Get your ads in front of your ideal patients & expand your reach beyond organic SEO.



### ROI

Call tracking metrics show every call that Google Ads send to your practice.

Use our Google Ads ROI Calculator to find out how many new patients you could get with Google Ads.

[ROI CALCULATOR >>](#)

Ad - www.360chiropractic.net/

**#1 Family Chiropractor | Voted Frisco's Best For 7 Yrs**

\$49 New Patient Special Includes Consult, Exam, & X-Ray. All Ages Welcome - Call Now! Insurance Accepted. Same Day Appointments Available. Come See Why We've Been Voted Best! You're not just a number. Individualized care. Family owned and operated.

📍 8837 Lebanon Rd #200, Frisco, TX - (214) 740-6026

- Hours & services may vary

Timeframe: 30 days

---

Results:

18 calls

+ 15 appointment request forms

*conclusion*

# DO YOU HAVE ROOM IN YOUR SCHEDULE FOR MORE NEW PATIENTS?

Is your marketing strategy working? Concerned there might be gaps keeping you from reaching your **new patient potential**?



Request a no-obligation **digital marketing evaluation** with one of our chiropractic marketing experts. You'll get actionable tips for improving your strategy and generating more new patients.

[REQUEST YOUR FREE  
EVALUATION TODAY](#)

