

Deliverables

A patient growth system built for chiropractors.

01 • GOOGLE BUSINESS PROFILE

GBP Optimization & Local Presence

- Full audit of your current profile and every competing chiropractor's profile near you
- Fix your categories, business description, and service area so you show up for the right searches
- Every service you offer added individually with its own description: adjustments, spinal decompression, sports injury, prenatal care, auto accident/personal injury, pediatric, sciatica, extremity care
- Packages and first visit offers added
- FAQ section added with the questions patients actually ask (insurance, walk ins, hours, conditions treated)

02 • WEBSITE & LOCAL SEO

Website Build Out & Content

- Fast, mobile friendly website built or optimized, with hosting and SSL
- A dedicated page for every service you offer
- A dedicated page for every neighborhood or area you serve
- Local business schema added to your site so Google understands your pages better
- Blog posts, service pages, and location pages linked together internally

03 • GOOGLE ADS

Paid Patient Acquisition

- Search campaigns built by service (back pain, sciatica, sports injury, auto accident, etc.), not one generic "chiropractor" campaign
- A dedicated landing page for every ad campaign, built to turn clicks into calls and bookings, not just sending traffic to your homepage
- Conversion tracking set up for calls, form fills, and bookings
- Performance Max (PMax) campaign added once we have enough Search data, to reach patients on Maps, YouTube, and Display
- Ad spend is separate from this fee and paid directly to Google. We recommend a budget of \$2,000/month

EVERY MONTH, ONGOING

What We Do for You Every Month

- Weekly photo uploads to your GBP: clinic interior, staff, equipment, treatment rooms, each geotagged to your location
- Weekly GBP posts: offers, health tips, patient wins, seasonal updates, to keep the profile active
- Every review answered and new patient questions on your profile monitored
- New blog posts covering each service in each neighborhood you serve, so searches like "chiropractor for back pain in [area]" can find you, not just your GBP
- On page SEO on every new post and page: titles, descriptions, headers, and internal links back to the right service page
- Local citations added on trusted, health specific directories, and your business name, address, and phone number cleaned up across the web
- Budget checked and adjusted across every ad campaign
- New keywords added, wasteful ones removed, and new ad copy tested
- Landing pages improved based on what's actually converting
- Remarketing set up for people who visited but didn't call
- A report sent once a month showing spend, cost per lead, and results