

## 5 Marketing Tips for Chiropractic Clinics

Written by Rebecca Hopper

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Marketing is an important aspect of any business, including chiropractic clinics.

As a chiropractor, you may think you do not need marketing strategies or campaigns. After all, it is not like you have products to sell. But, you do offer a highly sought-after service. A service that has high competition.

Effective marketing strategies may help your chiropractic clinic stand out from the competition, attract new patients and help you stay connected with the current ones.

If you're a chiropractor looking for some marketing inspiration and ideas, then this article is for you.

Whether you're just starting and haven't yet got your name out there, or you've been running your clinic for years and want new ideas to freshen up your marketing, these five tips will help get your chiropractic clinic seen by more people.

### **Spruce up Your Website With SEO**

Search engine optimisation (SEO) is the process of affecting and improving the visibility of a website or web page in search engine results pages (SERPS).

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Sprucing up your website with SEO is an ongoing process that may involve reworking your content, writing blogs, adding service pages, internal linking and using keywords throughout your website.

Keywords are the phrases and words people enter into search engines such as Google. When a search is conducted, the search engine will generate thousands of results. Appearing on the first page of these results, particularly in the first few positions, gives you a higher chance of attracting traffic and users to your website, which may become clients.

If you are a chiropractor in Kogarah, such as [The Back Clinic](#), keywords that relate to your website include 'chiropractor Kogarah', 'chiropractors Kogarah', 'chiropractors in Kogarah' and 'Kogarah chiropractor'.

### Google My Business

A Google My Business listing is essential for developing your online presence and reaching new clients.

This profile, which can help increase your visibility, allows you to freely display your clinic's name, address, phone number, services, opening hours, website and photos.

Additionally, the Google My Business listing is often the first thing patients see when they are looking for key information about your clinic.

### Have a Consistent NAP

While it is recommended to get seven to nine hours of sleep each night, this NAP refers to your

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name, address and phone number.

Your NAP should be clearly displayed on your website and consistent on every web page. You may choose to have a contact page on your website, as well as repeat this information in the footer of each page. It is also important that the NAP matches your Google My Business listing.

### Guest Posting with Backlinks

Guest posting on high-authority sites is a great way to increase your brand awareness, improve your keyword rankings and drive more traffic to your website.

When creating guest posts or submitting articles to websites, remember to include [backlinks](#) to your website as this is what will help improve your visibility and authority.

You may also wish to consider creating a blog on your website. Your blog content should be optimised for keywords and relate to your services, chiropractic care and common musculoskeletal conditions.

### Business Listings and Directories

When it comes to marketing your chiropractic clinic, an impactful way to get your name out there is by creating business listings and directory listings.

Creating business listings, profiles and directories also allow you to gain backlinks to your website. This marketing strategy may boost your website's visibility by improving its rank in local search engine results.

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Chiropractic clinics suffer from the same problems as other healthcare businesses. Promoting your clinic and getting new patients through the door means you have to market your services effectively.

The above tips are just a few of the things you can do to help market your chiropractic clinic.

[Rebecca Hopper](#) is an experienced SEO Content Writer at [Orion Marketing](#) who joined the team in October 2021. Rebecca has worked internationally on projects in Paris and has years of experience in online content creation and content project management. At Orion Marketing, Rebecca draws on her skills and years of experience to produce targeted optimised content.