

Back In Action

This document talks about you as a business.

We want YOU to MAKE AN IMPACT and do more of what you are already doing.

Here's an overview of Back In Action from a user perspective.

The Scenario for Back In Action

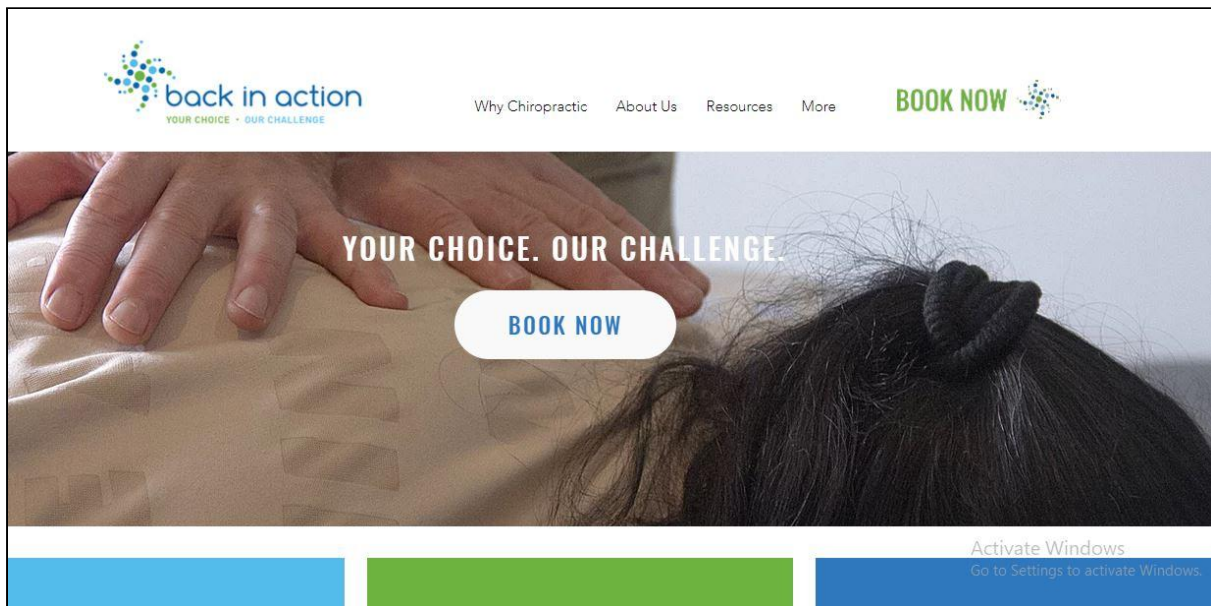
Kind attention - DR EDWARD TIMINGS

Upon doing an online analysis, we found out the following:

Website - <https://www.backinaction.co.nz/>

Facebook - <https://www.facebook.com/backinactionnz/>

Instagram - <https://www.instagram.com/backinactionnz/>



- We loved your content on Facebook & Instagram Excellent work. Keep it up.
- You have got **12 reviews with 4.8-star ratings on your Google My Business** listing.
- You are NOT active on social media platforms - Facebook & Instagram.

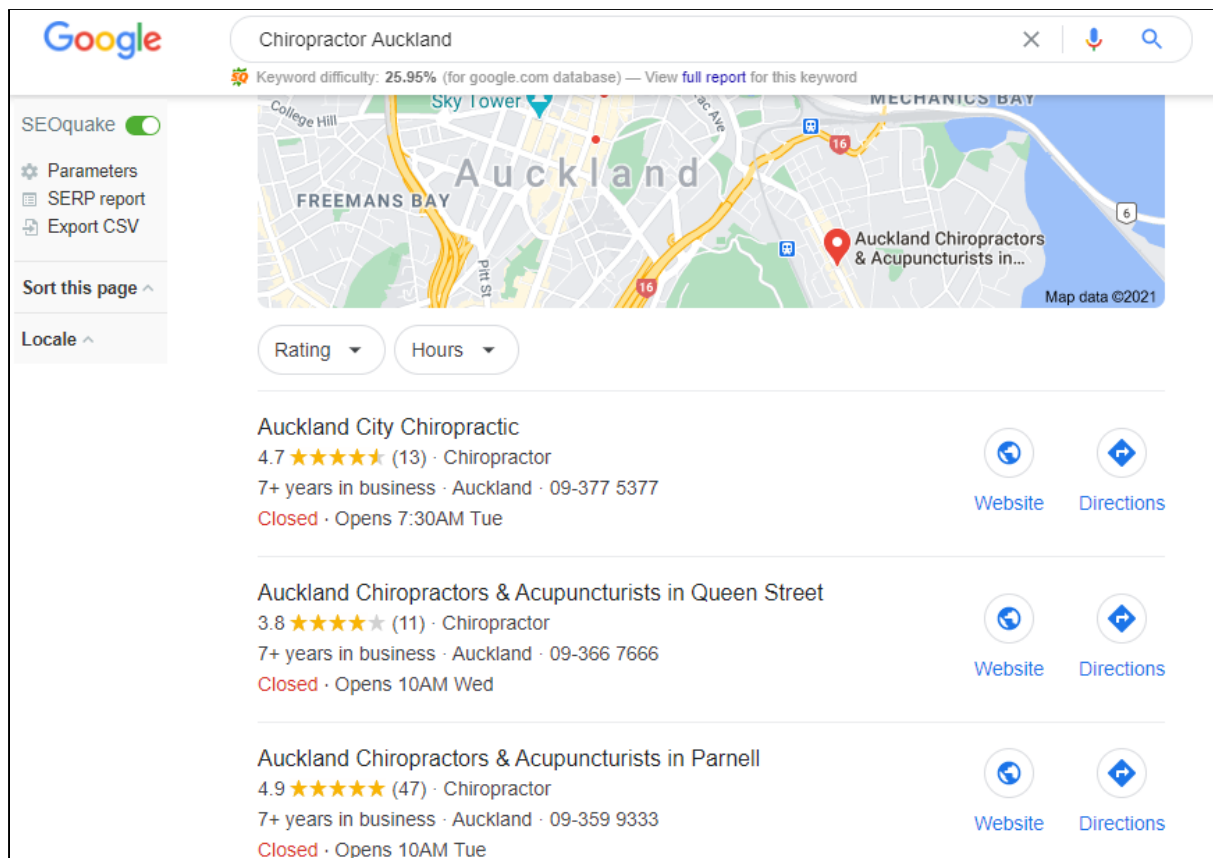
Let's dig deeper into where you stand in terms of your online presence.

Who's shining on Google in Auckland?

An online search for your main keyword “**Chiropractor Auckland**” gives the following results. We have the top 3 results in the below screenshot.

Your competitors appear in the top 3 results. **Back In Action** does not appear in these results.

Those who rank on the top get the most business. These chiropractors become popular with time as they get regular patients and even referrals.



If a business appears in the top three results, the probability of users reaching out to you increases by 75%. This is a huge number if you are **looking forward to growing your business and serving patients in Auckland**.

The best thing is that these are inbound leads. And the second-best thing is that it is absolutely free.

Auckland Chiropractic Websites

Below the map results, there are local websites that rank for the keyword **chiropractor Auckland**.

There are websites similar to <https://www.backinaction.co.nz/>. They appear on the 1st page of Google because they have been optimized for these keywords.

The technical word here can be SEO (Search Engine Optimization).

| SERP overview for "chiropractor auckland" | | | | | | | | | |
|---|------|----|----|-----------|---------|---------|----------|----------------------------|--|
| Search result | AR | DR | UR | Backlinks | Domains | Traffic | Keywords | Top keyword | |
| 1 ▶ People also ask | | | | | | | | | |
| 2 City Chiropractic: Chiropractor Auckland CBD https://www.citychiro.co.nz/ | 58M | 1 | 20 | 68 | 19 | 186 | 47 | chiropractor auckland | |
| 3 Kingsland Chiropractic: Auckland City Chiropractor https://kingslandchiropractic.co.nz/ | 39M | 3 | 21 | 125 | 15 | 190 | 40 | chiropractor | |
| 4 10 Trusted Chiropractors in Auckland - MoneyHub NZ https://www.moneyhub.co.nz/chiropractors-auckland.html | 756K | 48 | 9 | 0 | 0 | 187 | 50 | chiropractor near me | |
| 5 Mt Eden Chiropractic – Auckland Chiropractors https://www.mtedenchiro.co.nz/ | 24M | 6 | 20 | 1,552 | 24 | 173 | 53 | chiropractor auckland | |
| 6 The Chiropractic: Chiropractor Ponsonby, Auckland CBD https://www.thechiropractic.co.nz/ | 1.6M | 39 | 26 | 76 | 17 | 80 | 39 | chiropractor auckland | |
| 7 Gentle Chiropractic: Chiropractor Remuera, Meadowbank ... https://gentlechiropractic.co.nz/ | 80M | 0 | 18 | 24 | 21 | 51 | 35 | chiropractor auckland | |
| 8 Advanced Health Chiropractic: Chiropractor Auckland, West ... https://www.advancedchiropractic.co.nz/ | 24M | 7 | 29 | 1,563 | 61 | 96 | 37 | chiropractor auckland | |
| 9 New Zealand College of Chiropractic http://chiropractic.ac.nz/ | 333K | 56 | 36 | 396 | 130 | 699 | 128 | nzcc | |
| 10 Auckland City Chiropractic CBD Chiropractic Care For back ... https://www.aucklandcitychiropractic.co.nz/ | 65M | 0 | 14 | 1,203 | 10 | 74 | 29 | auckland city chiropractic | |

We were **not able to find Back In Action on the 1st page of search results**. Please refer to our “Get Started” section below.

Ranking on the 1st page of Google not just helps patients find you but it also shows you as an authority in the chiropractic niche.

People search on Google



As per the data, there are numerous people who look for chiropractic clinics in Auckland.

Main Keyword = Chiropractor Auckland

This is what people type on Google when they are looking for the services of a chiropractor.

Search Volume = 900+ unique users search for a chiropractor in Auckland every month.

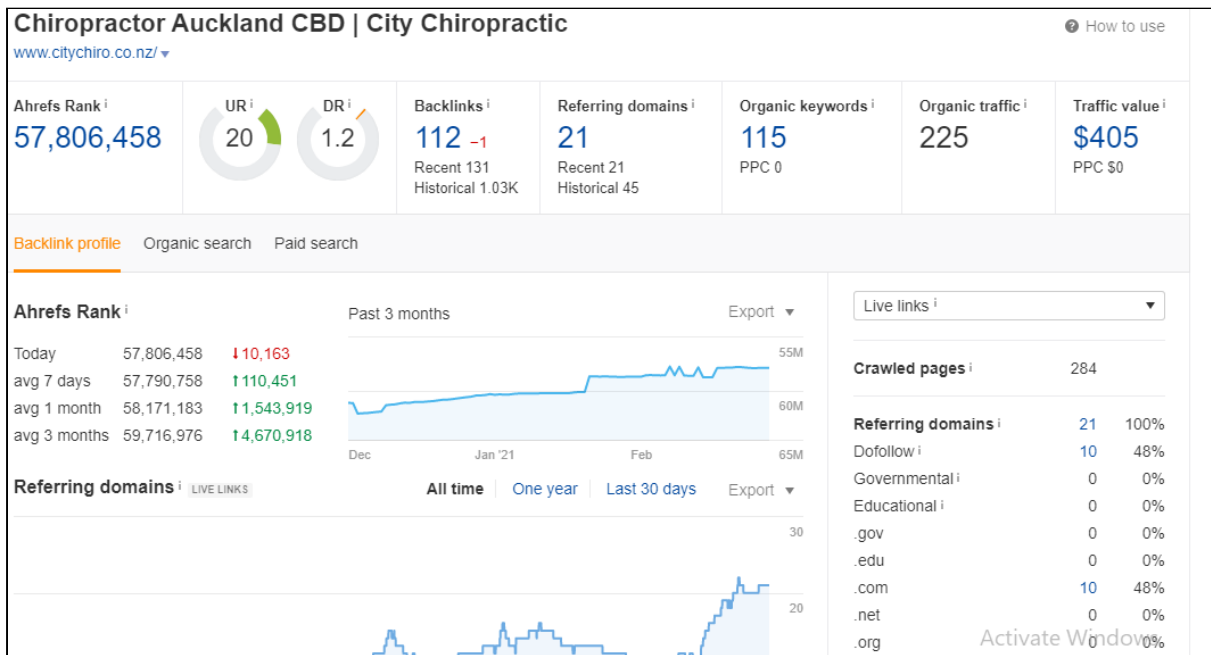
This means that 900+ people search for a chiropractor in your area every month. These are your potential patients who need a chiropractor in Auckland.



Your Competitors

- 1) <https://www.citychiro.co.nz/>
- 2) <https://kingslandchiropractic.co.nz/>
- 3) <https://www.mtedenchiro.co.nz/>
- 4) <https://www.thechiropractic.co.nz/>
- 5) <https://gentlechiropractic.co.nz/>

We have done a basic study of your competitors. Apart from their websites, we have analyzed their social media channels and Google My Business listings.



We assume that it should be **easy for Back In Action to rank on Google** and be in front of users when they search for a chiropractor in Auckland.

Get Started

To help you take your first step and start the journey, here are some actionable points.

1) Optimize Your Google My Business listing.

<https://support.google.com/business/answer/7091?hl=en>

2) Optimize your website.

We would suggest you **have a little more content on your website**. And make sure that the keyword “Chiropractor in Auckland” appears within the website content.

3) Enhance your Social Media Account

Though you have profiles on both Instagram and Facebook, we noticed that the **frequency of posting is very limited**. You need to be more active, with **more posts per month**. Also, **Add the location of your clinic** and more content in your bio.

Make a strategy to get more followers. These should be very targeted people who live in Auckland.

4) Run paid ads (If you have a budget).

In case, you wish to reach more people, you may go for Facebook and Instagram ads.

5) Create a business strategy.

- Ask patients for referrals.
- Ask patients to write an online review for you.
- Click pictures with patients to showcase these on your social channels.

We can help you!

We are digital marketing experts and work with reputed chiropractors. We help them get new patients month on month and make sure that they rank well on Google.

You may **consider us as a part of your team**. We charge a very nominal amount and make sure to give you an excellent return on your investment.

How about getting on a call?

We love helping chiropractors expand their online presence.

Let's have a no-obligation call to discuss this in detail.

You can book a time slot here:

<https://calendly.com/ajaydeep/chiro>