

# Blueprint Chiro

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 Blueprint Chiro from a user perspective.

## The Scenario for Blueprint Chiro

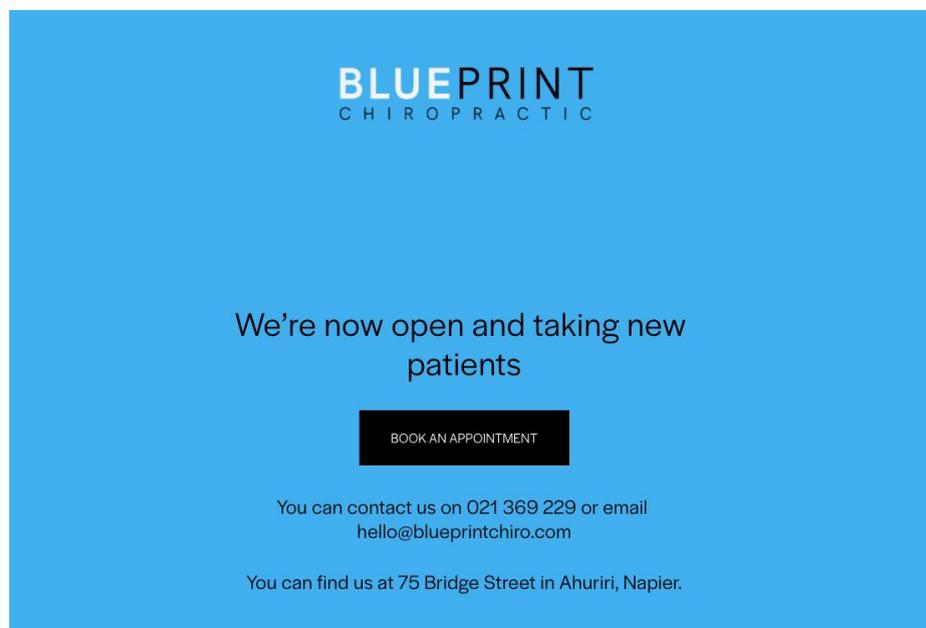
### Kind attention - Mr. Reid

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

Website = <https://www.blueprintchiro.com/>

Facebook = <https://www.facebook.com/blueprintchiro>

Instagram = <https://www.instagram.com/blueprintchiro/>



- **Congrats on opening Blueprint Chiro. We know it's a newly opened clinic.**
- You need to set up a Google My Business listing for Blueprint Chiro in Ahuriri.
- You are active on both social media platforms - Facebook and Instagram.
- You have a good (to the point) website.

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

## Who's Shining on Google in Napier?

Those who rank among the top Google Results get the most business. These chiropractors become popular with time as they get regular patients along with referrals.

An online search for your main keyword 'Chiropractor Napier' gives the following top 3 results.

The screenshot shows a Google search for 'chiropractor napier'. The search bar contains the text 'chiropractor napier'. Below the search bar, there are tabs for 'All', 'Maps', 'Images', 'News', 'Videos', and 'More'. The search results show 'About 594,000 results (0.66 seconds)'. A 'COVID-19 safety info' button is visible. Below the map, there are three business listings:

Business Name	Rating	Address	Phone Number	Status	Website	Directions
First Chiropractic Napier	5.0 (5)	164 Kennedy Rd	06-843 3384	Closed - Opens 8AM Thu	Website	Directions
Vital HB - Chiropractic & Nutrition (Napier)	5.0 (2)	105 Raffles St	06-833 7427	Closed - Opens 12PM Thu	Website	Directions
Adrian Chiropractor	5.0 (1)	42 Ossian St	06-835 1505	Closed - Opens 9AM Fri	Website	Directions

We were **not able to find Blueprint Chiro in the map results**. Please refer to our '[Get Started](#)' section.

If 'your' 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 Ahuriri, Napier**.

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

## Napier Chiropractic Websites

Below the map results, there are local websites that rank for the keyword 'chiropractor Napier' as well as for the keyword 'chiropractor Ahuriri'.

These websites are similar to <https://www.blueprintchiro.com/>. 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).

[www.firstchiropractic.co.nz](http://www.firstchiropractic.co.nz) ▾

### First Chiropractic | Offices in Napier & Hastings | (06) 843 ...

First Chiropractic offers locations in Napier and Hastings. We want to be your first choice and are committed to helping our patients achieve health and wellness.

#### People also ask

How much does a chiropractor cost NZ? ▾

How much does it cost to get adjusted at chiropractor? ▾

Is chiropractic treatment available on NHS? ▾

How much does a chiropractor cost in South Africa? ▾

[Feedback](#)

[www.firstchiropractic.co.nz](http://www.firstchiropractic.co.nz) > napier ▾

### Contact First Chiropractic in Napier | (06) 843 3384

Learn more about First Chiropractic's Napier location. Call us today for your appointment! (06) 843 3384.

[www.adrianchiropractor.co.nz](http://www.adrianchiropractor.co.nz) ▾

### Adrian Chiropractor | Back Pain | Napier

Beat back pain in Napier with a chiropractor. Call 06 835 1505.

[forwardchiropractors.nz](http://forwardchiropractors.nz) ▾

### Hawkes Bay, Napier Chiropractor: Forward Chiropractors

Forward Chiropractors located in Greenmeadows, Napier. A Chiropractor dedicated and passionate about helping you with pain relief and overall wellbeing.

We were **not able to find Blueprint Chiro in the search results**. Please refer to our '[Get Started](#)' section.

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

# What People Search on Google?

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

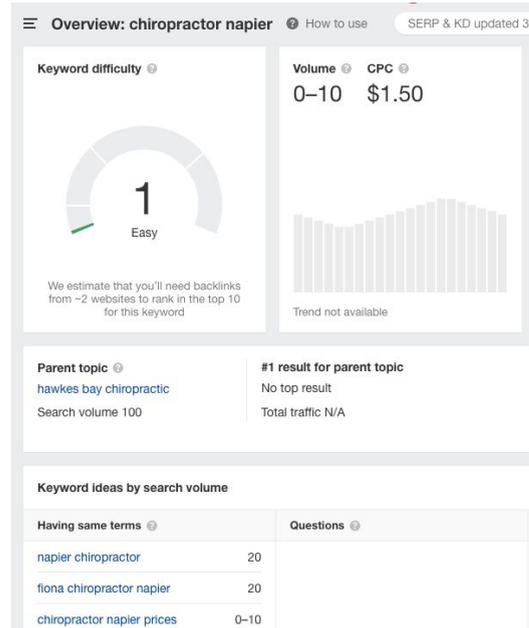
**Main Keyword** = Chiropractor Napier

**Secondary Keyword** = Chiropractor Ahuriri

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

**Search Volume** = 150+ unique users search for a chiropractor in Ahuriri, Napier every month. (as per the screenshot).

This means that 150 people search for a chiropractor in your area every month. These are your potential patients who need a chiropractor in Ahuriri, Napier.



# What Will Make Blueprint Chiro Rank on the 1st page of Google?

Let's talk about the good things first (that enhance user experience).

- You have got an online appointment link.
- Your clinic address and phone number are clearly mentioned on the website.
- The website is mobile-friendly.
- It is precise and to the point.

Your website has been **built on Squarespace**.

You have **not added a meta description** to your website. This is essential for search engines.

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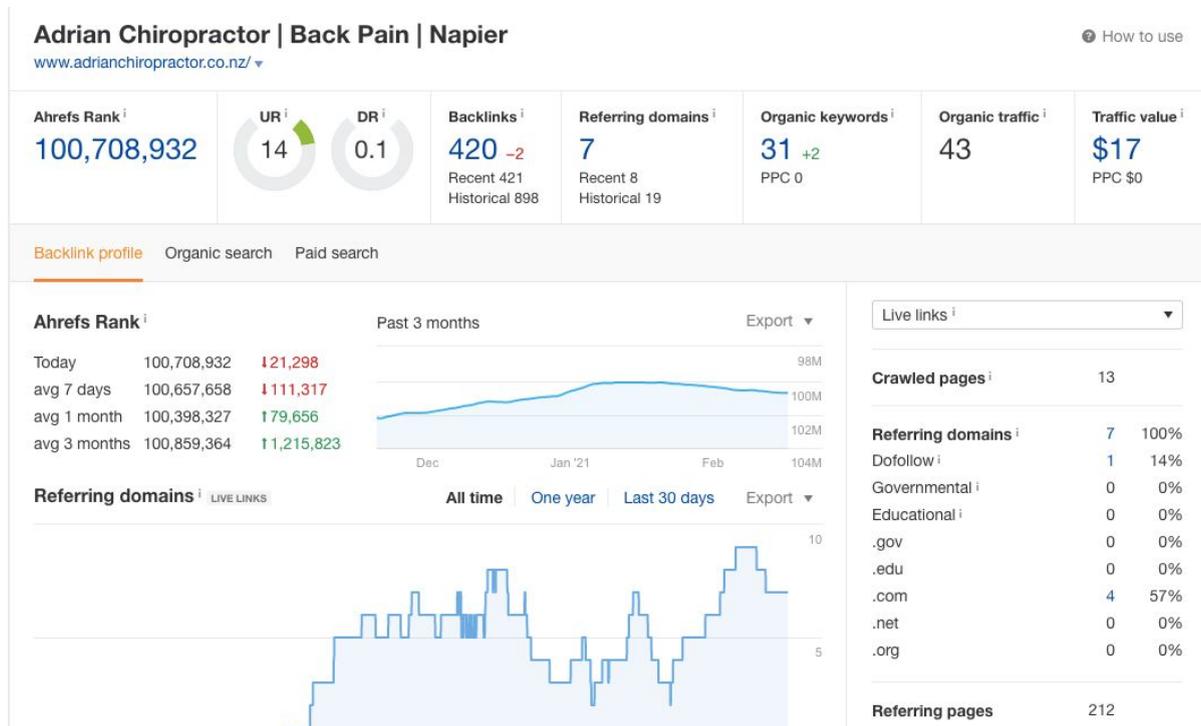
What else can help you outrank your competitors:

- **Good content on your website.**  
This includes adding optimized text, sub-headings and pictures. You may even have a blog section on your website.
- **Backlinks**  
A few backlinks from other websites. These are essential as they tell Google how many websites refer you.
- **Accurate Information**  
This includes adding your contact information, team members, clinic pictures (outside and inside). These things will help in winning user trust and reduce your website's bounce rate.

## Your Competitors

- 1) <https://www.adrianchiropractor.co.nz/>
- 2) <https://www.firstchiropractic.co.nz/>
- 3) <http://forwardchiropractors.nz/>
- 4) <https://www.innatechiropractic.nz/>
- 5) <https://vitalhb.nz/>

We have done a basic study about 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 Blueprint Chiropractic to rank on Google** and be among top results when users search for a chiropractor in Napier.

## Get Started

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

**1) Get a Google My Business listing.**

[https://www.google.com/intl/en\\_in/business/](https://www.google.com/intl/en_in/business/)

**2) Optimize your website.**

We suggest you to add **a little more content on your website**. Also, please add a few real pictures. Make sure that the keyword 'Chiropractor Napier' / 'Chiropractor Ahuriri' appears within the website content.

**3) Enhance your Instagram.**

We suggest you **add the location of your clinic** and more content in your bio. Share both real images and graphics. Make a strategy to get more followers. These should be very targeted people who live in Ahuriri, Napier.

**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 may book a time slot here:

<https://calendly.com/ajaydeep/30min>