

Bodo Chiropractic

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 Bodo Chiropractic from a user perspective.

The Scenario for Bodo Chiropractic

Kind attention - Dr Kyle and Dr. Jen

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

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

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

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



- We loved your content on instagram. Excellent work. Keep it up.
- You have got **265 reviews with 4.9 star ratings on your Google My Business** listing.
- You are active on both social media platforms - Facebook and Instagram.
- You have got a good (to the point) website.

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

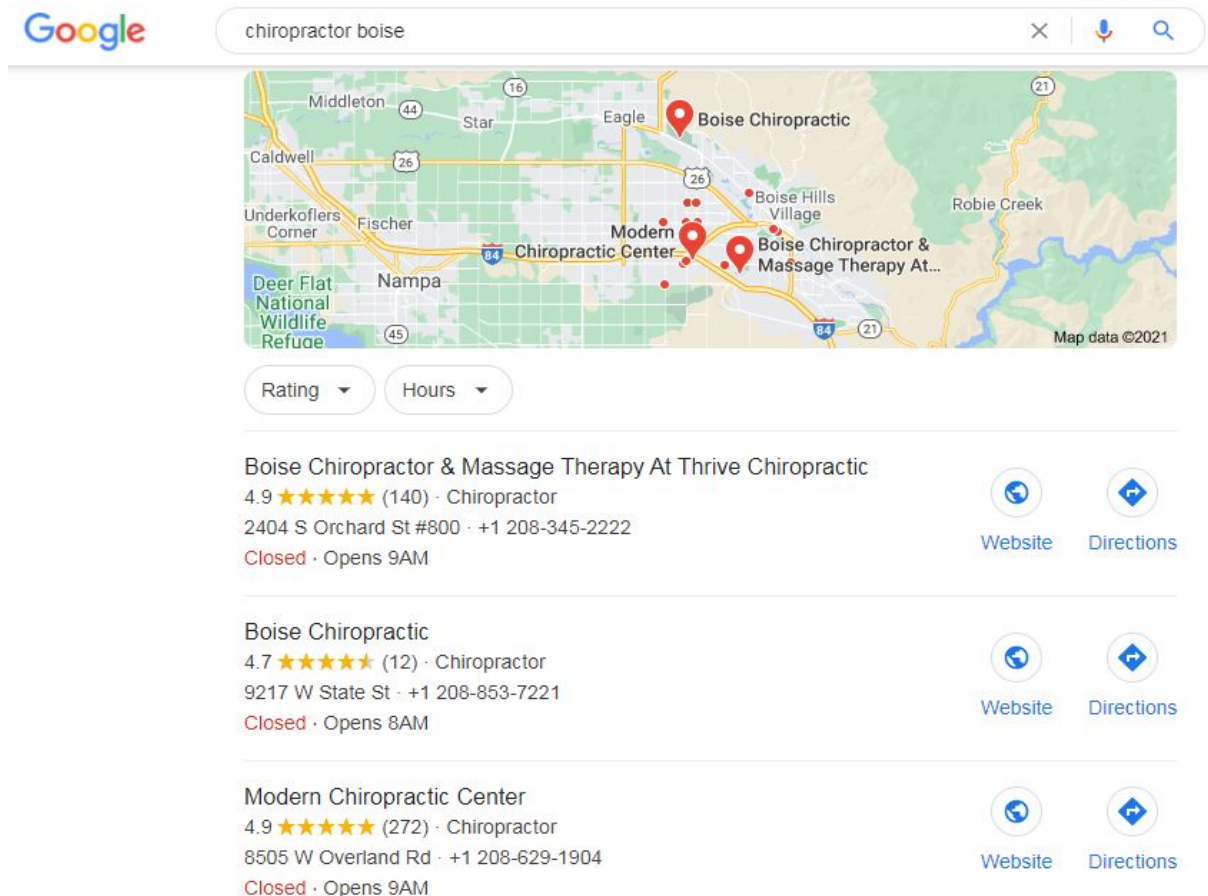
Who's shining on Google in Boise?

An online search for your main keyword “**Chiropractor boise**” gives the following results.

We have the top 3 results in the below screenshot.

Some of your competitors appear in the top 3 results despite having lesser numbers of reviews. **Bodo Chiropractic** appears at 10th position 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 Boise, Idaho**.

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

Boise Chiropractic Websites

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

There are websites similar to <https://www.bodochiro.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).

SERP overview for "chiropractor boise" Export

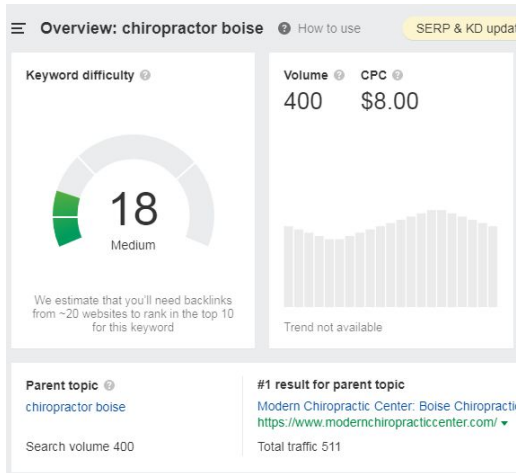
Sitelinks

Search result	AR	DR	UR	Backlinks	Domains	Traffic	Keywords	Top keyword	Volume
1 Modern Chiropractic Center: Boise Chiropractic Boise ... https://www.modernchiropracticcenter.com/ ▼ ▶ 4 Sitelinks	15M	12	26	69	42	512	158	chiropractor boise	400
2 Advantage Walk-In Chiropractic - Chiropractor in Boise, ID US https://walkinchiro.com/ ▼ ▶ 4 Sitelinks	8.2M	21	34	578	96	273	85	chiropractor boise	400
3 Chiropractor Boise • Free Examination for New Patients ... https://balancechiro.net/ ▼ ▶ 4 Sitelinks	3.2M	32	32	1,606	90	174	83	chiropractor boise	400
4 \$29 Chiropractor Boise, ID The Joint Boise https://www.thejoint.com/idaho/boise/boise-43004 ▼	113K	68	16	21	9	128	34	chiropractor boise idaho	250
5 20 Best Boise Chiropractors Expertise https://www.expertise.com/id/boise/chiropractors ▼	2.8K	87	15	13	4	195	82	chiropractor boise idaho	250
6 THE BEST 10 Chiropractors in Boise, ID - Last Updated ... - Yelp https://www.yelp.com/search?cflt=chiropractors&find_loc=Boise,+ID ▼	50	94	14	0	0	169	26	chiropractor boise idaho	250
7 Boise ID Chiropractor Dr. Toby Bingham, Dr. Toby Shaffer, Dr ... https://www.lifechiro.com/ ▼	55M	1	4	0	0	168	80	life chiropractic boise	80
8 Chiropractor Boise Bodyworks Health & Wellness ... https://bodyworksboise.com/	60M	1	10	6	5	60	74	chiropractor boise	400

We were **not able to find Bodo Chiropractic 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 Boise.

Main Keyword = Chiropractor Boise

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

Search Volume = 500+ unique users search for a chiropractor in Boise every month.

This means that 500+ people search for a chiropractor in your area every month. These are your potential patients who need a chiropractor in Boise.



What Will Make Bodo Chiropractic 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 **Wix**.

You have added a **meta description** to your website.

```
<meta name="description" content="Boise Chiropractor | Specializing in prenatal, postnatal and pediatrics | Our passion is serving entire families, from unborn babies to grandparents. Baby Chiro. Baby Chiropractor. Pregnancy Chiro. Pregnancy Chiropractor."/>
```

However the line can be modified for better results.

```
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<title>BoDo Chiropractic | Boise Chiropractor | Prenatal Chiropractor | Baby Chiro</title>  
<meta name="description" content="Boise Chiropractor | Specializing in prenatal, postnatal and pediatrics | Our passion is serving entire families, from unborn babies to grandparents. Baby Chiro. Baby Chiropractor. Pregnancy Chiro. Pregnancy Chiropractor."/>  
<link rel="canonical" href="https://www.bodochiro.com/">  
<meta property="og:title" content="BoDo Chiropractic | Boise Chiropractor | Prenatal Chiropractor | Baby Chiro"/>  
<meta property="og:description" content="Boise Chiropractor | Specializing in prenatal, postnatal and pediatrics | Our passion is serving entire families, from unborn babies to grandparents. Baby Chiro. Baby Chiropractor. Pregnancy Chiro. Pregnancy Chiropractor."/>  
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</script>
```

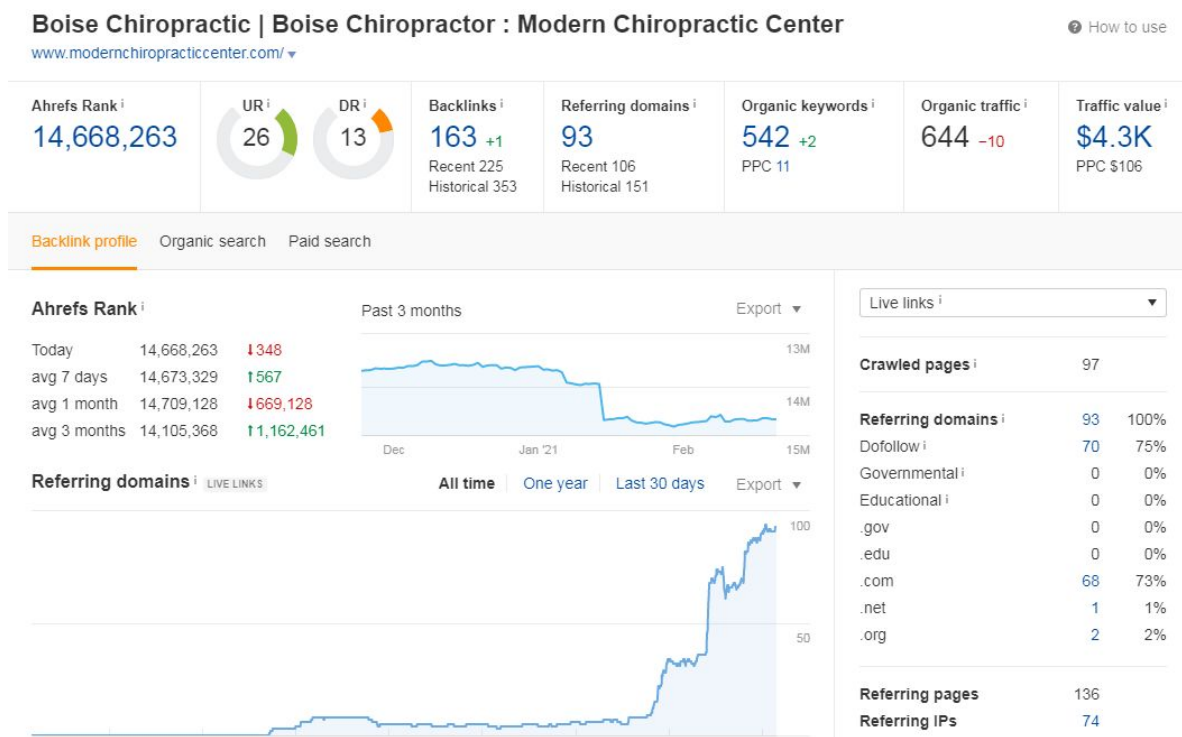
What else can help you outrank your competitors:

- **Good content on your website.**
This includes adding optimized text, sub-headings and pictures. You can 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 outside and inside pictures. These things help users win trust and reduce the bounce rate of a website.

Your Competitors

- 1) <https://www.modernchiropracticcenter.com/>
- 2) <http://boisechiropractic.com/>
- 3) <http://www.thrivechiropracticboise.com/>
- 4) <https://walkinchiro.com/>
- 5) <https://balancechiro.net/>

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 Bodo Chiropractic to rank on Google** and be in front of users when they search for a chiropractor in Boise.

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 Boise” appears within the website content.

3) Enhance your Instagram.

We don't have much suggestions here as you guys are already doing great with Instagram.

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

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/30min>