

# Rhapsody's Chiropractic and Wellness

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 Rhapsody's Chiropractic and Wellness from a user perspective.

## The Scenario for Rhapsody's Chiropractic and Wellness

**Kind attention - Dr. Estelle Oertel**

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

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

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

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



- We loved your content on Facebook & Instagram. Good work. Keep it up.
- You have got 4 reviews with 5.0-star ratings on your Google My Business listing.
- You are active on social media platforms - Facebook but not on Instagram.

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

## The Scenario for Rhapsody's Chiropractic and Wellness

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 Auckland](#)’ gives the following top 3 results. [Rhapsody's Chiropractic and Wellness](#) does not appear in this result.

The screenshot shows a Google search results page for the query "Chiropractor Auckland". At the top, there is a map of Auckland with a red pin indicating the location of "Auckland Chiropractors & Acupuncturists in...". Below the map, there are three local business cards:

- Auckland City Chiropractic**  
4.7 ★★★★★ (13) · Chiropractor  
7+ years in business · Auckland · 09-377 5377  
*Closed* · Opens 7:30AM Tue
- Auckland Chiropractors & Acupuncturists in Queen Street**  
3.8 ★★★★☆ (11) · Chiropractor  
7+ years in business · Auckland · 09-366 7666  
*Closed* · Opens 10AM Wed
- Auckland Chiropractors & Acupuncturists in Parnell**  
4.9 ★★★★★ (47) · Chiropractor  
7+ years in business · Auckland · 09-359 9333  
*Closed* · Opens 10AM Tue

Each business card includes links to "Website" and "Directions". On the left side of the search results, there is a sidebar with various tools and filters, including "SEOquake" turned on, "Parameters", "SERP report", "Export CSV", "Sort this page", "Locale", "Rating", and "Hours".

We were [not able to find Rhapsody's Chiropractic and Wellness 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 Auckland](#).

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

## Who's shining on Google in Auckland?

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

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

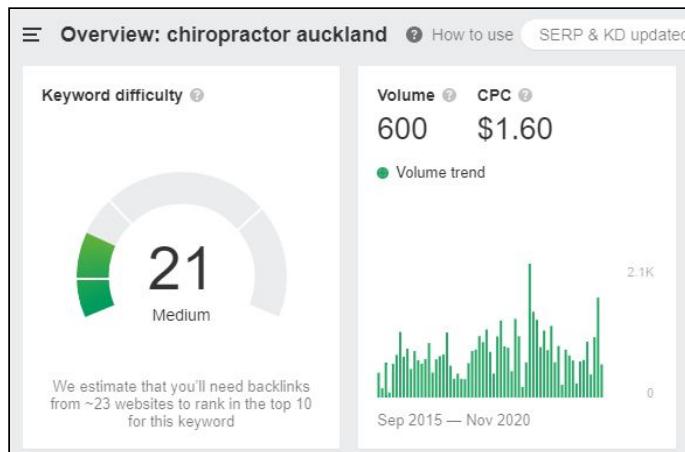
The technical word here can be SEO (Search Engine Optimization).

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

We were **not able to find Rhapsody's Chiropractic and Wellness 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 also shows that you have 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.



## What Will Rhapsody's Chiropractic and Wellness 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 Facebook Widgets**.

The meta description is **found on your website**. This is essential for search engines.

```
<meta name="description" content="Dr Estelle Oertel, Chiropractor Sunnyhills, provides personalised care for the entire family. Call today to book an appointment! " />
```

However , this line can be modified for better results.

```
<html xmlns="http://www.w3.org/1999/xhtml" xmlns:fb="http://og.me/ns/fb#" xml:lang="en" lang="en">
  <head profile="http://gmpg.org/xfn/11">
    <title>Chiropractor Sunnyhills | Half Moon Bay, East Auckland AUK | Rhapsody's Chiropractic and Wellness </title>
    <meta http-equiv="content-type" content="text/html; charset=UTF-8" />
    <meta name="viewport" content="initial-scale=1.0, width=device-width" />
    <meta name="description" content="Dr Estelle Oertel, Chiropractor Sunnyhills, provides personalised care for the entire family. Call today to book an appointment! " /><link rel="canonical" href="https://www.rhapsodys.co.nz/" /><meta property="og:image" content="https://www.rhapsodys.co.nz/" /><meta property="og:title" content="Chiropractor Sunnyhills, Half Moon Bay, East Auckland AUK | Rhapsody's Chiropractic and Wellness" /><meta property="og:description" content="Dr Estelle Oertel, Chiropractor Sunnyhills, provides personalised care for the entire family. Call today to book an appointment! " /><meta property="fb:app_id" content="106614613350" />
    <link rel="alternate" type="application/rss+xml" title="Rhapsody's Chiropractic and Wellness Feed" href="https://cdn.vortala.com/gen/blogs-3990-feed.xml" />
    <link rel="icon" type="image/png" href="https://cdn.vortala.com/childsites/uploads/3896/files/favicon.png" />
    <link rel="stylesheet" type="text/css" href="https://cdn.vortala.com/childsites/static/3896/style.css" />
    <script type="text/javascript" src="https://cdn.vortala.com/childsites/static/3896_script.js" async="async" defer></script>
    <script type="application/ld+json"> {
      "@context": "https://schema.org",
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        "addressLocality": "Sunnyhills",
        "addressRegion": "Auckland",
        "postalCode": "2010",
        "streetAddress": "18 Fortyfoot Lane"
      },
      "description": "Dr Estelle Oertel, Chiropractor Sunnyhills, provides personalised care for the entire family. Call today to book an appointment! ",
      "image": "https://cdn.vortala.com/childsites/uploads/3896/files/logo.png",
      "name": "Rhapsody's Chiropractic and Wellness",
      "telephone": "09 217 3693",
      "openingHoursSpecification": [
        {
          "@type": "OpeningHoursSpecification",
          "Monday": "07:00-18:00"
        }
      ]
    }</script>
```

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.

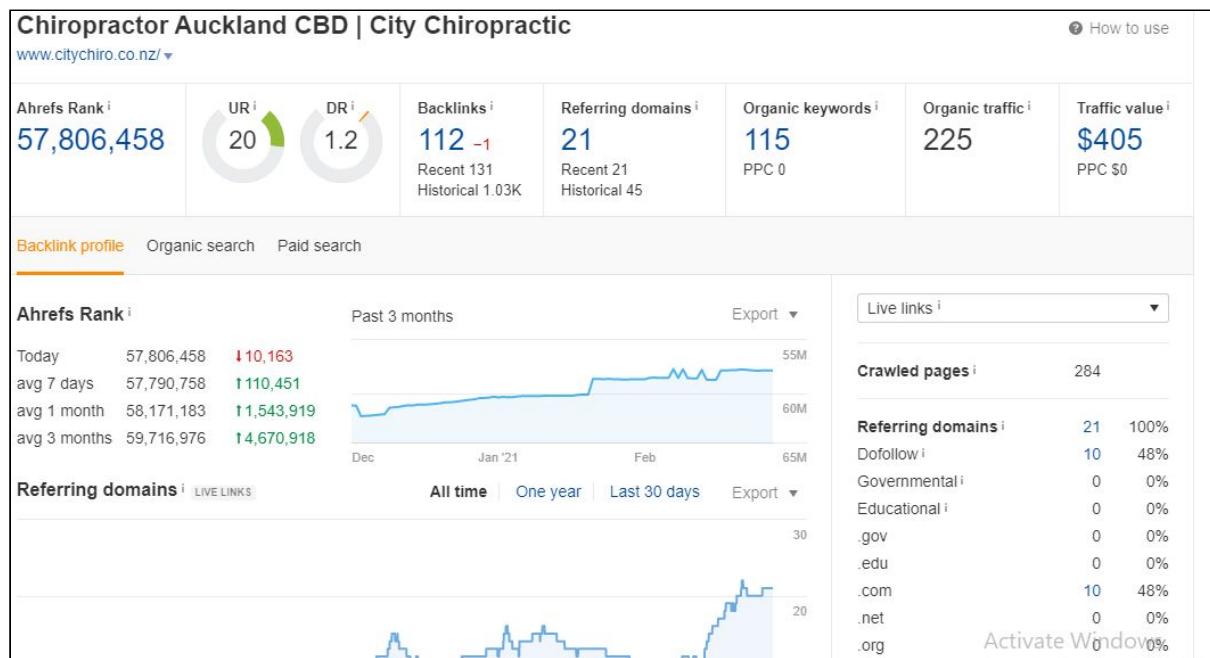
- **Accurate Information**

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.citychiro.co.nz/>
- 2) <https://kingslandchiropractic.co.nz/>
- 3) <https://www.mtedenchiro.co.nz/>
- 4) <https://www.thechiropractice.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 Rhapsody's Chiropractic and Wellness 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) 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 add **a little more content to your website**. Also, please add a few real pictures. Make sure that the keyword 'Chiropractor in Auckland' appears within the website content.

**3) Enhance your Instagram Account.**

Though you have profiles on both Instagram and Facebook, we noticed that **you did not post anything on Instagram**. You need to be more active, with **more posts per month**. We suggest you **add the location of your clinic** and more content in your bio.

Share more real images and graphics.

Make a strategy to get more followers and Likes. 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 may book a time slot here:

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