

Spine Evolution

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 Spine Evolution from a user perspective.

The Scenario for Spine Evolution

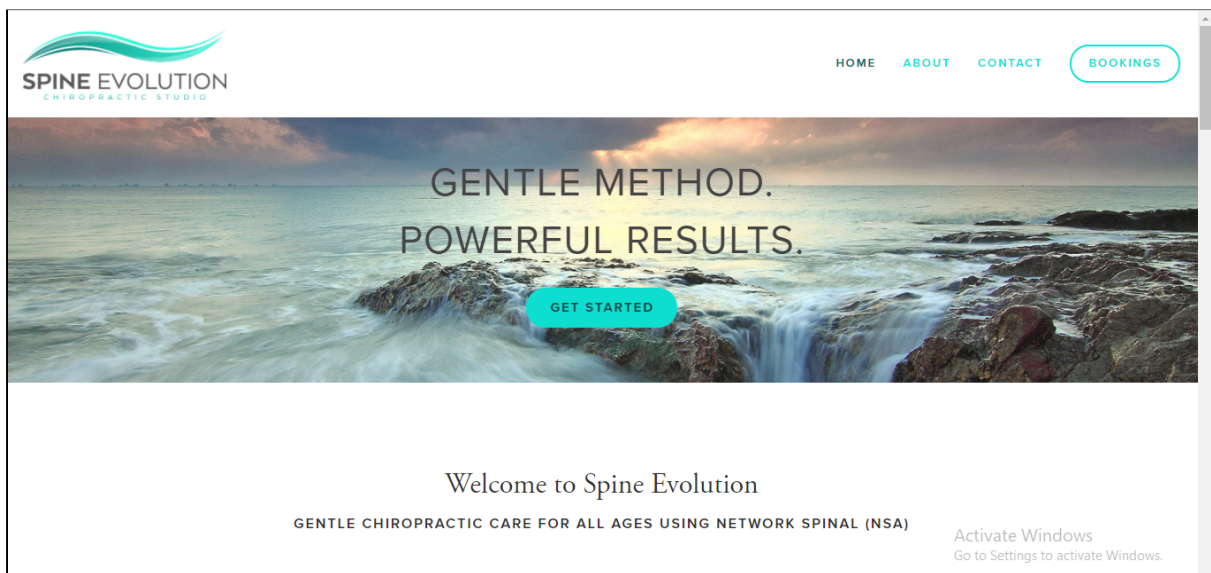
Kind attention - Dr Jan O'Neill

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

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

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

Instagram - <https://www.instagram.com/spineevolution/?hl=en>



- We loved your content on Instagram Excellent work. Keep it up.
- You have got **10 reviews with 4.9 -star ratings on your Google My Business listing.**

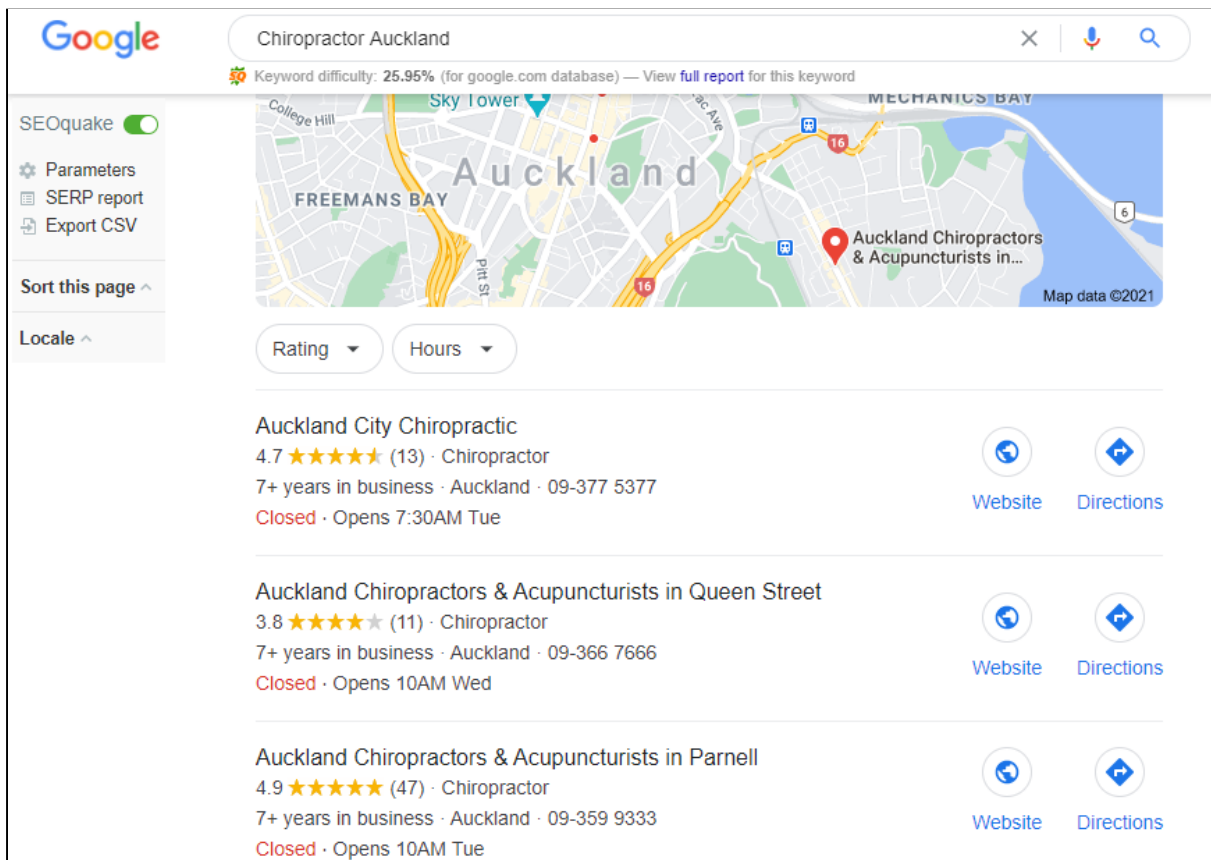
Let's dig deeper into where you stand in terms of your online presence.

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. **Spine Evolution** 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.



The screenshot shows a Google search for "Chiropractor Auckland". The search bar includes a "Keyword difficulty: 25.95% (for google.com database)" indicator. Below the search bar is a map of Auckland, New Zealand, with a red pin marking a location in Queen Street. Below the map are three business listings, each with a "Rating" and "Hours" filter button. The listings are:

Business Name	Rating	Reviews	Phone Number	Status
Auckland City Chiropractic	4.7	(13)	09-377 5377	Closed - Opens 7:30AM Tue
Auckland Chiropractors & Acupuncturists in Queen Street	3.8	(11)	09-366 7666	Closed - Opens 10AM Wed
Auckland Chiropractors & Acupuncturists in Parnell	4.9	(47)	09-359 9333	Closed - Opens 10AM Tue

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.

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.spineevolution.co.nz/> . They appear on the 1st page of Google because they have been optimized for these keywords.

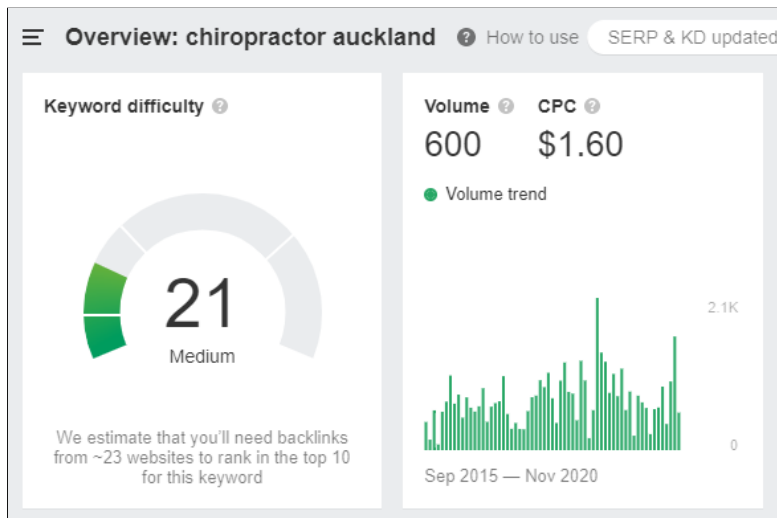
The technical word here can be SEO (Search Engine Optimization).

SERP overview for "chiropractor auckland" 1									
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	58M	1	20	68	19	186	47	chiropractor auckland	
3 Kingsland Chiropractic: Auckland City Chiropractor	39M	3	21	125	15	190	40	chiropractor	
4 10 Trusted Chiropractors in Auckland - MoneyHub NZ	756K	48	9	0	0	187	50	chiropractor near me	
5 Mt Eden Chiropractic – Auckland Chiropractors	24M	6	20	1,552	24	173	53	chiropractor auckland	
6 The Chiropractice: Chiropractor Ponsonby, Auckland CBD	1.6M	39	26	76	17	80	39	chiropractor auckland	
7 Gentle Chiropractic: Chiropractor Remuera, Meadowbank ...	80M	0	18	24	21	51	35	chiropractor auckland	
8 Advanced Health Chiropractic: Chiropractor Auckland, West ...	24M	7	29	1,563	61	96	37	chiropractor auckland	
9 New Zealand College of Chiropractic	333K	56	36	396	130	699	128	nzcc	
10 Auckland City Chiropractic CBD Chiropractic Care For back ...	65M	0	14	1,203	10	74	29	auckland city chiropractic	

We were **not able to find Spine Evolution 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.



What Will Make Spine Evolution 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 **added a meta description** to your website.

```
<meta property="og:description" content="Gentle Chiropractic Care for all ages using Network Spinal Analysis (NSA). We utilise a very gentle but powerful method of chiropractic care called NSA"/>
```

However, the line can be modified for better results.

```
14 <meta name="google-site-verification" content="yJ62ykhN4ryoCdL5c-019-C1h1_bctV4cUv83AdzD281" />
15 <meta property="og:site_name" content="Spine Evolution"/>
16 <meta property="og:title" content="Network Spinal Analysis North Shore, Auckland | Spine Evolution"/>
17 <meta property="og:url" content="https://www.spineevolution.co.nz"/>
18 <meta property="og:type" content="website"/>
19 <meta property="og:description" content="Gentle Chiropractic Care for all ages using Network Spinal Analysis (NSA). We utilise a very gentle but powerful method of chiropractic care called NSA"/>
20 <meta property="og:image" content="http://static1.squarespace.com/static/57aea243ff7c50648d926d77/t/57b0ce4f579fb31363833e43/1471204945416/Spine+Teal+Final.jpg?format=1500w"/>
21 <meta property="og:image:width" content="1500"/>
22 <meta property="og:image:height" content="522"/>
23 <meta itemprop="name" content="Network Spinal Analysis North Shore, Auckland &#124; Spine Evolution"/>
24 <meta itemprop="url" content="https://www.spineevolution.co.nz"/>
25 <meta itemprop="description" content="Gentle Chiropractic Care for all ages using Network Spinal Analysis (NSA). We utilise a very gentle but powerful method of chiropractic care called NSA"/>
26 <meta itemprop="thumbnailurl" content="http://static1.squarespace.com/static/57aea243ff7c50648d926d77/t/57b0ce4f579fb31363833e43/1471204945416/Spine+Teal+Final.jpg?format=1500w"/>
27 <link rel="image_src" href="http://static1.squarespace.com/static/57aea243ff7c50648d926d77/t/57b0ce4f579fb31363833e43/1471204945416/Spine+Teal+Final.jpg?format=1500w" />
28 <meta itemprop="image" content="http://static1.squarespace.com/static/57aea243ff7c50648d926d77/t/57b0ce4f579fb31363833e43/1471204945416/Spine+Teal+Final.jpg?format=1500w"/>
29 <meta name="twitter:title" content="Network Spinal Analysis North Shore, Auckland &#124; Spine Evolution"/>
30 <meta name="twitter:image" content="http://static1.squarespace.com/static/57aea243ff7c50648d926d77/t/57b0ce4f579fb31363833e43/1471204945416/Spine+Teal+Final.jpg?format=1500w"/>
31 <meta name="twitter:url" content="https://www.spineevolution.co.nz"/>
32 <meta name="twitter:card" content="summary"/>
33 <meta name="twitter:description" content="Gentle Chiropractic Care for all ages using Network Spinal Analysis (NSA). We utilise a very gentle but powerful method of chiropractic care called NSA"/>
34 <meta name="description" content="Gentle Chiropractic Care for all ages using Network Spinal Analysis (NSA). We utilise a very gentle but powerful method of chiropractic care called NSA"/>
35 NSA" />
36 NSA" />
```

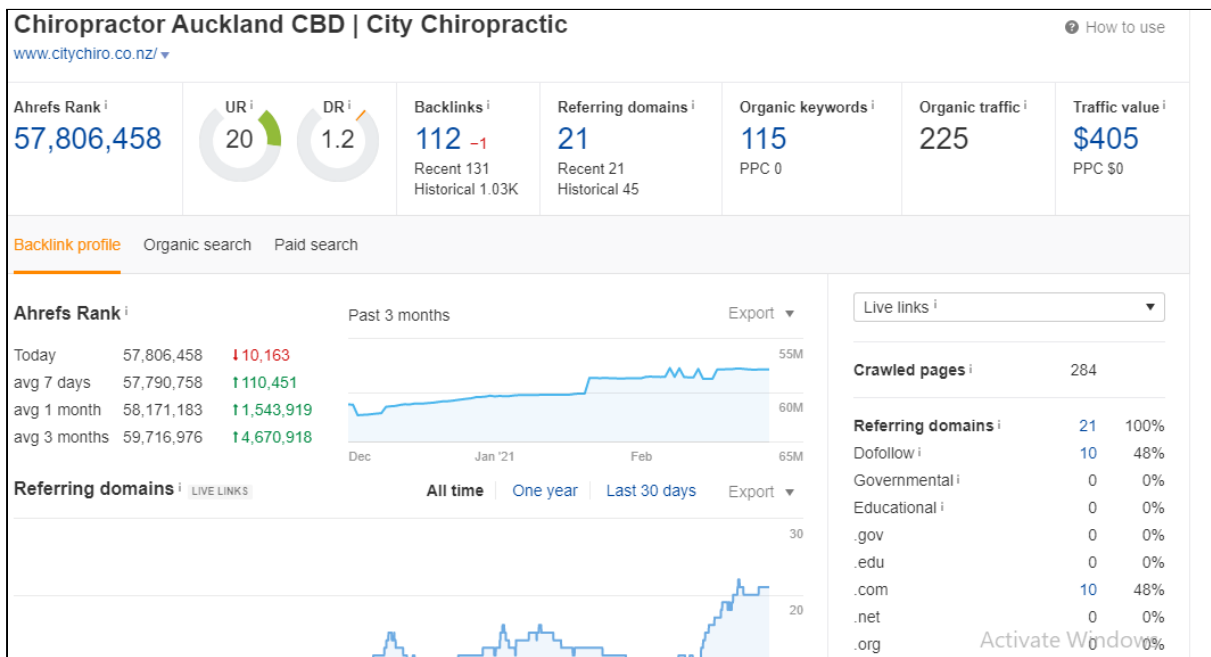
What else can help you outrank your competitors:

- **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.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 Spine Evolution 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) Put Your Social Media Accounts on Website

We found that you have created Facebook and Instagram accounts. But, there are no recent posts found on your Social media Accounts. You must **add some content and also your location in your bio**. You need to be more active, with **more posts per month**.

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>