

The Practice - Chiropractic Inc

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 The Practice - Chiropractic Inc from a user perspective.

The Scenario for The Practice - Chiropractic Inc

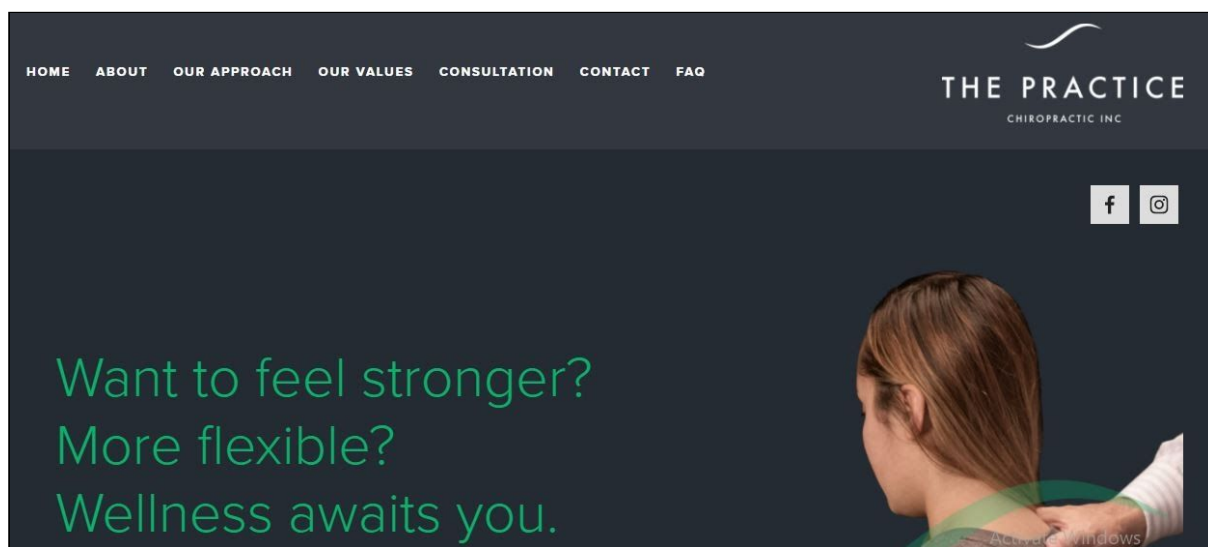
Kind attention - Dr. Brad Fougere

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

Website - <https://www.the-practice.co/>

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

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



- We loved your content on Facebook & Instagram Excellent work. Keep it up.
- You have got **9 reviews with 5.0-star ratings on your Google My Business** listing.
- You are active on social media platforms - Facebook & Instagram.

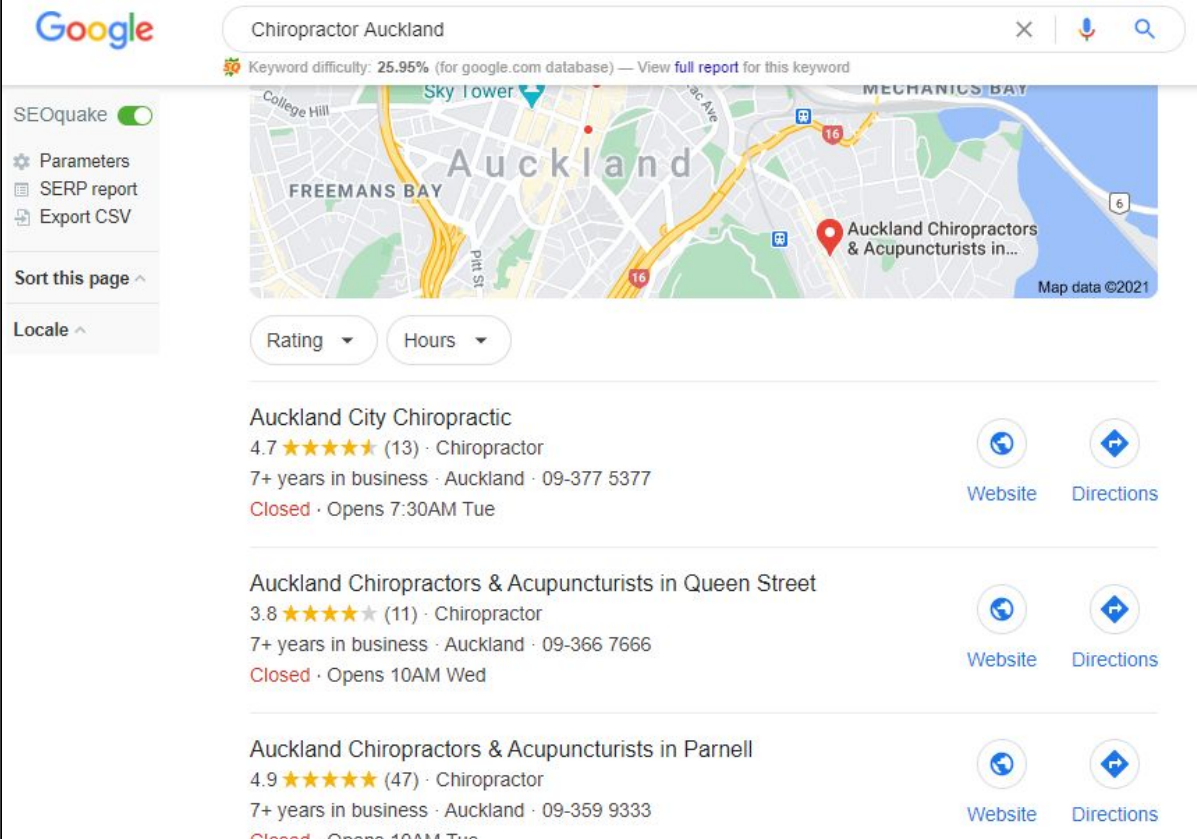
Let's dig deeper into where you stand in terms of your online presence.

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. **The Practice - Chiropractic Inc** appears at 67th 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.



The screenshot shows a Google search for "Chiropractor Auckland". The search bar includes the Google logo, the search term, and a "Keyword difficulty: 25.95% (for google.com database)" indicator. Below the search bar is a map of Auckland with a red pin marking a location. To the left of the map are navigation options like "SEOquake", "Parameters", "SERP report", and "Export CSV". Below the map are filters for "Rating" and "Hours". Three business listings are shown below the map:

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

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

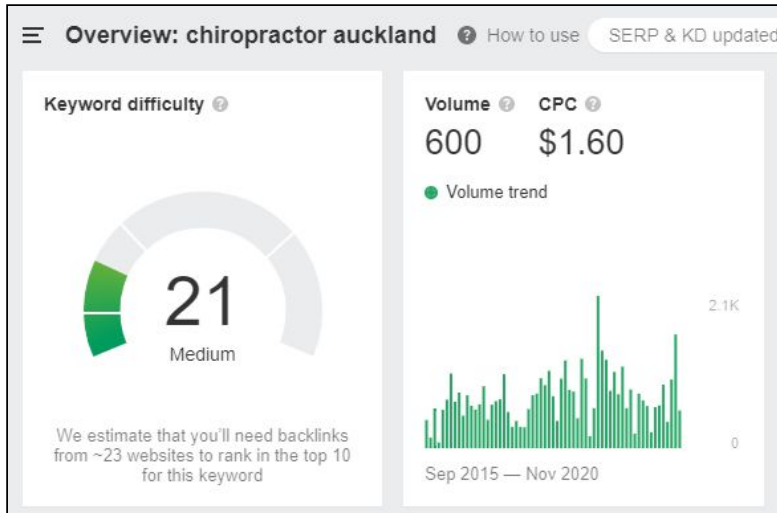
The technical word here can be SEO (Search Engine Optimization).

| 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 Chiropractice: Chiropractor Ponsonby, Auckland CBD https://www.thechiropractice.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 The Practice - Chiropractic Inc 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 The Practice - Chiropractic Inc 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=" The Practice is a private, ACC registered, chiropractic clinic based in Auckland, New Zealand. We take a holistic approach to your treatment and are specialists in the treatment of back, neck and joint pain, headaches, imbalance issues and improving athletic performance."/>
```

However, the line can be modified for better results.

```
<!-- This is Squarespace. --><!-- giraffe-porcupine -->
<base href="">
<meta charset="utf-8" />
<title>The Practice Chiropractic Inc</title>
<link rel="shortcut icon" type="image/x-icon" href="https://assets.squarespace.com/universal/default-favicon.ico"/>
<link rel="canonical" href="https://www.the-practice.co"/>
<meta property="og:site_name" content="The Practice Chiropractic Inc"/>
<meta property="og:title" content="The Practice Chiropractic Inc"/>
<meta property="og:url" content="https://www.the-practice.co"/>
<meta property="og:type" content="website"/>
<meta property="og:description" content="The Practice is a private, ACC registered, chiropractic clinic based in Auckland, New Zealand. We take holistic approach to your treatment and are specialists in the treatment of back, neck and joint pain, headaches, imbalance issues and improving athletic performance."/>
<meta property="og:image" content="http://static1.squarespace.com/static/5b10a40cb27e39131b3c0005/t/5b88bcca40ec9ac78c404f6f/1535687919514/Facebook+Sharing.jpg?format=1500w"/>
<meta property="og:image:width" content="1500"/>
<meta property="og:image:height" content="787"/>
<meta itemprop="name" content="The Practice Chiropractic Inc"/>
<meta itemprop="url" content="https://www.the-practice.co"/>
<meta itemprop="description" content="The Practice is a private, ACC registered, chiropractic clinic based in Auckland, New Zealand. We take holistic approach to your treatment and are specialists in the treatment of back, neck and joint pain, headaches, imbalance issues and improving athletic performance."/>
<meta itemprop="thumbnailUrl" content="http://static1.squarespace.com/static/5b10a40cb27e39131b3c0005/t/5b88bcca40ec9ac78c404f6f/1535687919514/Facebook+Sharing.jpg?format=1500w"/>
<link rel="image_src" href="http://static1.squarespace.com/static/5b10a40cb27e39131b3c0005/t/5b88bcca40ec9ac78c404f6f/1535687919514/Facebook+Sharing.jpg?format=1500w" />
<meta itemprop="image" content="http://static1.squarespace.com/static/5b10a40cb27e39131b3c0005/t/5b88bcca40ec9ac78c404f6f/1535687919514/Facebook+Sharing.jpg?format=1500w"/>
<meta name="twitter:title" content="The Practice Chiropractic Inc"/>
<meta name="twitter:image" content="http://static1.squarespace.com/static/5b10a40cb27e39131b3c0005/t/5b88bcca40ec9ac78c404f6f/1535687919514/Facebook+Sharing.jpg?format=1500w"/>
<meta name="twitter:url" content="https://www.the-practice.co"/>
<meta name="twitter:card" content="summary"/>
<meta name="twitter:description" content="The Practice is a private, ACC registered, chiropractic clinic based in Auckland, New Zealand. We take holistic approach to your treatment and are specialists in the treatment of back, neck and joint pain, headaches, imbalance issues and improving athletic performance."/>
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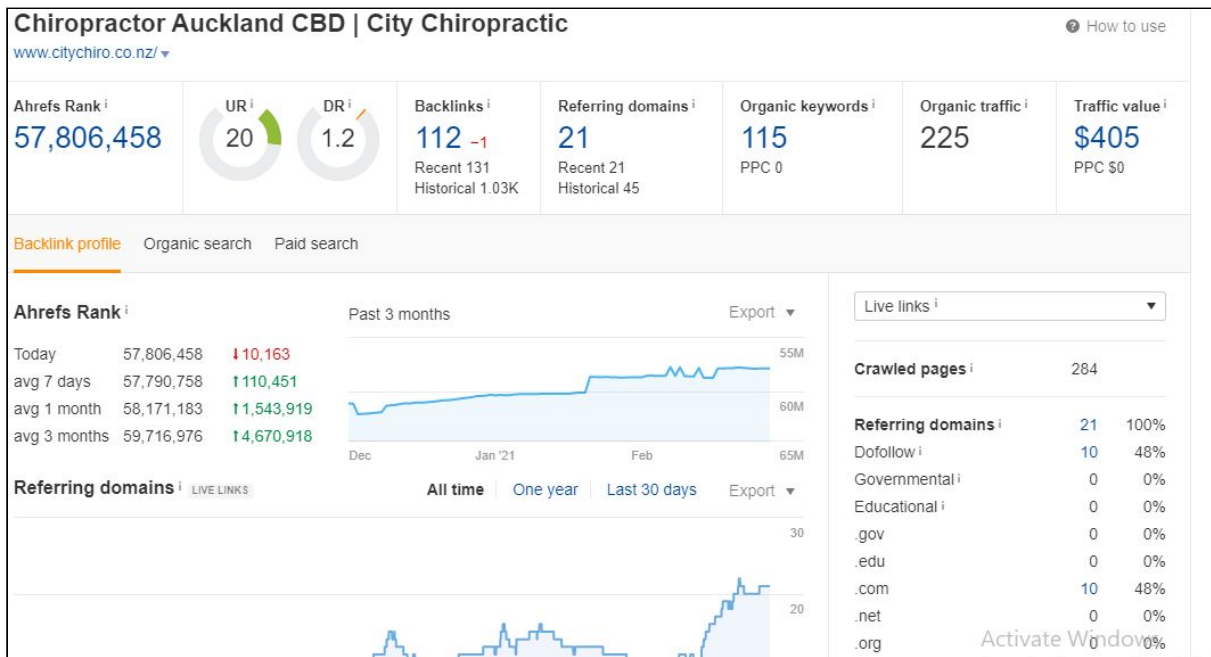
What else can help you outrank your competitors:

- **Good content on your website.**
This includes adding optimized text, sub-headings and pictures. You 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 the 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.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 The Practice - Chiropractic Inc 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 Instagram & Facebook.

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 number of 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>