

# WYLD Chiropractic

Let Chiropractor Mag help you get more patients.

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 WYLD Chiropractic from a user perspective.

## The Scenario for WYLD Chiropractic

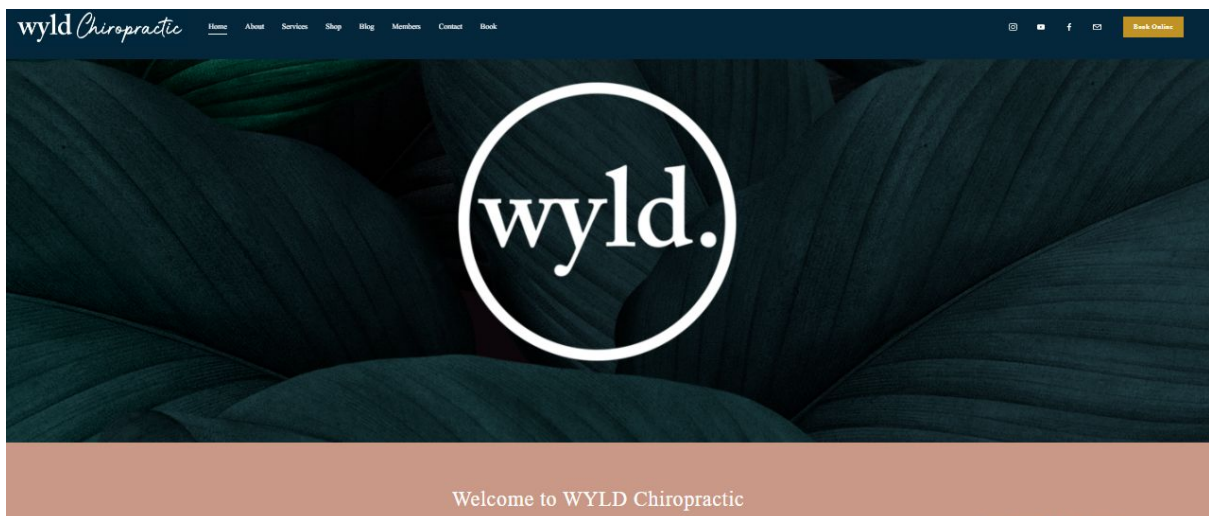
**Kind attention - Dr Nina Eghani**

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

Website - <https://wyldchiropractic.co.nz/>

Facebook - <https://www.instagram.com/wyldchiropractic/>

Instagram - <https://www.facebook.com/WYLDChiropractic/>



- We loved your pictures on Instagram. Excellent work. Keep it up
- You have got **76 reviews with 5-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 Chiropractor, Ponsonby?

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

We have the top 3 results in the below screenshot.

One of your competitors appears in the top 3 results despite having a lesser number of reviews. **WYLD Chiropractic** appears at 29th 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 Ponsonby". The search bar includes the Google logo, the search term, and a search button. Below the search bar, there is a map of Ponsonby, Auckland, with three red location pins. The map labels include "WESTMERE", "FREEMANS BAY", "Auckland", "W End Rd", "Richmond Rd", "Pitt St", and "Map data ©2021".

Below the map, there are three business listings:

- Back In Action**: 4.8 ★★★★★ (12) · Chiropractor. 7+ years in business · 2 Sheehan St. Closed · Opens 6AM Mon · +64 9-376 3176. Website and Directions buttons.
- Three Lamps Chiropractic**: 4.8 ★★★★★ (10) · Chiropractor. 5+ years in business · 6/283 Ponsonby Rd. Closed · Opens 9AM · +64 9-378 0069. Website and Directions buttons.
- Peek Practice**: 5.0 ★★★★★ (14) · Chiropractor. 7+ years in business · 58 Brown St. Closed · Opens 9AM · +64 9-378 7367. Website and Directions buttons.

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 more patients in Ponsonby**.

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

## Ponsonby, Auckland Chiropractic Websites

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

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

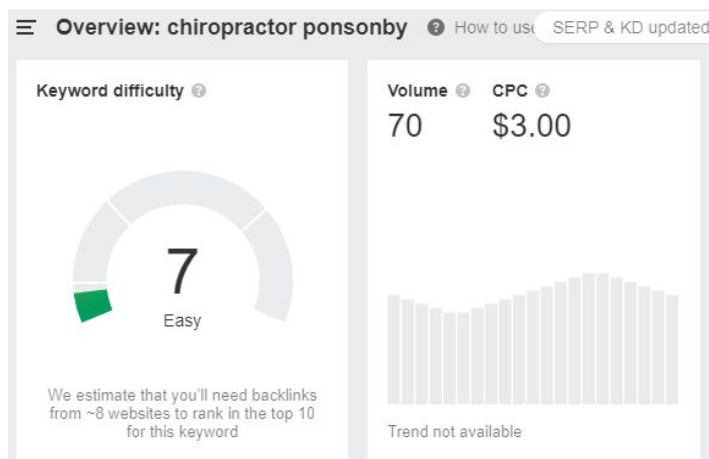
The technical word here can be SEO (Search Engine Optimization).

SERP overview for "chiropractor ponsonby"										Export
Image pack People also ask Sitelinks Videos										
Search result	AR	DR	UR	Backlinks	Domains	Traffic	Keywords	Top keyword	Volume	
1 The Chiropractice: Chiropractor Ponsonby, Auckland CBD <a href="https://www.thechiropractice.co.nz/">https://www.thechiropractice.co.nz/</a> ▶ 4 Sitelinks	1.6M	39	26	76	17	73	40	chiropractor auckland	600	
2 Back in Action Chiropractic   Auckland Chiropractors <a href="https://www.backinaction.co.nz/">https://www.backinaction.co.nz/</a> ▶ 4 Sitelinks	29M	5	19	149	18	54	27	back in action ponsonby	50	
3 WYLD Chiropractic   Chiropractor Ponsonby, Auckland CBD <a href="https://wyldchiropractic.co.nz/">https://wyldchiropractic.co.nz/</a> ▶ 4 Sitelinks	90M	0	7	6	3	9	15	chiropractor ponsonby	70	
4 Ponsonby Chiropractor - Peek Practice (Back Pain, Neck Pain ... <a href="https://www.peekpractice.co.nz/">https://www.peekpractice.co.nz/</a>	28M	5	12	10	5	8	27	chiropractor ponsonby	70	
5 Three Lamps Chiropractic <a href="https://www.threelampschiropractic.co.nz/">https://www.threelampschiropractic.co.nz/</a>	91M	0	1	6	4	7	5	chiropractor ponsonby	70	
6 Compton Chiro: Chiropractic & Functional Health Care ... <a href="https://www.comptonchiro.co.nz/">https://www.comptonchiro.co.nz/</a>	72M	0	9	12	4	6	17	chiropractor ponsonby	70	
7 Home - Greyllynn Chiropractic <a href="http://www.greyllynnchiropractic.co.nz/">http://www.greyllynnchiropractic.co.nz/</a>	35M	3	13	15	3	34	29	grey lynn chiropractic	80	

We were **not able to find WYLD 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 **Ponsonby**

**Main Keyword = Chiropractor Ponsonby**



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 Ponsonby.

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



### What Will Make WYLD 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 Squarespace**.

You have added meta descriptions to your website. This is essential for search engines.

```
<meta property="og:description" content="Highly experienced Ponsonby Chiropractors providing a high standard of care for pain relief, better movement and increased wellbeing."/>
```

However, this line can be modified for better results.

```

<meta http-equiv="X-UA-Compatible" content="IE=edge,chrome=1">
<meta name="viewport" content="width=device-width, initial-scale=1">
<!-- This is Squarespace. --><!-- wyldchiropractic -->
<base href="">
<meta charset="utf-8" />
<title>WYLD Chiropractic | Chiropractor Ponsonby, Auckland CBD</title>
<link rel="shortcut icon" type="image/x-icon" href="https://images.squarespace-cdn.com/content/v1/5e7c8323398f120077868700/1586025446105-
GGK4Q1D03X71728068Jv/kel2Zw9d8T0dd180m48kz2601zRnEa1qJWAj7mU11Zw--PPgd4jUwVcJF1ZVhcvhEtuJXoshNdA9F1p07awUftf8w2m3JWBYfdT2uA0fF6-
tix8vnpssx0C6iX861DwV2lg2CnrS8g7z50/favIcon.ico?format=100w"/>
<link rel="canonical" href="https://wyldchiropractic.co.nz/" />
<meta property="og:site_name" content="Ponsonby Wellness"/>
<meta property="og:title" content="WYLD Chiropractic | Chiropractor Ponsonby, Auckland CBD"/>
<meta property="og:type" content="website"/>
<meta property="og:description" content="Highly experienced Ponsonby Chiropractors providing a high standard of care for pain relief, better movement and increased wellbeing."/>
<meta property="og:image" content="http://static1.squarespace.com/static/5e7c8323398f120077868700/t/5e95f8b892136e4c025cf5e8/1586886841567/Untitled-1.png?format=1500w"/>
<meta property="og:image:width" content="200"/>
<meta property="og:image:height" content="200"/>
<meta itemprop="name" content="WYLD Chiropractic &#124; Chiropractor Ponsonby, Auckland CBD"/>
<meta itemprop="url" content="https://wyldchiropractic.co.nz/" />
<meta itemprop="description" content="Highly experienced Ponsonby Chiropractors providing a high standard of care for pain relief, better movement and increased wellbeing."/>
<meta itemprop="thumbnailUrl" content="http://static1.squarespace.com/static/5e7c8323398f120077868700/t/5e95f8b892136e4c025cf5e8/1586886841567/Untitled-1.png?format=1500w"/>
<link rel="image_src" href="http://static1.squarespace.com/static/5e7c8323398f120077868700/t/5e95f8b892136e4c025cf5e8/1586886841567/Untitled-1.png?format=1500w" />
<meta itemprop="image" content="http://static1.squarespace.com/static/5e7c8323398f120077868700/t/5e95f8b892136e4c025cf5e8/1586886841567/Untitled-1.png?format=1500w"/>
<meta name="twitter:title" content="WYLD Chiropractic &#124; Chiropractor Ponsonby, Auckland CBD"/>
<meta name="twitter:image" content="http://static1.squarespace.com/static/5e7c8323398f120077868700/t/5e95f8b892136e4c025cf5e8/1586886841567/Untitled-1.png?format=1500w"/>
<meta name="twitter:url" content="https://wyldchiropractic.co.nz/" />
<meta name="twitter:card" content="summary"/>
<meta names="twitter:description" content="Highly experienced Ponsonby Chiropractors providing a high standard of care for pain relief, better movement and increased wellbeing."/>
<meta names="description" content="Highly experienced Ponsonby Chiropractors providing a high standard of care for pain relief, better movement and increased wellbeing." />
<link rel="preconnect" href="https://images.squarespace-cdn.com">
<script type="text/javascript">SQUARESPACE_ROLLUPS = {};</script>
<script>(function(rollups, name) { if (!rollups[name]) { rollups[name] = {}; } rollups[name].js = ["/assets.squarespace.com/universal/scripts-compressed/cldr-resource-pack-
ee539354c8211cc002ed-min-en-US.js"]; })(SQUARESPACE_ROLLUPS, "squarespace-cldr resource pack");</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 the trust and reduce the bounce rate of a website.

## Your Competitors

- 1) <https://www.thechiropractic.co.nz/>
- 2) <https://www.backinaction.co.nz/>
- 3) <https://wyldchiropractic.co.nz/>
- 4) <https://www.peekpractice.co.nz/>
- 5) <https://www.threelampschiropractic.co.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 WYLD Chiropractic to rank on Google** and be in front of users when they search for a chiropractor in Ponsonby.

**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**. Also, please add a few pictures. Make sure that the keyword “Chiropractor in Ponsonby” appears within the website content.

**3) Enhance your Instagram.**

We don't have any 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 Ponsonby.

**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 Out!

We are digital marketing experts and work with reputed chiropractors. We help chiropractors 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>