

# *5Tales*

## **Recent Client Case Study: Chiropractor**

hello@5tales.com.au  
1800 940 853

<https://www.5tales.com.au>



## When it comes down to it, lead generation for chiropractors is simple.

1. Create a website that speaks to your target customer.
2. Optimise it so it runs like a well oiled machine
3. Promote your website, in all corners of the web.

Every “digital marketer” in Australia knows this, yet most fail to get results.

Why?

*Execution. That’s where we excel.*

We build campaigns based on a framework specifically for chiropractors that is proven to get results. If you become a client, **we will put your practice in the best position to succeed, guaranteed.**

If you would like to find out if and how we can help you succeed, give us a call on **1800 940 853**.

Happy marketing,

Jason  
[LinkedIn](#)

**71% increase in  
prospective  
patients from  
Google in 8  
months**



<https://vitalityhealthwellness.com/>



# The Client

Mark is the principal owner and chiropractor at Vitality Health & Wellness Chiropractic in South Yarra and runs the practice with his wife Elise.

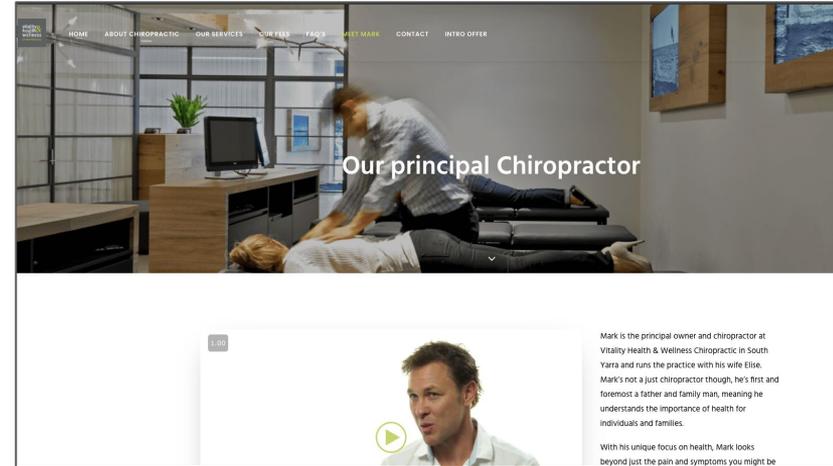
Elise and Mark were looking for a professional agency to improve upon their existing rankings in the organic results and local Google maps.

**The Vitality Health and Wellness website now ranks #1 when you search for “chiropractor south yarra”. It is also #1 in the local map results in South Yarra too.**



# The Plan

- They were already sitting at the bottom of the first page on Google for 'chiropractor south yarra'. So we knew our easiest opportunity was to get them to the top 3 positions on the first page (as this is where you need to be in the chiropractic industry in order to actually be getting a material number of prospects to your website)
- Expand their reach geographically to target the suburbs which surround their location. Knowing many of their prospective patients may be looking for a chiropractor in a nearby location but are happy to travel one suburb over for the right service.
- We also wanted to rank for some of the symptom terms which, as a Chiropractor, they are perfectly placed to treat.



# The Execution - Technical

Since our team picked up from a previous web design company we had to do some extra work. But, we were able to implement all the needed technical adjustments from the start:

- Schema markups (Local Business, breadcrumbs, products and FAQ).
- Proper silos (category pages, no-index tag pages, URL structure, navigation hierarchy, etc).
- Custom pages for each location and service we were targeting.
- Specific pages to reach people searching for the niches within their most profitable services.
- SSL implementation, site speed improvements.

#	Task - Process
1	Setup SEO Yoast - <a href="http://bit.ly/2GbP7V7">http://bit.ly/2GbP7V7</a>
2	Embed Google Map on all key pages - <a href="http://bit.ly/2GbUrl2">http://bit.ly/2GbUrl2</a>
3	Geotag all images - <a href="https://goo.gl/DE4GjS">https://goo.gl/DE4GjS</a>
4	Add Keyword/Branded Alt Text to all images - <a href="http://bit.ly/2GdrZW5">http://bit.ly/2GdrZW5</a>
5	Check Broken Links - <a href="https://goo.gl/TzrpNw">https://goo.gl/TzrpNw</a>
6	Create Robots.txt file - <a href="https://goo.gl/FjWgfA">https://goo.gl/FjWgfA</a>
7	Optimise main pages with main keywords - 1) <a href="http://bit.ly/2NiAHTl">http://bit.ly/2NiAHTl</a> 2) <a href="http://bit.ly/2MQBcvG">http://bit.ly/2MQBcvG</a>

# The Execution - Content

- A large part of our success was the ability to identify the right topics, style and formatting to attack at scale with content.
  - Posts to bring relevance to with interlinking
  - Custom content calendar set annually in terms of what would need updating
  - Optimising the words, phrases and structure of the pages using advanced statistical tools
  - Top of the funnel content worked into the landing pages to address informational search queries
- The domain was able to quickly build relevance with search engines as a trustworthy source of information on chiropractic services and joint pain treatment.



# The Execution - Promotion

- We spent time getting active in forums and Quora and eventually used them as platforms to promote resource content.
- Built a list of natural health and small business bloggers and reached out to them for editorials about Vitality Health & Wellness.
- Built out the missing foundational social profiles and online properties to ensure the clinic was seen as a “brand” online
- “Growth hacked” PR campaign by creating an infographic, leveraging a press release and pitching it to industry sites. Secured relevant (DA 30+) link placements.



# The Results



71% increase in organic traffic over an 8 month period.

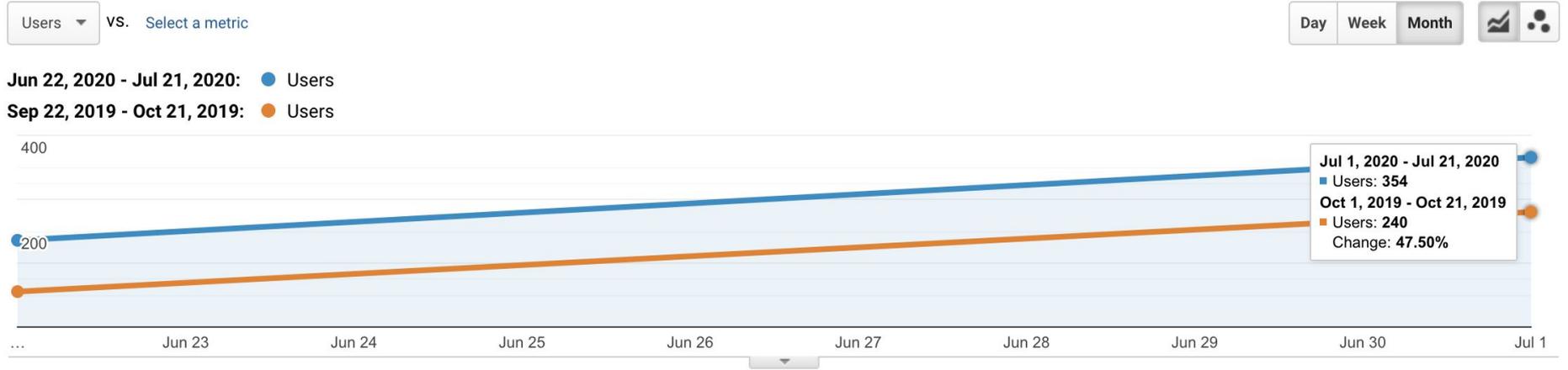


1,048% increase in overall keyword visibility.



From under 10 calls per month from Google's local map results to over 30

# The Results



Actual screenshot from Google Analytics, website data report.

# The Results



Map showing South Yarra area with several chiropractic practices marked. The practices listed below are:

- Vitality Health & Wellness Chiropractic - South Yarra**  
4.9 ★★★★★ (70) · Chiropractor  
42-44 River St  
Open · Closes 7PM · (03) 9020 6100
- South Yarra Chiropractic and Wellness**  
5.0 ★★★★★ (8) · Chiropractor  
340 Punt Rd  
Opens soon · 9AM · (03) 9866 7463
- South Yarra Sports Medicine**  
5.0 ★★★★★ (2) · Chiropractor  
56 Claremont St  
Open · Closes 8PM · (03) 9826 2122

[More places](#)

vitalityhealthwellness.com ▾

**Experienced Chiropractor South Yarra | Vitality Health ...**

Vitality Health & Wellness is a **Chiropractor** in **South Yarra** helping thousands of people in Melbourne with health problems such as back, neck pain and more.

#1 position in the maps for “chiropractor south yarra”. An inner-city Melbourne suburb with 7 competing practices. This is driving a lot of new patient enquiries via phone calls.

#1 position organically for “chiropractor south yarra”. This is driving prospective patients looking for a new chiropractor to the website.