

5Tales

Recent Client Case Study: Chiropractor

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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.

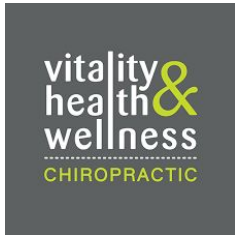
We build campaigns based on a framework specifically for chiropractors that is proven to get results. If you become a client, **we will put your practice in the best position to succeed, guaranteed.**

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.

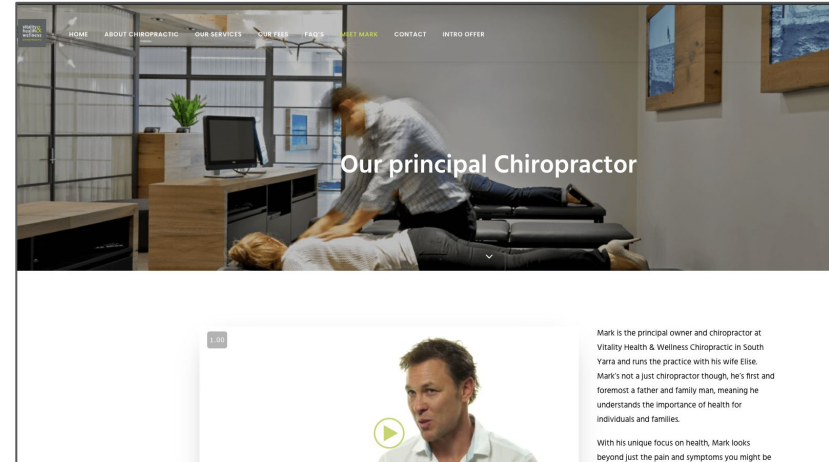
Elise and Mark were looking for a professional agency to improve upon their existing rankings in the organic results and local Google maps.

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

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.

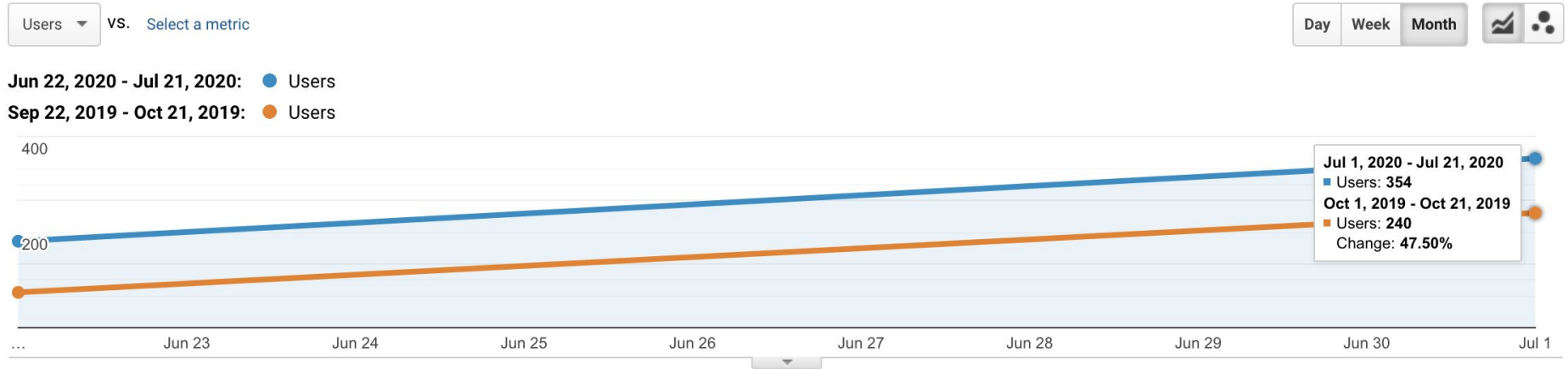


1,048% increase in overall keyword visibility.




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.