The TOP 10 SEO KEYWORDS

for PHYSICAL THERAPISTS



"PHYSICAL THERAPY" **KEYWORDS**

Don't forget the basics! Make sure you rank for:

- Physical therapy in [city, state]
- Physical therapist in [city, state]
- Your clinic name [city, state]



KEYWORDS FOR CONDITIONS

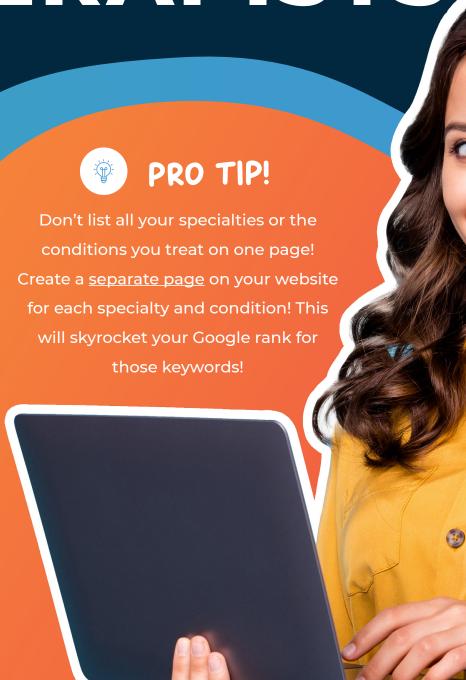
Did you know that 89% of people search for their conditions and not for things like "physical therapy"? Make sure you rank for...

- Back pain relief
- Neck pain relief
- Shoulder pain
- Stiff neck
- Lower back pain
- Knee pain
- Elbow pain
- Arthritis / "Do I have arthritis?"
- → Stretches for [sore body part]

KEYWORDS FOR YOUR CLINIC'S SPECIALTIES

Organize exclusive events or workshops specifically for referred patients and their friends or family members.

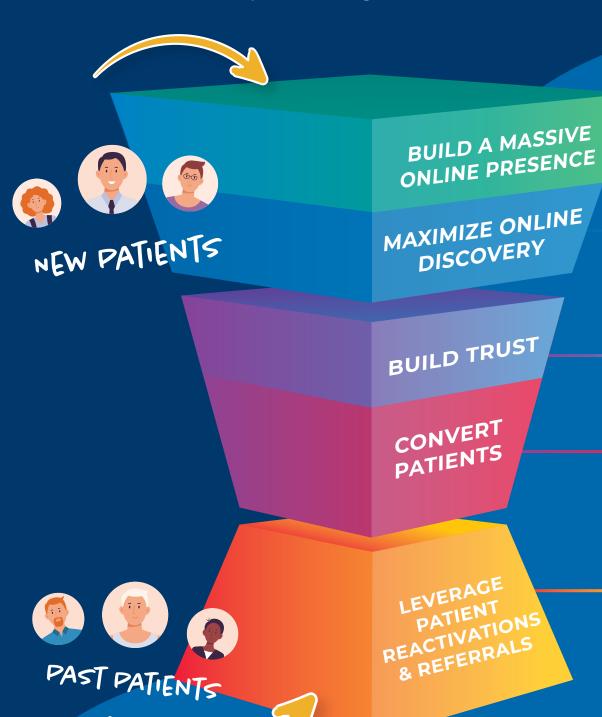
- Pelvic health physical therapy
- Aquatic therapy
- Chiropractor in [city, state]
- Massage therapy in [city, state]
- Acupuncture
- Golf rehabilitation
- Sports rehabilitation





The ULTIMATE Patient Acquisition Strategy

Optimizing Your SEO Is Just One Step Of A More Powerful Practice Marketing Strategy



STRATEGY First, you need to cover the basics of having an online presence so you can be found. This includes setting up your website with good SEO practices, blogging, and filling out your Google MyBusiness profile. **Next**, supercharge the amount of people finding you with paid ads and increasing how many local listings you appear on with Local SEO. Once a they find you, educate & excite them by connecting with their specific problem then building trust in your expertise with proof from others like them. This will remove doubt/fear

and make them ready to schedule. Once they're ready, call them to action! Use clear language like "book appointment" and give them the option to call or use a form. Also make sure you know where calls & leads come from so you can invest wisely.

During & after care, you need to develop patient loyalty. This requires a good clinic experience and staying top-of-mind consistently after care. You should also request reviews now.

Finally, fill your schedule with reactivations and patient referrals by calling past patients to action with newsletters, email, and more.

OUTCOMES

High number of local visitors to vour website & blog.

You appear in 2-3 places on page 1 of Google for several search terms.

High number of **Quality Online**

people calling your front desk or requesting an appointment online.

4 and 5-star online reviews/testimonials increase each month.

High number of reactivated patients on your schedule.

TOOLS TO USE



Online Brand "On Site" SEO Presence

Organic or

Google Ads for

Therapy/Service Type

(воок

Appointment

Forms & Chatbot



Google Ads



Regular

Blogging

Local Listings/

Patient-Focused



Know Where Patients Come



Condition-based



Generate & Track Dhone Calls

PATIENT EXPERIENCE

Learn therapy can help their pain



Learn your clinic can help them



Gain confidence that you understand their pain & have helped others like them



Decide to try you and either call or schedule an evaluation



Have a good enough experience to leave a review or refer 1 friend



Get reminded about other conditions you treat so they return & refer others



New Patient





Request Tools

Drinted



Campaigns