

AI SEARCH CHEAT SHEET FOR PHYSICAL THERAPY OWNERS

01

AI SEARCH LOVES FAQ

Artificial Intelligence Optimization (AIO) focuses on how platforms like ChatGPT, Bing Copilot, and Google SGE find and recommend information. These tools don't list ten blue links. They give one summarized answer fast.

And that answer is built from structured content. AI tools read your site looking for:

- Clear question-and-answer formats (because that's how patients are searching)
- Back-end schema markup (like FAQ schema)
- Short, bullet point content

YOUR ACTION ITEM

Ask ChatGPT for the best PT clinic in your area. Are you #1? If not...does that bother you?

02

REMEMBER THE BASICS OF SEO

AI actually searches in a very similar way to traditional Search Engine Optimization (SEO)!

If you're #1 on Google, you're probably #1 on ChatGPT. SEO isn't sexy, but it IS important. So remember to...

- Optimize your website speed & mobile design
- Use the right keywords
- Get backlinks
- Optimize your meta titles and tags
- Have individual pages for each condition.

YOUR ACTION ITEM

Google your clinic. Notice where you show up. Is it on page 1? If not, consider hiring a marketing agency like Practice Promotions to help. You can't afford to be invisible online.

03

OPTIMIZE YOUR SOCIAL MEDIA FOR AI

In July 2025, Google announced that they are now going to index Instagram posts.

That means Instagram posts are now going to show up in Google search, including the AI summary at the top!

Social Search Optimization (SSO) is no longer a luxury. Here's what our team does to get our clients found on social media...

- Improve your profile (bio, CTA, profile pictures, cover pictures)
- Use a local & condition-based hashtag strategy
- Prioritize reels & stories with local and searchable captions
- Use SEO keywords in captions

YOUR ACTION ITEM

Look at your social profiles as if you're a patient. Does your clinic look like a helpful and fun place? If not...consider seeking professional help. (Be real—you aren't really going to post more yourself)

Does ChatGPT recommend your physical therapy clinic? **If no...does that bother you?**

These days, your patients are asking ChatGPT "Where is the best PT for hip replacement near me?" If you don't show up...you are losing out. Here are the 3 things that PTs need to know about AI search optimization...

IN AN AGE OF AI...

Trust Real Humans With Your PT Marketing Strategy

At Practice Promotions, we are a team of 70+ physical therapists, graphic designers, copywriters, social media experts, website designers, Google Ads specialists, and marketers. We use AI to bring you powerful physical therapy marketing that gets you new patients. But we don't forget what physical therapy is really all about...helping more people.



DONE-FOR-YOU PT MARKETING SERVICES

Practice Promotions gives ambitious PT clinic owners ready-to-go marketing services. We work best with clinics that have 3 or more providers and make over \$500,000 a year. Our main goal? To help you get more new patients and grow your clinic. Here's what we'll do for you...

- ✓ SEO & AEO Services
- ✓ Google Ads PPC
- ✓ New Website Design
- ✓ Social Media Marketing
- ✓ Email Marketing
- ✓ Digital Newsletters
- ✓ Monthly ROI Reporting *(includes REAL patient names)*

YOUR TEAM:

- Customer Success Manager
- Website Designer
- Patient Engagement Specialist
- Google Ads Specialist
- Graphic Designer
- SEO Specialist

WHY CHOOSE PRACTICE PROMOTIONS?

WE'RE OWNED BY PHYSICAL THERAPISTS

Neil and Amy Trickett owned their own PT clinic for 8 years before starting Practice Promotions.

WE'RE EXPERTS

15+ years of experience in PT marketing—which means you get better results at lower costs.

WE GUARANTEE OUR WORK

If you don't get at least 20 qualified leads / month, we'll return your money.

WE SHOW YOU DATA

You deserve to see the results of your marketing. We report on your data every month.



Learn More About the Ultimate PT Marketing System at [PracticePromotions.Net!](https://PracticePromotions.Net)

