

ABSOLUTE DO'S AND DON'TS OF CHIROPRACTIC INTERNET MARKETING



By Matt Prados

Introduction

Hello Doctor! Welcome to the 21st century of chiropractic marketing. The fact that you are reading this means you are up to the point that you know that you need to take your marketing efforts online.

I would like to give you a few facts so that you can go from wondering if you are right, to knowing that you must get your marketing efforts online immediately.

Every month 3,844,000 people search chiropractic on Google in the United States. With only 50,000 Chiropractors in the US that would mean about 80 new patient leads for each doctor if they were evenly spread out. Are you getting your fair share? A survey done in 2006 showed that 74% of adults in the US go to the internet when they want to learn about something or make a new purchase. If you go to www.google.com and type in the word chiropractic, your city and state the results you will see are a map, the top 10 organic sites as well as pay-per-click ads. How many times do you show up out of these 30 listings...0 or 1 time? Then mathematically what are your chances of being picked, 0-3%. What if you were to dominate the first page with the best showing on the map, the best showing on the pay per click ad and the most (let's say 4 of the 10) organic listings for a total of 6 out of 30 of the 30 links on that same front page giving you a 20% chance of getting that business. It is possible to have more than 4 of 10 organic listings as well.

As every day goes by less people search the yellow pages and more search the internet. So if you are not on the internet you will be much like the yellow pages, a dying breed. It is my serious hope for you, and the reason I took the time to write this, that you take action and start to create your online campaign. I have always believed in natural health care. The more Chiropractors that get on board with online marketing the BIGGER the results we can have on our population.

Sincerely,

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Web 2.0, What is it?

Web 2.0 describes the changing trends in the use of World Wide Web technology and Web Design that aim to enhance creativity, communications, secure information sharing, collaboration and functionality of the web. Web 2.0 concepts have led to the development and evolution of web culture, communities and hosted services, such as social-networking sites, video sharing sites, wikis and blogs.

Internet marketing is the best and most unused form of marketing available to Chiropractors.

Having a Website

There are different types and qualities of chiropractic website design. They range from free to \$10,000. What is the difference? That is the million dollar question. The most important part of chiropractic website design is conversion. If you send 10,000 people to a site that confuses people and doesn't help them into your office it is all for nothing. This is one of the most vital choices in deciding to catch up with the times and start your online marketing. You must pick a site that is conversion optimized. The free and low budget sites are usually boring template sites with dissertations about chiropractic that no patient could ever sit through reading. They are usually virtual fliers. Most poorly designed and have so many links that actually drive the person away from your site that it really doesn't matter how high it ranks on the search engine because it will almost never convert. I believe that there is a happy medium and a good site is easily worth \$5,000.

Here is a shameless plug, www.chiropractictraffic.com, for the best site on the market. But one way or another you need to get yourself a website now.

What a Website Should Do?

Many originally thought that websites were virtual brochures. This is very pointless in my opinion, yet it's better than nothing.

A website, simply put, should be a door to your office! So ask yourself this about the website that you are thinking of having; if you were a prospective new patient would it open the door to your office? Is your phone number visible?

Social Networking

This is the hottest form of online marketing and it is FREE!

The hottest sites are:

www.Facebook.com

www.YouTube.com

www.Linkedin.com

www.Twitter.com

But there are literally 100's of other sites too. These sites should be set up with pictures and fresh content. You then need to continuously update these sites. The strategy here is simple. It is a way to increase your network by having "friends" and continuing to make new friends. You don't want to spam these friends but give them useful information and position yourself as the natural health expert in your area. And because you are the expert they want to be your patient. Make sure you read all the rules for each as some require that you have personal profiles and some you need both personal and business profiles. This can be long and tedious work which you should consider out-sourcing. Shameless plug, www.chiropractictraffic.com, we set up and manage 26 social networks for you as part of our service and update them all regularly.

Pay-Per-Click Advertising

This is the fastest form of online chiropractic marketing. You don't have to have anything but an account with www.google.com and a website. You bid on how much you will pay for each click you get when your ad shows up. This can be a very good source of leads when properly done or it can be an incredible expense with no return if not set up properly. I highly recommend that you hire a professional to do this for you. There are over 100 chiropractic key words as well as negative key words and other parameters that should be factored into a successful campaign.

You can also do this pay-per-click marketing on facebook, youtube, bing and more.

Blogging

Blogging is a crucial part of Web 2.0. There are very specific things that make the difference between a good blog and a bad blog. It is not enough to have a blog, you must do it right.

You must give useful content that is search engine optimized. You must have readers that are interested enough in what you are writing so that they leave you comments on your blog.

If you don't have at least 10 entries on your blog it is not considered a blog.

You can go to www.wordpress.org for the most popular blogging platform.

Don't use "free" sites. They look like they were free or should I say you look CHEAP.

Buy a good domain and have wordpress loaded for best results.

Lead Generation

It is not enough to just get people to your chiropractic website. You only make money if you capture their identity so you have a chiropractic lead to work on getting into the office through both online and offline chiropractic marketing. Many Chiropractors have 100 visits to their site before they get 1 call. That is a poorly designed website that is wasting 99% of its traffic.

So look at your website, how does it capture leads? The old school or unsuccessful way is to have a newsletter to subscribe to. I am always amused by Chiropractors when they tell me how great their newsletter option on their site is. I ask them, "How long have you had this function and how many subscribers do you have and are any of them not existing patients?" The answer is always in these ratios; about a year, half a dozen subscribers and I don't think any of them are not existing patients. The other sad item is the pitch that "websites are going to help you with retention". This is the biggest joke to me. Ask yourself this, if you can't keep people coming into your office for care how are you going to get them to keep visiting your website to get "educated".

Websites and internet marketing are for NEW patients NOT retention.

Lead Conversion

Once you have a website that creates leads for you, now what?

You must have a plan for converting these leads. Why are they coming into your office? Do you have a New Patient Special? Do you have a Call to Action? Are you getting their name, phone number and email? Now what?

Just Get started

If you are going to do anything the most important thing to do is always take that first step. So the simple steps to create your online marketing are:

1. Create the best possible website you can.
2. Get traffic to your sites using Google pay-per-click.
3. Set up a profile on as many social networks as you can.
4. Start with www.facebook.com.
5. Next www.youtube.com.
6. Then www.twitter.com.
7. Start blogging. (Don't use a "free" blog site.)
8. Start doing videos that have helpful information—not sales pitches.
9. Upload these videos to your social network sites.

Hire a Professional

There are so many moving parts to internet marketing and Web 2.0 is always changing and evolving with new sites, new rules and new strategies. To do best with your online marketing campaign I must highly recommend that unless you want to spend hundreds of hours studying Web 2.0 marketing and then hours and hours per week updating your social networking sites then it is time to find a professional who does this for a living.

Shameless plug, www.chiropractictraffic.com has a program that handles all of these things for you and more. Amateurs will get nothing more than amateur results. Many have tried and failed and that is why so many Chiropractors feel this marketing doesn't work yet I know doctors that do get 10-15 new patients every month with these exact techniques. So, simply said, these techniques work. Anyone who says they don't is uneducated in these tools and is an amateur.

Sincerely,

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