

CEO in 2014: How to adapt it to your Chiropractic Marketing Strategy

By Naren Arulrajah

Google's sweeping updates to its search algorithms over the past few years have brought a paradigm shift in how you can optimize your chiropractic website to gain maximum leverage from it. Search engine optimization (SEO) changes in 2013 were no less dramatic. However, many professionals, including chiropractors, and small and medium-sized businesses continue to press ahead with their old websites and traditional online marketing and SEO strategies.

Keyword optimization and link building remain critically important to your chiropractic Internet marketing strategy, but diversification of SEO has increasingly become the name of the game today. Public relations and engagement with media publications, an interface between on-ground marketing activities and online promotions, mobile marketing, and integration of social media strategies with SEO and online marketing have emerged as powerful ways to put your business ahead of others in the search results race.

Online Game Changers of 2013

Google introduced a whole new algorithm in 2013, which it called the "Hummingbird." Going forward, Google expects more online searches that will use voice search and mobile search "on the go." Therefore, the search is going to be more conversational in nature. Google is also enhancing its search results to provide additional information to users—even if the user did not ask for it. For instance, a search for a particular disease may also bring up related results such as local doctors, health centers, and medical devices that may be relevant to the user's search needs.

Furthermore, Google's steadfast development of Google+ as a powerful online network gained greater momentum. Google authorship is set to emerge as the next big thing for Internet marketers. The integration of Google+ with YouTube is another strategic development that will prove crucial in 2014 and beyond. Experts believe that Google is gradually going to rely more on the information it receives through Google+ rather than through keywords to determine search engine rankings for websites.

SEO Strategies for 2014 and Beyond

With major search engine algorithmic updates already in place, it is clear that the role of traditional SEO and online marketing tactics, such as article directories, guest blogging, online press releases, discussion forums, aggressive keyword

activity, and inorganic link building, is greatly diminished. The following key strategies are going to define the success or failure of SEO and online marketing for businesses and professionals in 2014 and beyond:

Compelling and Highly Relevant Content

Quality, originality, relevance, and freshness of content override all other considerations now when it comes to SEO. Your website must include text, images, videos, infographics, slide shows, or other forms of content that come out on top in terms of all of these criteria.

Mobile Compatibility for Your Website

Responsive website design that allows your website to run efficiently on various mobile device platforms is critical to the success of your chiropractic online marketing strategy in 2014 and beyond. An overwhelming number of users are accessing websites on their mobile phones and tablets, and your website's design must seamlessly adapt to them.

Online and Offline Public Relations

Engaging with local media organizations—print, electronic, and digital—must be a part of your larger SEO and online marketing strategy. Social media engagement and Google authorship building are also key areas to cultivate. Webinars, conferences, and online networking are gaining critical value in determining your marketing leadership.

Building a Strong Online Reputation

Online reviews have become more important than ever for a wide range of professionals and small and medium-sized businesses. Professional review and rating websites have gained huge traction over the past two years, and the trend is only set to rise further. Proactive online reputation building and effective social media networking efforts can yield enormous results and help your chiropractic practice dominate in a competitive business environment.



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