

How to Optimize your Chiropractic Website for Google Search?

By Naren Arulrajah

Chiropractic care market has grown significantly in recent decades, and is firmly established as the largest complementary alternative medicine in the U.S. An increasing acceptance of chiropractic care combined with a growing awareness among various demographics about chiropractors over the Internet has contributed to this growth. According to the 'Chiropractors Market Research Report' released recently, the combined annual revenue of the chiropractic industry in 2013 stands at \$13.1 billion.¹

Need for an Informative Chiropractic Website

Many chiropractors have their own website that provides basic information about their practice. However, in view of the innate need of patients to seek in-depth information about chiropractic medicine, procedures and services, the winners in the online marketplace are websites that address this need in the most comprehensive and patient-friendly manner.

Google and other leading search engines have been perfecting their search technologies to identify websites that answer the web searcher's queries most adequately. Apart from the web content, it is equally important to ensure that the website is efficient from a technical standpoint in order to provide an enriching user experience.

Requisites for a Google Optimized Site

A chiropractor should ensure that his or her website satisfies the following key requirements to achieve high search rankings on Google, Bing and other search engines:

User-friendly and Attractive Web Design

The website's design appeal is the first thing that will strike a visitor, and create a first impression about the chiropractic care practice. A seamlessly navigable, quickly-to-download and uncomplicated web design will go down well with the search engines too.

Compelling, Relevant and Authoritative Content

Over the last two years, Google has made substantive changes to its search algorithms in order to identify websites that offer high quality content. The content must be original, accurate and very relevant to the needs of the target audience. A moderate use of images, videos and graphics should be made to offer a more enriched content experience. Content



must be updated regularly to ensure the readers receive the very latest chiropractic care information and advice.

Keywords, URLs, Meta Tags

Well-researched keywords must be integrated into the website content in a natural manner. This is important to help search engine spiders pick up the website for search results whenever there is a relevant search query online. URL for every Web page must be unique, simple and logical. Similarly, title and description meta tags for each page should provide accurate and concise information about the page to the readers as well as the search engines.

Prominently Placed Contact Information

Digital media specialist vSplash recently conducted an audit of nearly four million small and medium business websites in the U.S., and found that nine out of ten websites failed to provide a contact email address on the home page, while about 50 percent of them did not even provide a contact telephone number on the home page.² It is a good idea to provide the contact information at several key places within the website, and also include an online contact form for better reader engagement.

Social Media Widgets

The growing importance of social networking for a

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chiropractic care practice cannot be ignored. It is a smart move to include social network icons or widgets for each social media account of the chiropractic care practice prominently on the website home page. This will encourage two-way traffic between the site and the social media channels.

Dynamic Blogging

One of the best ways to introduce fresh content regularly to a chiropractic website is to maintain a blog as a part of the site. The blog also offers the advantages of reader engagement because it can invite comments and queries from readers. Blog posts can be shared over social media for wider exposure. Expert guests can also be invited to write for the blog on occasions.

Mobile-responsive Web Design

According to the 2013 Pew Internet Health Survey, one in three mobile phone owners have searched for online health information using their phone in the past year.³ Therefore, it makes good business sense to have a website that is equally compatible with all kinds of mobile devices for an enhanced user experience.

Developing a search engine optimized chiropractic website is an ongoing process, which will keep evolving as the Internet search dynamics continue to evolve. It is important to keep a tab on the web analytics to monitor the performance of the website, and address any deviations from the desired goals of high Google page rankings and localized visibility.

References:

1. Chiropractors Market Research Report
2. vSplash
3. Pew Internet



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