The TOP 10 SEO KEYWORDS *for* PHYSICAL THERAPISTS

#1 "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]

#2 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]

#3 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

PRO TIP!

Don't list all your specialties or the conditions you treat on one page! Create a separate page on your website for each specialty and condition! This will skyrocket your Google rank for those keywords!



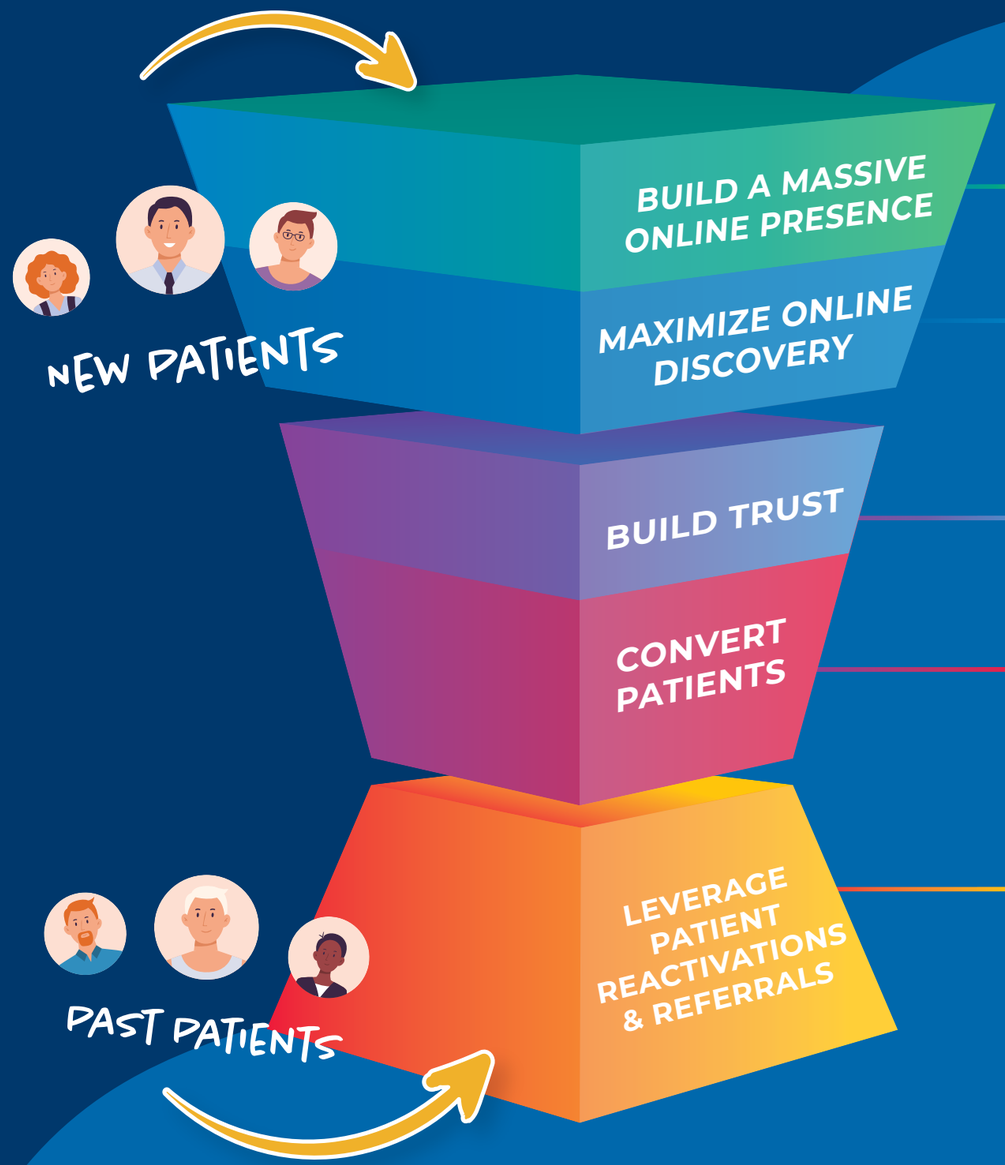
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The ULTIMATE Patient Acquisition Strategy

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



STRATEGY	OUTCOMES	TOOLS TO USE	PATIENT EXPERIENCE
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.	**High number of local visitors to your website & blog.** **You appear in 2-3 places on page 1 of Google for several search terms.**	Organic or "On Site" SEO Online Brand Presence Regular Blogging Google Ads for Therapy/Service Type Google Ads for Conditions Local Listings/ Local SEO	Learn therapy can help their pain
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.	**High number of people calling your front desk or requesting an appointment online.**	Quality Online Reviews Patient-Focused Web Design Condition-based Content Appointment Forms & Chatbot Know Where Patients Come From Generate & Track Phone Calls	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
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.	**4 and 5-star online reviews/testimonials increase each month.** **High number of reactivated patients on your schedule.**	New Patient Welcome Emails Review Request Tools Email Blogs & Newsletters In-Clinic Materials Printed Newsletters Direct Mail Campaigns	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**

READY TO GET STARTED? REQUEST A ***FREE*** PRACTICE MARKETING KIT TODAY! **PracticePromotions.Net/Kit**