

ACL REPAIR
MARKETING CHEAT SHEET
FOR PHYSICAL THERAPISTS

Want more anterior cruciate ligament (ACL) repair patients? Doctors do the surgery, but patients do their own research for rehab! Here are 3 simple tips to stand out as the #1 choice and attract more ACL repair patients...

01 ADD A DEDICATED **ACL REPAIR PAGE** TO YOUR WEBSITE.

To appear #1 on Google and AI Search, create a page titled: "ACL Repair in [City, State]."

This page should include...

- Treatment photos, short videos, and testimonials.
- Outline the phases of recovery, and emphasize that you work with doctors' different protocols.

When patients can see that you've helped other people, AND you have a structure to your program, their confidence in you goes up, and the bookings start coming in.

02 **RUN GOOGLE ADS** FOR "ACL REPAIR" OR "ACL TEAR."

Google Ads are the **#1 most cost-effective way** to get new patients online—and ACL repair and post-surgical rehab campaigns really work!

Target keywords like:

- ACL physical therapy near me
- Physical therapy after ACL surgery
- ACL rehab in (city, state)
- ACL tear physical therapy
- ACL rehab near me
- ACL surgery physical therapy
- ACL rehab clinic near me

Patients are already searching. You just need to show up.

03 MARKET TO **ATHLETES AND PARENTS.**

ACL injuries are common for high school and club athletes.

So, build connections with local running clubs, sports teams, and schools.

That way, when an injury happens, you're ALREADY top of mind. If you run a sports banner for example at a local high school, specifically call out ACL recovery in it.

If you want a TEAM of PT marketing experts working to get you more ACL patients... visit our website at PracticePromotions.Net to view our marketing plans!

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WE'RE THE PT MARKETING AGENCY YOU'LL WISH YOU HIRED FIRST. CLAIM YOUR FREE 2026 PHYSICAL THERAPY MARKETING IDEAS KIT TODAY AT **PRACTICEPROMOTIONS.NET/KIT**!