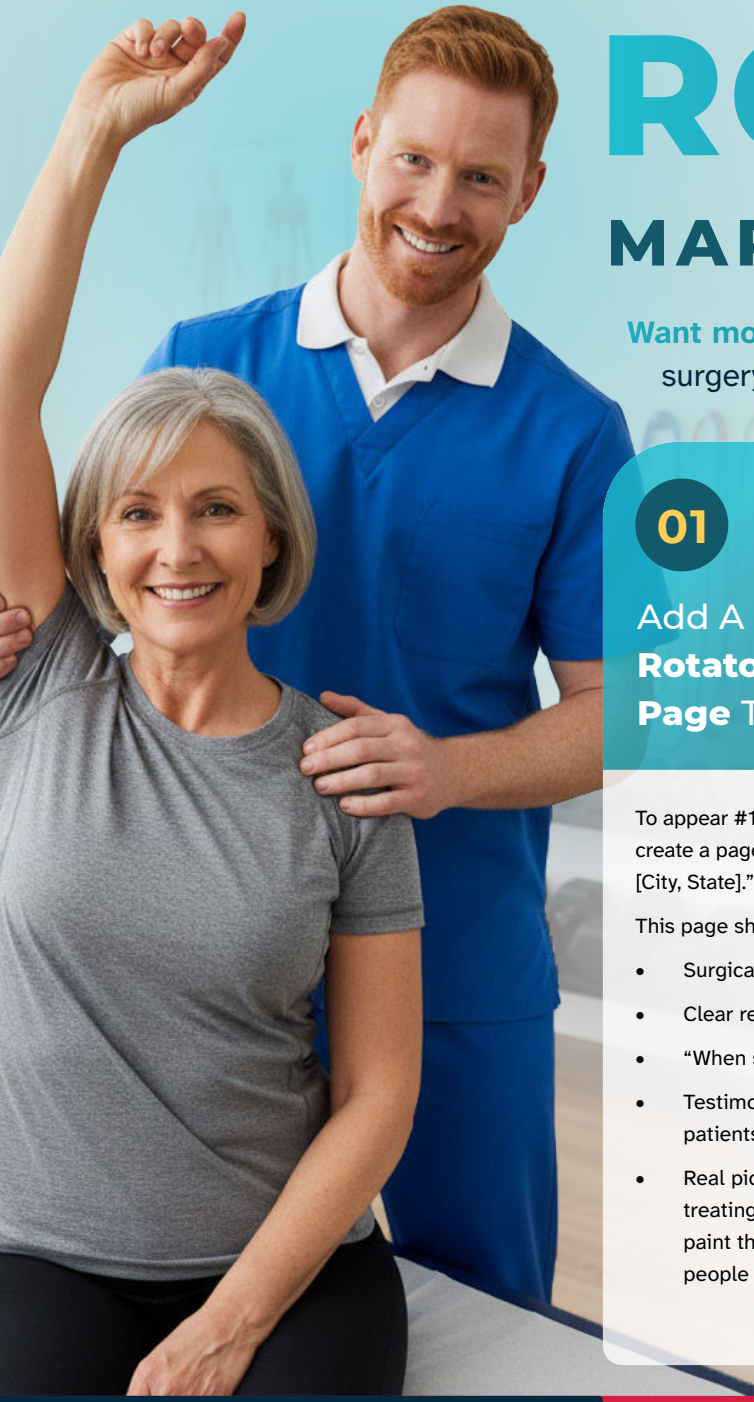


ROTATOR CUFF

MARKETING CHEAT SHEET FOR PTS

Want more rotator cuff patients? Shoulder injury patients search online before committing to surgery. Here are 3 simple tips for your practice to stand out as their #1 choice for rehab...

01

Add A Dedicated **Rotator Cuff Rehab Page** To Your Website

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

This page should include...

- Surgical vs. non-surgical pathways
- Clear recovery timelines
- "When should I see a PT?"
- Testimonials from 35–65 year old patients
- Real pictures of your clinicians treating shoulder patients, really paint the picture of how you get people back to activities they love.

02

Speak To **Patients' Pain Points**

Rotator cuff patients care about:

- Sleeping without pain
- Reaching overhead
- Getting back to golf/tennis/pickleball
- Avoiding surgery

So speak to those pain points on your website, email marketing, and social media!

Create practical, reassuring content like:

- "Why Your Shoulder Hurts at Night"
- "3 Signs You Don't Need Shoulder Surgery"
- "How Long Does Rotator Cuff Rehab Take?"

03

Invest In Google Ads For "Rotator Cuff Injury"

Google Ads are the #1 most cost-effective way to get new patients online—and rotator cuff injury ampaigns 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.

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