

# EXPLOSIVE GROWTH

The 10 Steps to Running Effective  
Chiropractic Google Ads



Google Ads  
For Chiropractors

# INTRODUCTION

This guide provides a comprehensive strategy for chiropractic practices to **effectively** leverage Google Ads.

By adhering to these steps, you can enhance patient acquisition, **increase** appointment bookings, and **elevate** your clinic's visibility in the local community.



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## ➔ **STEP 1 Clarify Your Campaign Goals**

**Objective:** Define clear goals to steer your campaign strategy.

- **Attract New Patients:** Aim for more calls, appointment requests, or walk-ins.
- **Promote Specialized Services:** Focus on unique treatments like Spinal Decompression or Sports Injury Rehab.
- **Build Brand Recognition:** Establish your practice as the leading chiropractic service in your area.

## ➔ **STEP 2 Research and Select Your Keywords**

**Strategy:**

- **Tools:** Utilize Google Keyword Planner, SEMrush, or Ahrefs for keyword insights.
- **Match Types:** Use broad, phrase, or exact match types for different levels of targeting precision.
- **Negative Keywords:** Filter out irrelevant searches to optimize your budget.

## ➔ **STEP 3 Organize Your Campaign & Ad Groups**

**Structure:**

- **Group by Service:** Separate ad groups for different treatments or conditions.
- **Local Targeting:** Focus ads on local audiences using geographic parameters.
- **Ad Scheduling:** Show ads when your clinic can respond to inquiries.

## ➔ **STEP 4 Write Compelling Ad Copy**

### **Content:**

- **Pain Points:** Address common issues like "Back Pain? Find Relief Here."
- **Credentials:** Highlight your expertise or unique practice aspects.
- **CTAs:** Use strong directives like "*Book Your Appointment Now!*"
- **Keywords:** Include main keywords in ad text for relevance.

## ➔ **STEP 5 Build High-Converting Landing Pages**

### **Page Design:**

- **Consistency:** Align landing page content with ad messages.
- **Testimonials:** Display patient feedback and professional credentials.
- **CTAs:** Make booking or calling straightforward.
- **Mobile Friendly:** Optimize for mobile users.

## ➔ **STEP 6 Set Your Budget**

### **Budgeting:**

- **Competition:** Consider local ad competition which affects CPC.
- **Patient Value:** Higher lifetime value allows for more aggressive budgeting.
- **Growth Goals:** Adjust your budget based on how quickly you want to expand.

## ➔ **STEP 7 Use Ad Extensions**

### **Extensions:**

- **Location:** Auto-display your clinic's address.
- **Call:** Enable direct calling from ads.
- **Sitelinks:** Direct links to important pages on your site.
- **Callouts:** Mention unique selling points like "Emergency Appointments."

## ➔ **STEP 8 Set Up Tracking & Analytics**

### **Analytics:**

- **Conversion Tracking:** Track outcomes like bookings or calls.
- **Google Analytics:** Understand user interactions on your site.
- **Call Tracking:** Link calls back to specific ads for optimization.

## ➔ **STEP 9 Continually Optimize**

### **Optimization:**

- **Review Search Terms:** Refine your keywords and negatives based on performance.
- **A/B Testing:** Experiment with different ad elements.
- **Quality Score:** Work on improving scores to lower costs and enhance ad positioning.
- **Bid Adjustments:** Allocate more budget to high-conversion keywords.

## ➔ **STEP 10** Schedule a Call with Our Google Ads Management Team

### Professional Help:

- **Expert Guidance:** Schedule a call for personalized strategy advice.
- **Management Services:** Opt for a managed solution if you prefer less hands-on involvement.

## **Conclusion:**

By implementing these ten steps, your chiropractic practice can significantly improve its digital marketing efforts, leading to a healthier patient roster and stronger local presence.

Start your journey to digital success today, and for further assistance, book a discovery call at:

- Scheduling Link: [www.ChiroWebsitePro.com/DiscoveryCall](http://www.ChiroWebsitePro.com/DiscoveryCall)
- Learn More: [www.ChiroWebsitePro.com/GoogleAds](http://www.ChiroWebsitePro.com/GoogleAds)
- Website: [www.ChiroWebsitePro.com](http://www.ChiroWebsitePro.com)

## About the Author:

Tony Seymour, with over two decades in the chiropractic industry, leads Chiro Website Pro. His focus is on creating bespoke digital marketing solutions that help chiropractors grow their practices through effective web presence and SEO strategies.



## What Our Clients Are Saying:

*"Tony has been an absolute pleasure to work with. As a Chiropractic practice owner in the first 3 years of working together with Tony at Chiro Website Pro we have experienced a lot of positives."* ~ **Dr. Mike Presser**

*"A big shout out to The Chiro Website Pro team. When it comes to value - they can't be beat. Use The Chiro Website Pro and watch your practice grow. Highly Recommend."* ~ **Dr. George F.**

*"The Chiro Website Pro is our webmaster for any website needs, anything SEO, landing pages, and our main chiropractic website. Give Tony a call if you need any help he will create whatever vision you have. This us not a cookie cutter canned program..."* ~ **Dr. Tim Harrigan**



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