Is Your Chiropractic Practice Surviving or Thriving Online?

By Jim Rogers

A few decades ago, the word “competition” wasn’t used among healthcare professionals. But there’s no denying that running a healthcare practice is a competitive venture.

Your online presence and practice marketing are the most valuable assets to the growth of your practice.

To remain competitive and successful in your community, your practice needs to have a marketing plan and online presence that stands out in search results, is secure, and accurate across the web.

Page One of Google Search Results

If you’re not showing up on the top of Google search results, your practice might as well be invisible. On average, 75% of people don’t look past the first page of search results.

Search companies, like Google, want to be helpful to their users, so if your online presence and content are created to help people, you’ve already done 80% of your job.

There are hundreds of search ranking factors, but here are the most important ones:

Fast Loading Times: Many people will leave a website if it doesn’t load within 4 seconds.

Test your website’s loading speed and work with your hosting provider if it doesn’t load quickly.

Relevant Content: If a visitor loads your page, but doesn’t find contact information, accepted insurance plans, and other key information about your practice, they will likely leave (“bounce”) your website.

Modern Website Design: Having an outdated or unprofessional website design will distract visitors. This is especially true in the healthcare field, where a high degree of professionalism is expected.

Mobile Responsive: About 51% of all your website visitors come to your website from a mobile device, like a smartphone or tablet.

If visitors have to scroll, pinch, and zoom, they’ll get frustrated and go somewhere else. Modern websites account for this by using a mobile responsive website design to ensure they look great on any device.

Secure (HTTPS) Websites

Google has been making changes to help its users understand the need for a secure internet. Website security is now a ranking factor in search results.

A secure website uses HTTPS encryption and keeps personal information safe while it’s being sent through the internet.

Accurate Practice Listings

Besides your website, visitors use online directories, maps, and apps to find basic contact information about your practice.

Your practice is probably listed on over 100 sites; most of which you are probably not even aware of.

Inaccurate Information: There’s a good chance that your information on these sites is inaccurate, even if you didn’t create the listings.

This is because much of the data in those listings are filled in by automated “bots.” Keep your information accurate for a positive patient experience.

Quality Means Better Search Results: Accurate information signals to search engines that your practice has a higher level of credibility than one that has not maintained its data.

Accuracy Affects Online Reviews: Many online directory listings let patients leave an online review, but inaccurate online listings may result in duplicate practice listings being created. Patients may leave reviews in scattered locations, instead of your genuine practice listing.

The result is that you may experience a drop in search ranking because your best online reviews point everywhere except your primary listing.