

PatientPartners

The Ultimate Guide

**SEO for
Physios**

SEO for Physios

If you're a physiotherapy clinic owner, you've probably heard the term "SEO" before.

But you may not understand what the hell SEO actually is.

That's what we're here to fix.

SEO stands for "search engine optimization", and in short, it's all about improving your rank on Google.

When someone searches "physiotherapist near me" – does your clinic come up?

How about when they search for "back pain physio" or "physiotherapy + [your location]"?

If not, then you need to invest in SEO. Before you keep reading... we're offering free SEO audits for physiotherapy clinics. Try it out.

Why is SEO Important for Physio Clinics

People are searching for your services, but if your website doesn't show up on the first page of Google, then you have little chance of turning them into patients.

Being on the first page of Google and Bing is important because the vast majority of people don't scroll past the first few listings.

For clinics that are doing well at SEO, it can easily become their biggest and most important channel for new business.

How Do Physio Clinics Optimize for Search?

SEO is a complicated topic – there's an entire industry dedicated solely to helping websites rank better. But that doesn't mean it's out of reach for clinic owners.

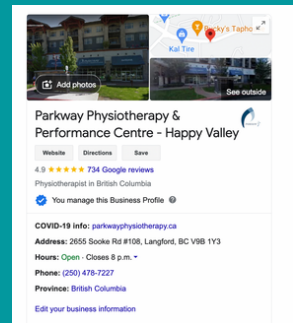
There are a few key steps that every clinic should follow when looking to improve their search engine optimization.

1. Create a Google My Business Listing

The first thing to take care of is your Google My Business listing. Google is by far the biggest search engine, so if you're going to start anything, then start here.

Make sure to:

- Give your full business name
- Spell your address and phone number the exact same as it's on your website
- Provide a detailed description of your company
- Add a logo and photos
- Add the relevant categories (such as "physiotherapy", "massage therapy", "athletic therapy", etc.)
- Add your hours and any other information your hours and any other information



Once you have a complete and optimized GMB profile, you'll put yourself in the best position to rank for relevant searches.

2. Do Your Keyword Research

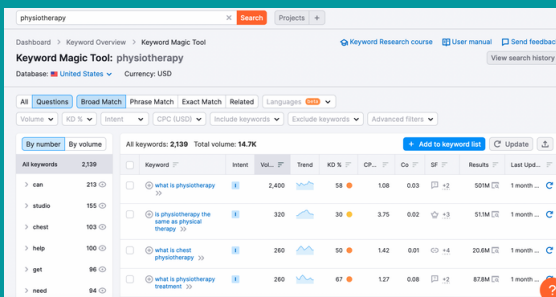
Keyword research is all about finding search terms that you can create content for in order to rank.

There are endless opportunities with keyword research, but here's what you should start looking for:

- service + location (ex. “physiotherapy victoria bc”)
- keywords related to services
- keywords related to pain conditions

While it's easy to make assumptions about keywords, I highly recommend doing your own research. You may be surprised by the most popular search terms and trends.

Once you understand which keywords you're trying to rank for, it's time to update your key



The screenshot displays the SEMRush Keyword Magic Tool interface for the keyword 'physiotherapy'. The tool shows a list of related keywords with various metrics such as volume, KD %, CP, and Co. The interface includes filters for questions, broad match, phrase match, exact match, and related keywords. The table below represents the data shown in the screenshot.

Keyword	Volume	KD %	CP	Co	SF	Results	Last Upd.
can	219	58	1.08	0.03	+2	\$09M	1 month
studio	155	39	3.75	0.02	+3	\$11M	1 month
cheat	103	50	1.42	0.01	+1.6	\$0.6M	1 month
help	100	87	1.27	0.08	+2	\$7.8M	1 month
get	96						
need	84						

Keyword research using SEMRush

3. Create and Optimize Key Pages

Armed with your list of keywords, look at updating your website or at least updating your key pages.

Your key pages are things like your home page, services page, and individual service pages.

But be strategic about which keywords you're using and where.

For example, it's no use to have multiple pages trying to rank for the same keyword. If you try, then you're just competing with yourself.



4. Create Relevant Content

In addition to creating these key pages, look at other types of content you can create.

Blogs are a great tool for this.

Look at answering the questions that came up through your keyword research.

5. Take Advantage of Local Directories

Some people snub their nose at local and online directories, but the reality is that they still provide a benefit to your website.

There are a couple of reasons for this. First of all, they provide you with free traffic. It may be a nominal amount of website visitors, but something is better than nothing.

Second, many provide you with a backlink. Some of these are called “no follow” backlinks which limits their SEO benefit, but it’s still useful none the less.

Third, they help you dominate branded search. When people search for your business, the last thing you want is a competitor coming up. By having these business directory listings, you can help to push down any other irrelevant links.

The screenshot shows a Yelp search for "Physical Therapy" in "Victoria, BC". The search results are filtered to show "All 'physiotherapy' Results in Victoria, BC".

Filters:

- Price: \$, \$\$, \$\$\$, \$\$\$\$
- Open Now: 6:58 AM
- Features:
 - Open to All
 - Free Wi-Fi
 - All staff fully vaccinated
 - Proof of vaccination required
- See all
- Distance:
 - Bird's-eye View
 - Driving (8 km.)
 - Biking (4 km.)
 - Walking (2 km.)

Results:

- 1. RebalanceMD**
 - Physical Therapy Spine Medicine
 - Closed today
 - “Road below... all you need to know about a place that would hire a “doctor” like Lena Gallinova! what a sad waste of what could help many people. Many stories of people waiting...” [more](#)
- 2. Diversified Health Clinic**
 - Acupuncture Chiropractors Physical Therapy
 - Closed until 9:00 a.m.
 - “All I can say is, I was there for less than 30 minutes and Dr. Gustavson took care of a nasty lingering pain in my middle back... for good. Unbelievable. My father that owns Shimmer...” [more](#)

Map: A map of Victoria, BC, showing the locations of the listed businesses marked with red pins and numbered 1 through 5. A tooltip on the map says: "Expand the map to get a better look at the businesses near you."

Have you claimed your Yelp listing? Be sure to respond to review as well.

Nothing Beats Free Traffic

If you need any last push to get started with SEO, then just think about this

Paid ads are great, but nothing beats free, relevant traffic.

Investing some time in SEO will help you capture more of that sweet sweet free traffic.

If you're looking for an easier way, reach out to us at PatientPartners. We specialize in SEO for physiotherapy clinics, and we'd love to help your clinic rank higher on Google.

Want your SEO done right?

PatientPartners is a marketing agency dedicated to physiotherapy clinics. We're SEO and paid ad experts.

[Get in touch with us to learn more.](#)

SEO Checklist for PT Websites

On Page SEO

- Set up Google Analytics
- Connect to Google Search Console
- Optimize your page speed
- Add internal links to your website
- Create your key service pages
- Add local keywords in your headlines
- Create relevant content

Off Page SEO

- Create your Google My Business listing
- Conduct keyword research
- Create and claim directory listings
- Acquire backlinks
- Share your content on social
- Collect customer reviews