BROWN BEAR DIGITAL

Chiropractic SEO

What 34 Google searches show about where your practice can win page one.

A practice owner's guide | 2026 edition

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SECTION 01

The short answer

01

Most SEO advice for chiropractors is a checklist. We pulled the top 10 Google results for 34 chiropractic searches and found what the checklists miss. When patients search for a chiropractor in their city, independent practices own page one. When they search for their condition, chiropractors almost vanish. Chiropractic SEO is about choosing the searches a practice can actually win.

What to do about it:

1

Win your city first.

Your homepage, your Business Profile and your reviews do most of the work for "chiropractor" plus your city.

2

Build a page for each group you treat most.

Specialty searches carry Semrush difficulty scores of 3 to 20, the easiest lane in the study.

3

Publish your real prices.

A page with what your office charges beats a generic cost post that quotes national averages.

4

Leave condition treatment terms alone.

Health systems own "sciatica treatment." Answer those questions inside your own pages instead.

WHAT THE STUDY FOUND

Across 20 city searches, independent practices held 73% of the top 10 results and the #1 spot in all 20 cities. Health systems held just 4 of 197 results. On condition searches like "sciatica treatment," not one of the 30 results was a chiropractic practice.

Who this guide is for

Solo offices, multi-doctor clinics, and practices that focus on one kind of patient, such as car accident patients, athletes or pregnant women. The goal throughout is new patients on the schedule, not traffic.

SECTION 02

The Page-One Map

02

On October 18, 2026, we pulled the top 10 Semrush results for 34 chiropractic searches across 20 US cities and sorted all 337 by who published them.

Search type	Who holds page one	What it means for you
City: chiropractor denver	Independent practices 73%, directories 16%, franchises 7%, health systems 2%.	→ Winnable. Your homepage, Business Profile and reviews do most of the work.
Specialty: prenatal chiropractor	Practices held 38 of 50 results and 10 of 15 top-three spots.	→ The easiest lane in the study, with difficulty scores of 3 to 20.
"Chiropractor for": chiropractor for sciatica	Health systems and publishers lead. Practice pages held 12 of 30.	→ Possible, but write it as a practice, not as an encyclopedia.
Cost and insurance: chiropractor cost	Practice blogs filled 18 of 30, but CareCredit, GoodRx and Reddit took the top three in both price searches.	→ An open lane. A page with your real prices beats a generic cost post.
Condition treatment: sciatica treatment	Health systems held 16 of 30 results and #1 in all three. Chiropractic practices: zero.	→ Not a target. Answer these questions inside your own pages.

9 of 20

city searches showed The Joint. It reached the top three once, at #3 in Orlando.

19 of 20

city searches showed a directory or local media list. Yelp appeared in 16.

Source: Brown Bear Semrush pull, October 18, 2026. Health systems held 2% of local results, against 29% in our orthopedic study. Your real competition is other independent chiropractors and Yelp.

SECTION 03

Your Business Profile and your homepage

Most patients start in the map, and your homepage is the page that ranks for your city.

03

Fill in every field

Pick "Chiropractor" as the primary category, add real photos of your office and team, and keep hours current, including holiday hours.

One profile per public-facing doctor

Each doctor may have a profile carrying only the doctor's name; the office keeps its own. A solo doctor at a branded practice uses "Practice Name: Doctor Name."

No extra words in the name

"Smith Chiropractic" is fine. "Smith Chiropractic Best Back Pain Doctor Denver" can get the listing suspended.

Same name, address and phone everywhere

Google, Apple, Bing, Yelp, Healthgrades and your site. In Bryan's AI visibility audits, odd variations are the most common actual error, and the easiest to fix.

TREAT YELP AS A SECOND HOMEPAGE

Yelp shows up in 16 of 20 city searches. Claim it, match it to Google, and answer reviews there too.

What a homepage needs to rank for your city

In our pull, 19 of the 20 #1 city results were homepages. Say plainly, near the top, that you are a chiropractor in that city, which problems you treat, and how to book.

- **"Chiropractor in [City]"** in the page title and main heading, written the way patients search.
- **The conditions you treat most,** each linked to its own page.
- **Your doctors' names, photos and training.**
- **Your address, a map and your phone number,** matching your Google listing.
- **A booking button** above the fold on a phone.

SECTION 04

Specialty pages: the easiest lane

04

All five specialty terms carry difficulty scores of 3 to 20, far below "chiropractor austin" at 57. Every specialty page should say who the care is for, what a first visit looks like, which doctor handles it, and how payment works.

LANE 1

Personal injury and auto accident

THE DATA

- All 10 results for "auto accident chiropractor" were practice sites
- Practices held 7 of 10 for "personal injury chiropractor"
- Difficulty 10 and 4; "chiropractor after car accident" adds about 1,900 a month

WHAT TO BUILD

One page per accident type you treat, how you document injuries and work with attorneys and insurers, and a phone number easy to tap.

The most practice-owned lane in the study.

LANE 2

Family, prenatal and pediatric

THE DATA

- About 3,600 a month for "prenatal chiropractor," difficulty 13
- 5,400 for "pediatric chiropractor near me," difficulty 4
- Practices held 7 of 10 prenatal results

WHAT TO BUILD

A pediatric page that answers the safety question first, with what you do and don't treat in children. A prenatal page that names your techniques and how you work with the OB or midwife.

Pediatric results are tougher: parents ask if it is safe.

LANE 3

Sports

THE DATA

- About 2,900 a month for "sports chiropractor"
- Difficulty 3, among the lowest of any term checked
- Practices held 8 of the top 10

WHAT TO BUILD

Pages around the injuries and athletes you actually see, like runners' knees or golfers' backs. Name team or school roles and show the rehab side of care.

The searcher wants to know you understand their sport.

SPECIALTY AND CITY WINS TRAVEL TOGETHER

Alamo Heights Chiropractic ranked #2 for "chiropractor san antonio" and #2 for "prenatal chiropractor." Laurelhurst Chiropractic ranked #2 in Portland and #4 for prenatal. Austin Chiropractic and Rehab ranked #1 in Austin and #1 for "personal injury chiropractor."

SECTION 05

Condition pages, price pages and keywords

05

Skip condition treatment terms

"Sciatica treatment" draws about 27,100 searches a month, but no chiropractic practice appeared in the 30 treatment results.

Write "chiropractor for" pages

Practice pages held 12 of 30 results. Explain your first visit, a typical plan, and when you refer to a physician.

Publish what your office charges

"Chiropractor cost" draws about 4,400 a month. List your exam, adjustment and plan prices, insurance and a typical copay.

Explain Medicare plainly

Part B covers spinal manipulation to correct a subluxation, not X-rays or massage. Patients pay 20% of the approved amount after the deductible.

Keyword	Monthly searches	Difficulty	Lane
chiropractor near me	246,000	65	→ Map pack; your Business Profile
chiropractor [city]	260 to 5,400	3 to 57	→ Your homepage
pediatric chiropractor near me	5,400	4	→ Specialty page
prenatal chiropractor	3,600	13	→ Specialty page
sports chiropractor	2,900	3	→ Specialty page
auto accident chiropractor	2,400	10	→ Specialty page
chiropractor for sciatica	2,400	37	→ Condition page
chiropractor cost	4,400	15	→ Price page
chiropractor open sunday	880	16	→ Business Profile hours

US monthly searches from Semrush, October 2026. Your city's numbers will be a fraction of these.

SECTION 06

Trust, technical SEO and AI search

06

Chiropractic care is what Google calls a "Your Money or Your Life" topic. Google says its systems give extra weight to experience, expertise, authoritativeness and trust on these topics, and that trust counts most.

Trust

The doctor's name and credentials on every clinical page, clear statements of what chiropractic care can and can't do, and no promises of cures.

Reviews

Ask patients to mention what brought them in, like "my sciatica," not just "friendly staff." Reply to every review, but never confirm the reviewer is a patient or mention any treatment.

Technical

Fast on a phone, main content visible without waiting for scripts, one clean URL per page, and no copy pasted from a hundred other practices.

HIPAA APPLIES TO REVIEW REPLIES

HHS has fined dental practices for disclosing patient details in replies to online reviews, and the same HIPAA rule applies to chiropractors.

Getting named in AI answers

- **Ship content without heavy JavaScript.** Vercel's late 2024 analysis found that OpenAI's crawlers, ClaudeBot and PerplexityBot did not render JavaScript at all.
- **Make pages easy to pull apart:** a heading, a direct answer, then the detail. Bryan's view is that schema is worth keeping tidy, but it is not the big lever for AI search.
- **Lead each page with the specialty.** The most common finding in Bryan's AI visibility audits is buried services, so AI tools describe a generalist. A prenatal and pediatric practice that leads with "family wellness" gets described exactly that way.
- **Keep the sources AI tools read consistent:** Yelp, Google reviews, Healthgrades and local "best of" lists. The AI layer is not a separate project.

SECTION 07

Cost, timing and choosing an agency

07

Published agency pricing runs about **$500 to $3,000 a month**. Agencies commonly quote first new patients from organic search around **months four to six**. A big-city "chiropractor" term is a year-long project.

Payback worksheet

A patient is worth a plan of visits. Use collected revenue after insurance adjustments, not billed charges.

Line	How to work it out	Your number
A. Monthly SEO investment	Retainer plus content or tools	
B. Months in the program	12 is a fair first look	
C. Collected revenue per visit	Average across cash and insurance	
D. Visits per new patient	From your records, through discharge or year one	
E. Value of one new patient	C x D, times your margin if you track one	
F. New patients to break even	A x B, divided by E, rounded up	
G. If patients finish half the visits	A x B, divided by half of E	

Before you sign with an agency

1. **A page-one review** of your city search and top three specialty or condition searches.
2. **A Business Profile and Yelp plan,** including categories and a review process.
3. **Reporting on new patient appointments,** not just traffic and rankings.
4. **Who writes your pages,** and how your doctors review anything clinical.
5. **Walk away** from any proposal that promises page one for "chiropractor near me." The map and the patient's location decide that search.

SECTION 08

Is your practice winning the searches it can win?

08

Answer for your practice as it stands today. Each "no" is a gap. Start with the listing and the homepage, since they decide your city search.

Question	Yes	Partly	No
BUSINESS PROFILE AND LISTINGS			
Is "Chiropractor" your primary category, with every field filled in and holiday hours current?	☐	☐	☐
Does each public-facing doctor have the right profile, with no extra words in any business name?	☐	☐	☐
Are your name, address and phone identical on Google, Apple, Bing, Yelp, Healthgrades and your site?	☐	☐	☐
Have you claimed your Yelp page, matched it to Google, and answered reviews there?	☐	☐	☐
HOMEPAGE AND PAGES			
Does your homepage title and main heading say "Chiropractor in [City]" with a booking button above the fold on a phone?	☐	☐	☐
Do you have a page for each patient group you see most, written for that patient?	☐	☐	☐
Are your condition pages written for the patient who is deciding, including when you refer to a physician?	☐	☐	☐
Do you publish your real prices, the insurance you take, and a plain explanation of Medicare?	☐	☐	☐
TRUST AND AI SEARCH			
Does every clinical page name the doctor and credentials, with no promises of cures?	☐	☐	☐
Do you reply to every review without confirming the reviewer is a patient?	☐	☐	☐
Does each page lead with your specialty, in plain words that match your listings?	☐	☐	☐
REPORTING			
Do you track new patient appointments from organic search, not just traffic and rankings?	☐	☐	☐

YES	PARTLY	NO
_____	_____	_____

SECTION 09

Frequently asked questions

09

Q What is chiropractic SEO?

The work of getting a chiropractic practice found, and then booked, by people searching Google and AI tools for a chiropractor near them or a fix for back, neck or joint pain. It covers the map pack, the organic results and the AI answers above both.

Q Should I blog about back pain and sciatica?

Not as page targets. Health systems held #1 in all three condition treatment searches, and no chiropractic practice appeared. Write "chiropractor for" pages for patients who are deciding, and answer treatment questions inside them.

Q Is a big franchise like The Joint hard to beat?

Less than it looks. The Joint showed up in 9 of 20 city searches but reached the top three only once. Your page-one competition is mostly other independent chiropractors and Yelp.

Q Should I buy a domain with my city in it?

No. City domains held #1 in 8 of 20 cities, but many of those sites are years old and the domain is one signal among many.

Q How much does chiropractic SEO cost?

Published agency pricing runs from about $500 to $3,000 a month, depending on locations, doctors, competition and content needs.

Q How long does it take?

Agencies commonly quote first new patients from organic search around months four to six. Specialty and price pages can move within a few months. A big-city "chiropractor" term is a year-long project.

Q Does AI search change the plan?

Not much. AI tools draw on the same listings, reviews and clear pages. Lead every page with your specialty, keep details consistent, and keep pages crawlable without heavy JavaScript.

SECTION 10

Next steps

10

1. **Run the self-audit** on the previous pages. Be honest.
2. **Fix your listing and homepage first,** since they decide your city search.
3. **Build one page for each patient group you see most,** then a page with your real prices.
4. **Talk to someone who does this for medical practices.** A clear look at where your practice stands on the searches that bring in the patients you want.

WORK WITH BROWN BEAR

Brown Bear Digital builds the page-one map for medical practices, then does the listing, page and AI search work that follows from it. brownbear.digital/industries/chiropractors | bryan@brownbear.digital

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ABOUT THE AUTHOR

Bryan Passanisi is the founder of Brown Bear Digital. He has 15 years of experience across SEO, paid search, and AI search strategy, and received a 2025 Semrush AI Visibility Award with the QuickBooks team. He started Brown Bear to give businesses direct access to senior search expertise without the agency overhead.

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Search volumes and rankings come from a Semrush pull in October 2026 and will change. Check HIPAA and your state board rules before you reply to reviews or publish testimonials.