

MARKET RESEARCH – Chiropractic Norwich

Generally, What Kind Of People Are We Targeting?

- Men or Women? 50/50
- Approximate Age range? 35-55
- Occupation? Full-Time Employment
- Income level? £25,000 - £50,000
- Geographic location? Norwich/Norfolk

Painful Current State

- **What are they afraid of?**
 - *I was very apprehensive about my first visit today but was really put at ease, Dr Luke's receptionist was very friendly and welcoming.*
 - *I did really worry about all the cracking and popping but after just 1 session I feel so much better!*
 - *I was really quite anxious about seeing a chiropractor after a bad experience with an osteopath.*
 - **Fear of Treatment:** *Many people are scared of chiropractic adjustments due to misconceptions or negative past experiences with other health professionals (e.g., osteopaths). They worry about **discomfort, pain, or the "cracking" noise**.*
 - **Fear of Misdiagnosis:** *Patients fear their condition might not improve or that the chiropractor won't address the root cause of their pain (e.g., past frustrations with doctors or physiotherapists).*
 - **Fear of Long-Term Damage:** *Some worry that poor chiropractic care could worsen their condition or lead to new injuries.*
- **What are they angry about? Who are they angry at?**
 - *"Bad Car Accident"*
 - *"My persistent neck pain was caused by posture at work and driving long distances."*
 - *"Damaging my back playing cricket"*
 - *"I did something to my lower back, lifting the Christmas decorations down from the attic. I was in agony, and needed urgent help."*
 - *"I have been left in considerable pain and was unable to get any sleep last night and the pain has continued today. There was no concern or support offered as to why i had been left in so much pain. Only after i emailed to complain about their aftercare did someone try to contact me. But the trust has been lost due to this needing to be pointed out!"*

- **What are their top daily frustrations?**
 - *Went to see Dr Luke with severe lower back pain and was struggling to move and walk.*
 - *I was really struggling with low back pain and worried that it was getting worse.*
 - *Came in with awful pain*
 - *You have relieved 6 years of pain and misery.*
 - *I'm going through peri menopause, suffering many complaints, from frozen shoulder stiff neck, locked up hips the list goes on.*
 - *I have suffered with severe lower back pain and numbness in my right quad muscle for 9 years following a bad car accident.*
 - *Discomfort.*
 - *I was struggling with severe back and neck pain with migraines, sleeping difficulties, stress retention and old injuries that hadn't healed all that well.*
 - *Lower back pain and Headaches*
 - *I was suffering from headaches*
 - *My seized neck*
 - *Back pain*
 - *I originally attended with chronic migraines and low back pain*
 - *Severe upper back pain, to the point I was off work and couldn't go about my day-to-day.*
 - *Had problems with my hip and sciatica*
 - *Virtually broken*
 - *Had been in excruciating pain for a few weeks.*
 - *I had been struggling daily with constant neck pain and headaches*

- **What are they embarrassed about?**
 - ➔ *I had a fall.*
 - ➔ *I hobbled to the practice in a great deal of pain, unable to work, let alone visit the gym or ride my bike*
 - ➔ *I went for help having been in agony for the third time in a matter of months.*
 - ➔ *Practically bed ridden*
 - ➔ *I couldn't walk straight or turn over I was in absolute agony!!*
 - ➔ *I feel very embarrassed going to new people especially when I'm in so much pain*
 - ➔ *I had a little cry as I was so low*

- **How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?**
 - ➔ *I visited Shane initially with severe back pain which was having a real negative impact on my day to day life. I had a very limited range of movement and walked funny to try and take the strain of my lower back*

- **If they were to describe their problems and frustrations to a friend over dinner, what would they say?**
 - ➔ *Prior to first visit, could not sleep at night due to constant neck pain, I could not turn my head left or right , up or down without pain.*
 - ➔ *I am now regaining my life back, thanks to Lara, her treatment and counsel*

- **What is keeping them from solving their problems now?**
 - *Having moved away and at some point requiring more treatment we never received the appropriate treatment which made us more mobile and comfortable like Lara did.*
 - **Mistrust in Healthcare Providers:** *Many have had bad experiences with osteopaths, physiotherapists, or even other chiropractors. This leads to scepticism about finding a new solution.*
 - **Time and Cost:** *Regular chiropractic sessions can be expensive and time-consuming, especially for people working full-time. The fear of wasting time and money on another treatment that might not work is a common barrier.*
 - **Reluctance to Try Again:** *After failed attempts with physiotherapy, medication, or other chiropractors, patients might feel disillusioned and hesitant to seek new care*

Desirable Dream State

- **If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?**
 - *He makes the whole body feel better.*
 - *He explained everything in detail and now after 6 sessions I can move, walk and have returned back to work. Thank you for all your help.*
 - *Amazing results after my first appointment. My neck pain and tension was gone and I felt instant relief.*
 - *Can now move neck and shoulder again.*
 - *I felt amazing afterwards so I also booked my next appointment before I left the clinic.*
 - *It's like being reborn again.*
 - *Managed to help me with chronic migraines that I suffered with for 4 years.*
 - *my mobility and confidence has improved significantly, allowing me to enjoy more of my pastimes of swimming by and gardening*
 - *I have had a couple of sessions and they have made a world of difference.*
 - *I'm now feeling so much easier, I'm back to playing sports and moving better than ever before*
 - *Came out 100%.*
 - *A huge change in my pain and ability to move.*
 - *Dr Luke resolved my back issue within minutes, I felt instant relief, incredible , I highly recommend his services*

- *I'm already in so much less discomfort.*
- *My sleep improved too.*
- *Relieved some lower back pain of mine.*
- *My back pain is history, and I'm back to running*
- *Very thorough, after two sessions my body was in so much better shape*
- *I felt noticeably better and pain went away.*
- *After one initial session, the agony was no more!*

- **Who do they want to impress?**

- **Family and Friends:** *People want to impress those closest to them by showing they are capable of overcoming their pain and regaining their normal, active lifestyle. For instance, being able to return to sports or work would help them maintain their image.*
- **Colleagues and Superiors:** *Particularly for the 35-55 full-time employment group, getting back to work and performing well is important. They want to prove they are healthy and capable to their employers and colleagues.*

- **How would they feel about themselves if they were living in their dream state?**

- **What do they secretly desire most?**

- *I can move, walk and have returned back to work*
- *Enjoy more of my pastimes of swimming by and gardening*
- *I'm now feeling so much easier, I'm back to playing sports and moving*
- *Better than ever before*
- *I find myself back on the pitch with no pain as well as back in the gym.*
- *My back pain is history, and I'm back to running*
- *Helps you get back to feeling yourself again.*
- *After a couple of sessions I noticed a huge difference and was almost back to my usual self.*
- *The adjustments made after one session made a noticeable difference, resulting in better sleep and more comfort throughout the day!*

- **If they were to describe their dreams and desires to a friend over dinner, what would they say?**

- *I feel amazing just after only having 1 treatment he really listened to my concerns and talked me through the treatment. I now feel amazing!*
- *After my first session, I was able to move so well for the first time in over 10 years, I am steadily getting better and better.*
- *I am now becoming more flexible and strong again, with a better awareness*

of where my issues actually are. They are also understanding of my mental health needs and empathetic.

- I noticed a huge difference after just my first treatment and with his help I am hoping to be back playing cricket again soon.*
- I found that after even the first treatment there was an improvement. My goal was to get back to playing golf twice a week. I have exercises to help me work through any discomfort in the future.*
- Hopefully next week I'll feel like a springer spaniel afterwards!*

Values, Beliefs, and Tribal Affiliations

- **What do they currently believe is true about themselves and the problems they face?**
 - I have had years of endless problems with my back, seen various Chiropractors and never really felt like I'd got to the root cause.*
 - I have such bad back issues because of my job and I don't want it to kill me when I'm older*
- **Who do they blame for their current problems and frustrations?**
 - I first booked in as I was experiencing a lot of shoulder pain after going to an osteopath*
 - After consulting doctors and physios with no luck*
 - I had recently had two hospital procedures on my back which made no difference, however after attending inspired chiropractic I have seen vast positive changes! Would highly recommend! Magical man!*
 - Found it peculiar that Andy felt it necessary to crack my neck every session but didn't question it as he was the expert. Over the years I've had numerous osteopaths & chiropractors.*
 - I've definitely been in convos with chiropractors that have felt too salesy and not enough focused on health.*
- **Have they tried to solve the problem before and failed? Why do they think they failed in the past?**
 - I was experiencing a lot of shoulder pain after going to an osteopath.*
 - Just before Christmas my left arm had no strength to the point where i couldn't even hold its own weight above my chest. After consulting doctors and physios with no luck*
 - I've previously had a few months of physiotherapy, which definitely helped me manage some of the discomfort, but I feel seeing a chiropractor helped alleviate the pain in the long term.*
 - I had been advised by other osteopaths and chiropractors that it was to tight to manipulate!*
 - Saw numerous physios on the NHS in Norfolk and paid for a number of expensive injections and had nerve denervation, non of which worked. I was ultimately told to restrict my movements to limit any pain.*
 - I'd been under the local hospital for years and with neuromuscular atrophy,*

back pain and a few other issues, I didn't think any one could help me

- *I've tried every tablet my Gp and the Neuro team can offer but no results. Since coming here for three months, my migraines have significantly reduced to one migraine every three weeks and they normally last a day or two.*
- *Andy was able to assess and correctly identify a problem with my son's hip. This problem had evaded the physiotherapist my son had been seeing for some time.*
- *I was really quite anxious about seeing a chiropractor after a bad experience with an osteopath.*
- *Went I first went to see Lara I was taking lots of medication that my GP had prescribed for back pain and sciatica, and yet I was still in Pain*

- **How do they evaluate and decide if a solution is going to work or not?**

- *Really happy with how I was received and helped.*
- *Really great experience.*
- *Excellent service, 1st time visit to a chiropractor. Made to feel comfortable.*
- *Very friendly everything was explained to me before & during my treatment.*
- *Great service.*
- *Pleasant environment professional service.*
- *Very informative.*
- *Friendly, Professional, really listens and explains everything.*
- *Luke put me at ease, explained what was going on and made a plan to get me pain-free again.*
- *Very knowledgeable. Like extremely. There wasn't anything Luke didn't know.*
- *He has such a warm and friendly personality and immediately makes you feel at ease.*
- *The staff are ever so kind, polite, lovely to talk to, highly knowledgeable and make you feel comfortable throughout and understanding of everything in the process as you go through your treatment/ session.*
- *They are absolutely worth every penny and are so very fairly priced and affordable.*
- *He is super knowledgeable and talks you through his methods and your pain points throughout while keeping a calm and inclusive approach!*
- *Affordable.*
- *Best thing I have done for my Health!*
- *The website is easy to use and informative. Booking system easy to use.*
- *The service and experience have been super polite, friendly, and efficient'*
- *What an amazing first class experience*
- *He is a very friendly and chatty chap, which helps me to relax during my*

treatment, he is great at engaging in conversation and remembers things I said I was doing and asks about it the next treatment.

- *I was shown a set of specific exercises that are easy to do at home, which will help prevent future problems. First class.*
- *He was extremely thorough and knowledgeable. He also gave me some very useful stretches to do in between the sessions.*
- *Once home my symptoms were not getting any better making me very unhappy after a lot of looking, reading, doctors & so on, I found Shane on social media in October 2020.*
- *I looked at his website and was drawn to his approach and take on pain.*
- *I found him through Google and decided to book an appointment because of the 5 star reviews.*
- *Her practice is unique, healing and greatly appreciated.*
- **Word of Mouth & Referrals:** *Trusting recommendations from friends, family, or reading online reviews is key. Many will only try a chiropractor if they see positive testimonials or high ratings.*
- **Initial Consultation Experience:** *First impressions matter. A chiropractor who listens, explains the process and demonstrates knowledge helps ease their concerns. As noted, friendly, informative, and patient-focused service is critical in decision-making.*
- **Fast Results:** *They tend to value immediate relief after their first session, which builds trust that the treatment will be effective in the long term.*

- **What figures or brands in the industry do they respect and why?**

- *Dr Jeal what an absolute hero.*
- *I have been seeing Dr Luke for years now along with my family and his knowledge, skill and expertise is second to none*
- *They are miracle workers*

- **What character traits do they value in themselves and others?**

- *More than that she listens and always remembers how my back reacts to certain treatments and what works best for me*
- *As someone who enjoys keeping active, I especially valued the time taken to consider additional mobility/resistance exercises and stretches to supplement the sessions with her.*
- *What I particularly valued about my appointments with Benedetta was receiving a diagnosis for the problem. This helped me better understand the root of the pain.*
- *She has many talents to draw on to treat you, and the care and efficiency she uses will get you back in working order. I just wish I had discovered her healing talents sooner, there's good reason many call her 'the lady with the magic hands' as she's got me back to work after hurting my back and is*

undoubtedly keeping me in working condition.

- **What character traits do they despise in themselves and others?**
 - *She's not an old-style click-and-crunch (and ouch) chiropractor.*
- **What trends in the market are they aware of? What do they think about these trends?**
 - **Non-Invasive Treatments:** *There is growing interest in non-invasive and holistic approaches to pain management, such as chiropractic care, especially as alternatives to medication or surgery.*
 - **Integration with Wellness:** *Many chiropractors are now incorporating lifestyle advice (e.g., diet, exercise, stress management) into their treatment plans, and patients appreciate this broader approach.*
 - **Technology in Chiropractic:** *Tools like spinal decompression machines and digital posture analysis are becoming more common. Patients may expect these as part of modern chiropractic care, though it's essential to communicate how traditional hands-on methods are still highly effective.*
- **What “tribes are they a part of? How do they signal and gain status in those tribes?**
 - **Health and Wellness Enthusiasts:** *See themselves as part of the active lifestyle tribe, particularly those returning to sports or fitness after treatment. They might signal this through participation in activities like yoga, swimming, running, or playing golf*
 - **Chronic Pain Survivors:** *Some patients will see themselves as part of a group that battles chronic pain or injuries, signalling their status through discussions on forums like Reddit, Facebook groups, or local health communities. Sharing recovery stories or treatment successes signals progress and resilience.*
 - **Alternative Medicine Advocates:** *Subset of patients who are pro-alternative medicine and believe in avoiding pharmaceutical solutions. They signal their commitment to natural healing by seeking treatments like chiropractic care, acupuncture, or herbal remedies.*

Places To Look For Answers:

- ☒ ~~Your client's existing customers and testimonials~~
- ☒ ~~Your client's competitors customers and testimonials~~
- ☐ Talking with anyone you personally know who matches the target market
- ☒ ~~People oversharing their thoughts and feelings online~~
 - a. Youtube

- i. (“My journey” type videos)
 - ii. Comments
- b. IG
- c. Facebook
- d. Twitter
- e. Reddit
- f. Other Forums
- g. Amazon.com Reviews
- h. Yelp and Google Business/Maps Reviews

Basic Avatar



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Name: Sarah, 42

Background Details:

- **Occupation:** Office Manager
- **Location:** Norwich, UK
- **Income:** £35,000 per year
- **Family:** Married with two children
- **Health Issues:** Chronic lower back pain and tension headaches, worsened by long hours at a desk and driving.

Painful Current State:

Sarah wakes up after a restless night due to persistent back pain. As she gets ready for work, she's frustrated by her limited range of motion—she struggles to bend over and tie her shoes without wincing. Throughout the day, her back stiffens from sitting at her desk,

and by the afternoon, she feels tension building in her neck and shoulders. Driving home after work is uncomfortable, and she worries that these daily aches are just getting worse. By the evening, she's too exhausted and sore to play with her kids or go to the gym, which leaves her feeling isolated and helpless.

She has seen a chiropractor before but had a bad experience with an osteopath, which makes her hesitant to seek treatment again. Sarah is concerned that any new treatment will be expensive and might not work. She's skeptical, frustrated, and worried her condition could become long-term if left untreated.

Dream State:

In her ideal world, Sarah would wake up feeling refreshed and pain-free, ready to tackle her day. After a few treatments with a trusted chiropractor, her back pain and headaches are gone. She feels like she's gotten her life back—able to move freely, return to the gym, and play with her kids without discomfort. At work, she's more productive and focused because she's not distracted by her pain. Her confidence has returned, and she's proud of her improved health, regularly recommending her chiropractor to friends and colleagues. Sarah feels like her old self again, full of energy and excitement for daily activities.

1. Who is the Target Avatar

- **Gender:** 50/50 split between men and women.
- **Age range:** 35-55.
- **Occupation:** Full-time employment, often desk workers (office managers, IT professionals) or active individuals (sports enthusiasts, manual labourers).
- **Income level:** £25,000 - £50,000 annually.
- **Location:** Norwich/Norfolk region.

2. Where is the avatar currently, physically, mentally, and emotionally? What are their short-, mid-, and long-term goals?

- **Physically:** Experiencing chronic pain (back, neck, shoulder), often due to poor posture, long hours at a desk, or previous injuries.
- **Mentally:** Frustrated and anxious, especially if previous treatments (physiotherapy, osteopathy) haven't worked. Skeptical about spending more money on treatments that might fail.
- **Emotionally:** Feeling stressed and isolated because their pain affects their social life and work performance.
- **Short-term goals:** Immediate relief from pain, improved mobility, and the ability to go about daily activities without discomfort.
- **Mid-term goals:** Reduce reliance on painkillers, get back to exercising (gym, sports), and prevent future injuries.
- **Long-term goals:** Lead an active, pain-free lifestyle and maintain physical independence.

3. What is the vivid current state of the avatar in terms of pain, desires, beliefs, and trust?

- **Pain:** Severe, often unbearable pain in the back, neck, or shoulders. Common complaints include headaches, stiffness, and discomfort during sleep, work, and daily activities.
- **Desires:** To eliminate pain quickly, regain mobility, and return to their normal routines, such as playing sports, working comfortably, and enjoying hobbies.
- **Beliefs:** Many are skeptical of healthcare providers due to previous failed treatments (e.g., osteopathy, physiotherapy), and they may doubt that chiropractic care will offer a permanent solution.
- **Trust:** Low to moderate trust in new healthcare providers. They value personal recommendations, reviews, and testimonials before deciding on treatment.

4. What is the vivid dream state of the avatar?

- **Pain-free life:** They imagine waking up pain-free and going through their day without any physical restrictions.
- **Active lifestyle:** They want to return to activities like running, swimming, sports, or simply playing with their kids without discomfort.
- **Productivity:** At work, they aim to be more focused and productive without being distracted by pain or taking time off for recovery.
- **Social participation:** They want to feel confident and energetic, and able to participate in social activities, hobbies, and family events without physical limitations.

5. How strong is the avatar's desire for a solution, and how does the perceived cost affect their decision-making?

- **Desire for a solution:** Very strong, especially when the pain becomes unbearable or starts affecting work and daily life.
- **Perceived cost:** Cost is a major factor in decision-making. While they are willing to spend money on a solution, they are cautious about wasting it on treatments that don't work. They need reassurance of value, usually through personal recommendations, success stories, or guarantees.

6. How much trust does the avatar have in chiropractic and the proposed mechanism as a solution?

- **Trust level:** If the clinic is new to them, initial trust is low. However, positive reviews, case studies, and strong branding can increase trust.
- **Proposed mechanism (chiropractic care):** Skepticism exists due to misinformation about chiropractic treatments. However, clear communication about non-invasive, holistic healing methods combined with visible results (e.g., fast pain relief, mobility improvement) helps build trust.

7. What is the avatar's level of awareness (unaware, problem-aware, solution-aware, or product-aware)?

- **Problem-aware:** They know they have a problem (chronic pain, mobility issues) and are actively seeking a solution.
- **Solution-aware:** Many are aware that chiropractic care exists as a potential solution but may not fully understand how it works or whether it's the right fit for their condition.
- **Product-aware:** A portion of the target audience has likely tried or considered chiropractic services but may not yet be familiar with your specific clinic or how you're different from competitors.

8. What is the Market Sophistication level (First to Market, Second to Market, Market Tired of Claims, Market Tired of the Mechanism, Market Tired of Everything)?

- **Market Tired of Claims:** Many people in the market have heard similar promises from chiropractors, osteopaths, and physiotherapists, which leads to skepticism about quick fixes.
- **Market Tired of the Mechanism:** Chiropractors are no longer new in the market, and the audience is aware of the "adjustment" mechanism. They need to hear something beyond the basics—such as personalized care, long-term solutions, or added value (e.g., wellness tips, stretches).
- **Differentiation Required:** The market requires a new angle, such as highlighting customer success stories, specialized techniques, or a focus on the broader well-being of patients.

Competitors & Customer Personas:

- **Competitors:** Nearby chiropractic clinics, physiotherapists, osteopaths, and alternative pain management clinics. Competitors will likely focus on similar audiences with an emphasis on pain relief and mobility.
- **Customer Personas:**
 - **Sarah, 42, Office Worker:** Chronic back pain from long hours at her desk. Frustrated by failed osteopathy and wants a non-invasive solution to return to the gym.
 - **Mike, 50, Manual Worker:** Lower back pain from years of manual labor. Wants fast relief and a solution that helps him avoid surgery and heavy medication.

WINNERS WRITING PROCESS -

Business Type: Chiropractor

Business Objective: Increase bookings for chiropractic treatments, targeting those suffering from chronic pain, including back, neck, and joint pain.

Establish trust with potential clients who may be skeptical or unsure about chiropractic care.

Build brand awareness through Google Ads and social media campaigns.

Funnel: Paid Google Ads - *Search -> Ad Appears -> Landing Page -> CTA -> Book Consultation*

Google Ads Funnel (Paid Ads) focused on driving traffic to the clinic's website or landing page, ultimately leading to bookings:

- **Top of Funnel (TOFU):** Broad awareness ads targeting potential patients who are problem-aware but not necessarily solution-aware.
 - **Middle of Funnel (MOFU):** Specific ads highlighting chiropractic services and testimonials, targeting users who are actively considering treatment.
 - **Bottom of Funnel (BOFU):** Conversion-focused ads offering special incentives like free consultations or discounts for first-time visits, driving direct bookings.
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Who am I talking to?

Demographics:

- a. Adults aged **35-55**, 50/50 split between men and women.
- b. Occupation: Full-time employment (office workers, manual laborers, sports enthusiasts).
- c. Income: £25,000 - £50,000.
- d. Location: **Norwich/Norfolk** region.

Psychographics:

- e. Health-conscious, but likely frustrated by chronic pain.
- f. Skeptical about healthcare providers after failed treatments (e.g., physiotherapists, osteopaths).
- g. Seeking **non-invasive** treatment options and looking for **fast relief** without relying on surgery or medication.

Behavior:

- h. Research-oriented, often looking for **reviews**, **recommendations**, and **testimonials** to guide decisions.
- i. Frequent users of **Google** and social media, especially **Facebook** and **Instagram**, to search for local services.

Where are they now?

Physical State:

- They are experiencing **chronic pain** in the back, neck, shoulders, or joints. Their pain affects daily activities such as work, physical exercise, and social engagement. Many have been suffering for **months or even years**.

Mental and Emotional State:

- Feeling frustrated and **skeptical** due to previous unsuccessful attempts at pain relief (physiotherapy, osteopathy).
- **Anxious** about trying new treatments, worried about **wasting money** or not seeing results.
- Some feel **isolated** from social activities or work due to their physical limitations, and they want to reclaim their **active lifestyles**.

Current Trust Level:

Moderate to low. They need to be reassured through testimonials and credible information to feel confident about chiropractic care.

What do I want them to do?

Primary Action:

- **Book a free consultation or schedule a first-time appointment** with the chiropractic clinic.

Secondary Actions:

Engage with educational content on social media (e.g., posts about how chiropractic care works).

Leave their details (email/phone) for a follow-up.

Explore the clinic's website for more information about services and treatments. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- **See: Trustworthy testimonials** from real patients describing similar pain issues and their relief after treatment.
 - **Special offers** like a free consultation or discounted first session to reduce the perceived financial risk.
 - A **clear, professional website** that explains chiropractic care in simple, easy-to-understand terms.
 - **Feel:**
 - **Reassurance** that chiropractic care is a safe, effective solution that will give them the pain relief they have been seeking.
 - A sense of **urgency** or encouragement that their pain will get worse if left untreated, but it can be resolved with the right care.
 - **Confidence** in the chiropractor's expertise, built through patient success stories and educational content about the science behind chiropractic adjustments.
 - **Experience:**
 - A **simple and smooth booking process**—whether online or by phone—ensuring that they can book quickly and easily.
 - An **informative first consultation** where they can meet the chiropractor, ask questions, and feel that they are in knowledgeable hands.
 - Immediate or near-immediate **relief** after their first session, as promised by testimonials and the advertising.
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Google Ads - Top Player Analysis -

Sponsored



Ola Chiropractic

<http://www.totneschiropractic.co.uk> › chiro



Devon Based Clinic | Best Rated Chiropractor

Our Clinic Has A 5 Star Reputation. We Will Treat You Post Back, Neck & Spine Injuries. Our Team Of Highly Qualified Chiro's Are Here To Help. Book Online Or Call Us. Chiro Specialists.

Chiropractor · Totnes · Open · Closes 6 pm

Contact Us

Chiropractor

Back Pain

1. Headline:

- **"Devon Based Clinic | Best Rated Chiropractor"**
 - The headline is clear and highlights two important factors: **location** (Devon) and **social proof** (Best Rated Chiropractor).
 - This immediately establishes credibility and relevance for users searching for chiropractic services in the area.

2. Description:

- **"Our Clinic Has A 5 Star Reputation. We Will Treat You Post Back, Neck & Spine Injuries. Our Team Of Highly Qualified Chiro's Are Here To Help. Book Online Or Call Us. Chiro Specialists."**
 - The description leverages **social proof** again by mentioning their 5-star reputation, which is an excellent trust signal.
 - They mention **specific pain points** that their audience might be experiencing (back, neck, and spine injuries), ensuring relevance to the target audience.
 - They offer **two convenient methods** of booking: **online** or by calling, making it easy for potential clients to convert.
 - **"Chiro Specialists"** adds another credibility factor.

3. Site Links:

- **Contact Us, Chiropractor, Back Pain**
 - These **site links** improve the ad's visibility and offer additional pathways for potential customers to explore, likely increasing CTR (Click-Through Rate).
 - Each of these links addresses specific customer concerns (contact, services, and specific conditions).

4. Image:

- The ad includes an **image** of what appears to be a practitioner, which humanizes the clinic and makes the ad more personable. Visual elements often increase engagement.

Strengths:

1. **Social Proof:** The ad leverages **reviews and ratings** (5 stars) prominently, which helps build trust.

2. **Location Focus:** Clear focus on being **Devon-based**, making it relevant to the local audience.
3. **Pain Points:** The mention of **specific injuries (back, neck, spine)** immediately resonates with the pain or needs of the target audience.
4. **Clear and Multiple CTAs:** The ad provides **multiple ways to take action** (book online or call), making it easy for users to convert regardless of their preference.

Opportunities for Improvement:

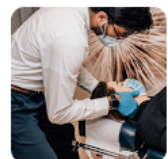
1. **USP (Unique Selling Proposition):**
 - While the ad states they are “Best Rated,” it could further differentiate itself by addressing what makes them unique compared to competitors. For example, highlighting **treatment techniques** or **holistic care** could stand out more.
 - Consider focusing on what distinguishes their practice beyond social proof (e.g., specific therapies, specialized equipment, faster recovery times).
2. **Emotional Trigger:**
 - The ad focuses on factual statements but misses out on **emotional triggers**. For instance, adding a line like, “Get back to living pain-free and enjoy life again” could evoke more emotion and connect with the user’s desire for relief.
3. **Offer or Incentive:**
 - The ad doesn’t mention any specific **offers or discounts**. Providing a **limited-time offer**, such as “Free consultation” or “50% off first visit,” could increase the likelihood of a click or conversion, especially if competitors aren’t offering this.
4. **Additional Keywords:**
 - The ad could include more specific keywords like “**Chiropractor in Devon**,” “**local chiropractor for pain relief**,” etc. to further align with potential search terms.

Sponsored



HealingHands Chiropractic

<https://www.healing-hands-chiropractic.co.uk> › pinched-nerve



Richmond Chiropractic Clinic

Chiropractors in Richmond — Treatment for muscle & nerve pain issues & different injuries. Emergency slots available

[Our Team](#)

[Pricing Information](#)

[Customer Reviews](#)

[Contact](#)

[About Us](#)

[Services Offered](#)

Deal: 83% off Chiropractic Checkup

📍 [26 Richmond Hill, Richmond](#) - Open today · 1:00 – 7:00 pm ▼

1. **Headline:**
 - “**Richmond Chiropractic Clinic**”

- The headline is straightforward and includes the **location** (Richmond) and the business type (Chiropractic Clinic). It's clear but doesn't leverage a strong USP or emotional appeal like "Best Rated" or "Trusted by Thousands."
 - 2. **Description:**
 - **"Chiropractors in Richmond — Treatment for muscle & nerve pain issues & different injuries. Emergency slots available."**
 - The description directly addresses the services provided and mentions **muscle and nerve pain**, which are common concerns of the target audience. The inclusion of **emergency slots** makes this ad stand out, indicating they are available for urgent situations.
 - 3. **Site Links:**
 - **Our Team, Pricing Information, Customer Reviews, Contact, About Us, Services Offered**
 - These site links give a broad range of options for users to explore. It covers almost all the important aspects a potential customer would look for—team credentials, pricing, customer feedback, and details on the services.
 - 4. **Deal/Offer:**
 - **"Deal: 83% off Chiropractic Checkup"**
 - This **strong offer** grabs attention and is likely to attract users who are price-sensitive. An 83% discount is a significant offer, giving them an edge over competitors without such deals.
 - 5. **Address & Hours:**
 - **"26 Richmond Hill, Richmond — Open today: 1:00 PM to 7:00 PM"**
 - Clear mention of the **location** and **hours** makes it easy for users to see the clinic's accessibility, especially with specific hours shown.
 - 6. **Image:**
 - The ad also features an **image** of a chiropractor, adding a personal touch. This visual reinforces the ad's credibility and can help connect with viewers.
-

Strengths:

1. **Strong Offer:**
 - The **83% discount** is a significant hook and can draw price-sensitive users or those interested in trying chiropractic care at a low cost.
2. **Emergency Availability:**
 - Mentioning **emergency slots** could appeal to people in urgent need of care, positioning the clinic as a reliable and immediate solution for pain relief.
3. **Comprehensive Site Links:**
 - The **diverse site links** (team, pricing, reviews) offer potential clients easy access to key information, likely boosting engagement and click-through rates.
4. **Clear Focus on Pain Relief:**

- By addressing **muscle and nerve pain** specifically, the ad speaks directly to those suffering from these issues, making it more relevant to the searcher's needs.

Opportunities for Improvement:

1. **Weak Emotional Hook:**
 - The ad is **factual** but lacks an emotional element that connects with the audience on a deeper level. Adding language around “**relieving your pain**” or “**getting you back to a pain-free life**” could resonate more with potential clients.
2. **Stronger USP Needed:**
 - The headline is clear but doesn't differentiate the clinic from others. Adding a **unique selling proposition (USP)** like “most advanced techniques” or “trusted by athletes” would help.
3. **Offer Transparency:**
 - While the **83% discount** is a great deal, it could be helpful to clarify what exactly the checkup entails or if there are any additional costs, to avoid potential confusion.
4. **Expand on Services:**
 - The mention of “different injuries” is a bit vague. It could be more specific, such as mentioning **sports injuries**, **work-related injuries**, or **posture correction**, which could help target different pain points.
5. **Video or Testimonials:**
 - If possible, using **videos or dynamic content** such as patient testimonials could provide additional social proof and trust factors.

Sponsored



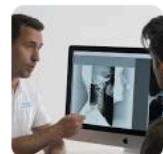
Proback

<https://www.proback.com>

Back Pain Specialist Victoria | Same Day Appointments

Award-Winning **Back Pain** Clinic Victoria **London**. Non-Surgical. Up To 90% Success. Enquire! Award-Winning **Back Pain** Clinic Victoria **London**. 1st Consultation £90. 9/10 Recommend Us!

Call us



1. **Headline:**
 - “**Back Pain Specialist Victoria | Same Day Appointments**”
 - The headline is strong and **location-specific**, targeting Victoria in London. It highlights two key selling points:
 - **Specialization** in back pain.
 - **Same-day appointments**, which is a powerful incentive for those seeking urgent care.

2. Description:

- "Award-Winning Back Pain Clinic Victoria London. Non-Surgical. Up To 90% Success. Enquire! Award-Winning Back Pain Clinic Victoria London. 1st Consultation £90. 9/10 Recommend Us!"

- The description packs several key details, including:
 - **Award-winning status**, which boosts credibility.
 - **Non-surgical** treatment, appealing to those who want to avoid surgery.
 - **90% success rate**, which suggests high efficacy.
 - **First consultation price of £90**, providing cost transparency.
 - **9/10 recommend**, adding a strong **social proof** element.

3. Call-to-Action (CTA):

- "Call us"
 - A simple and effective CTA encouraging immediate action.

4. Image:

- The ad includes an **image** of a healthcare professional showing an X-ray or spinal imagery, which reinforces the medical and diagnostic aspect of their services. This visual likely builds trust in the clinic's professionalism.
-

Strengths:

1. Specialization and Urgency:

- The emphasis on being a **back pain specialist** paired with **same-day appointments** creates a sense of urgency and expertise, catering to people who need relief quickly.

2. Award-Winning & Trust Signals:

- Using the "**award-winning**" label boosts trust and credibility, making the clinic stand out. Additionally, the **9/10 recommendation** statistic provides a solid **social proof** factor.

3. Non-Surgical Option:

- The focus on **non-surgical treatments** appeals to those wary of invasive procedures, making the clinic more approachable for individuals who fear surgery.

4. Clear Success Rate:

- The **up to 90% success rate** is a concrete figure that provides confidence in their treatment efficacy. It sets realistic expectations, which may reduce doubts about the effectiveness of their services.

5. Transparent Pricing:

- Including the **£90 first consultation price** adds a layer of transparency. Many potential customers worry about hidden costs, so this upfront information reduces friction.

6. Consistent Repetition of Benefits:

- The ad repeats key elements like "award-winning" and "Back Pain Clinic Victoria" to ensure the message sticks, especially when users scan ads quickly.

Opportunities for Improvement:

1. **Clarify the 90% Success Rate:**
 - The **"up to 90% success"** claim is strong, but it lacks clarity. Success at what exactly? While it seems implied that it's for back pain relief, specifying **which treatments achieve this success rate** (e.g., specific conditions or therapies) could add credibility.
2. **More Emotional Appeal:**
 - Similar to the previous ads, this one could benefit from **emotional language**. For example, "Start your journey to a pain-free life today" would appeal to individuals frustrated by chronic pain, encouraging them to take action.
3. **More Personal CTA:**
 - While **"Call us"** is straightforward, it could be enhanced by focusing more on the benefit, such as "Call today for same-day relief" or "Book your consultation now for fast relief." This directly ties the action to the benefit.
4. **Expand on the USP:**
 - Although the ad mentions "award-winning" and a high success rate, it would be helpful to highlight **why** the clinic is award-winning or any unique techniques or treatments they use, especially compared to other chiropractors in the area.
5. **Avoid Repetition:**
 - The ad repeats the **"award-winning back pain clinic"** and **location** several times, which may seem redundant. Instead of using this space for repetition, they could introduce a **testimonial** or expand on a unique aspect of their care.

Strong, Specific Headlines

- **Highlight Specialization:** Make it clear that you specialize in **chiropractic care** and focus on your key area (e.g., back pain, spinal adjustments, etc.). People respond well to businesses that are **experts in a specific problem**.
- **Location-Specific:** Include your **location** in the headline to attract locals looking for nearby clinics. This improves your ad relevance and click-through rate (CTR).
- **Example:** "Back Pain Relief in [Location] | Same Day Chiropractic Appointments"

2. Address Urgency or Convenience

- **Same-Day Appointments or Emergency Slots:** Like the ads we reviewed, if you can offer **quick appointments**, emphasize this to appeal to people in urgent need of relief.
- **Easy Booking Process:** Use phrases like **"Book Now"** or **"Call Today"** to reduce friction and make it clear that people can **take action immediately**.

3. Clear, Direct Call-to-Action (CTA)

- Use **actionable** and **benefit-driven** CTAs, like "Book Your Consultation Today," "Call for Fast Relief," or "Schedule Your Appointment Now for Same-Day Treatment."
- Make it easy to engage by including a **click-to-call** button or **online booking link**.

4. Social Proof and Trust Signals

- **Awards or Special Recognition:** If your clinic has any **awards**, mention it to boost credibility and **trust**. Phrases like "Award-Winning Clinic" or "Rated Best Chiropractor" work well.
- **Customer Reviews or Ratings:** If you have strong Google or Trustpilot reviews, feature **5-star ratings** or "**9/10 Recommend Us**" to build immediate trust with potential patients.
- **Example:** "Highly Rated Back Pain Specialists in [Location] | 5-Star Reviews"

5. Problem-Solution Approach

- Address **pain points** upfront in your ad. People looking for chiropractic services likely suffer from **back pain**, **neck pain**, or **spine issues**.
- Pair this with how you can solve it. Use phrases like "**Non-Surgical Treatment**" or "**Expert Pain Relief**" to differentiate from more invasive options.
- **Example:** "Get Lasting Relief from Back Pain | No Surgery Needed"

6. Specific, Quantifiable Success Rates

- If you can, include **success metrics** like "**90% success rate**" or "**9 out of 10 patients recommend us**." Specific numbers create confidence in your service.
- **Example:** "Up to 90% Success in Pain Relief Treatments"

7. Transparency Around Pricing or Special Offers

- **Upfront pricing** like "Consultation Only £50" reduces friction for users and makes them more likely to convert.
- **Special Offers:** Promote limited-time deals or discounted first consultations to make it easy for new patients to try your service.
- **Example:** "First Consultation Only £50 | Book Today"

8. Emphasize Non-Invasive Treatments

- If you offer **non-surgical** or **gentle treatments**, make sure to mention it. Many patients fear surgery, so emphasizing **safe**, **gentle**, and **effective** care helps alleviate these concerns.

9. Visual Appeal in Display Ads

- Use **images** of professional chiropractors interacting with patients, or visuals that relate to **pain relief**, **spinal health**, and **trust**.

- Photos of your clinic, happy patients, or your chiropractic tools can enhance the **trust factor** and improve click-through rates.

10. Location and Availability

- Include your **clinic's location** and **hours of operation** in the ad copy to make it easy for users to know whether you're a good fit based on convenience.
- If you're targeting locals, emphasize the proximity of your clini

Keyword Research -

Transaccional - Actively are looking for a SOLUTION.

Informational - Research phase and might require further information before CONVERTING.

1. Service - Specific Keywords - Transactional

"Chiropractic adjustment Norwich"
 "Spinal adjustment Norwich"
 "Chiropractic therapy Norwich"
 "Chiropractic treatment for back pain Norwich"
 "Neck adjustment Norwich"
 "Chiropractic manipulation Norwich"
 "Posture correction Norwich chiropractor"
 "Chiropractic services for joint pain Norwich"
 "Chiropractic care for arthritis Norwich"
 "Chiropractor near me for joint pain"
 "Chiropractor for sciatica Norwich"
 "Chiropractor for slipped disc Norwich"
 "Chiropractor for migraines Norwich"
 "Chiropractor for sports injuries Norwich"
 "Chiropractor for headaches Norwich"
 "Chiropractor for neck pain Norwich"
 "Back pain relief chiropractor Norwich"
 "Chiropractic treatment for scoliosis Norwich"
 "Chiropractor for pinched nerve Norwich"
 "Chiropractor for herniated disc Norwich"

2. Location-Based Keywords - Transactional

- "Chiropractor Norwich"
- "Chiropractic care Norwich"
- "Best chiropractor in Norwich"

- "Chiropractic services Norwich"
- "Top-rated chiropractor Norwich"
- "Norwich chiropractic clinic"
- "Affordable chiropractor Norwich"
- "Trusted chiropractor in Norwich"
- "Norwich back pain specialist"
- "Chiropractor near Norwich"
- "Chiropractor near Great Yarmouth"
- "Chiropractic services in Wroxham"
- "Back pain chiropractor in Hethersett"
- "Chiropractic clinic near Acle"
- "Chiropractor in Attleborough"
- "Best chiropractor near Dereham"
- "Chiropractor for back pain near Costessey"
- "Norfolk chiropractor"
- "Chiropractor in East Anglia"
- "Chiropractor near Norwich airport"
- "Norwich Chiropractic Services Norfolk"
- "Chiropractor East of England"
- "Where can I find a chiropractor in Norwich?"
- "Best chiropractor for back pain in Norwich"
- "How to find a chiropractor near Norwich?"
- "Chiropractor open on weekends Norwich"
- "Emergency chiropractor Norwich"
- "Walk-in chiropractor near Norwich"
- "Affordable chiropractor services near Norwich"

3. Condition - Based Keywords - Transactional/Informational

- "Lower back pain treatment Norwich"
- "Chiropractic care for lower back pain Norwich"
- "Chiropractor for upper back pain Norwich"
- "Spinal stenosis treatment Norwich"
- "Chiropractic care for spinal misalignment Norwich"
- "Chiropractic care for spinal arthritis Norwich"
- "Treatment for spinal injury Norwich"
- "Chiropractor for scoliosis Norwich"
- "Treatment for bulging disc Norwich"
- "Chiropractic care for neck pain Norwich"
- "Neck pain specialist Norwich"
- "Treatment for neck strain Norwich"
- "Chiropractor for stiff neck Norwich"
- "Chiropractor for shoulder pain Norwich"

- "Chiropractor for shoulder injury Norwich"
- "Chiropractic care for whiplash Norwich"
- "Treatment for neck injury Norwich"
- "Neck and shoulder pain relief Norwich"
- "Chiropractor for shoulder blade pain Norwich"
- "Chiropractor for sciatica Norwich"
- "Sciatica pain relief Norwich"
- "Pinched nerve treatment Norwich"
- "Chiropractor for nerve pain Norwich"
- "Treatment for nerve compression Norwich"
- "Chiropractor for radiculopathy Norwich"
- "Nerve pain treatment Norwich"
- "Chiropractor for numbness and tingling Norwich"
- "Treatment for pinched nerve in back Norwich"
- "Chiropractor for nerve damage Norwich"
- "Chiropractic care for migraines Norwich"
- "Chiropractic treatment for headaches Norwich"
- "Chiropractor for tension headaches Norwich"
- "Headache relief chiropractor Norwich"
- "Treatment for chronic headaches Norwich"
- "Migraine specialist chiropractor Norwich"
- "Chiropractor for sinus headaches Norwich"
- "Treatment for cluster headaches Norwich"
- "Chiropractor for cervicogenic headaches Norwich"
- "Chiropractor for occipital headaches Norwich"
- "Chiropractic care for sports injuries Norwich"
- "Sports injury chiropractor Norwich"
- "Chiropractor for knee injury Norwich"
- "Chiropractor for tennis elbow Norwich"
- "Chiropractic treatment for sports-related injuries Norwich"
- "Sports chiropractor Norwich"
- "Chiropractor for ankle injury Norwich"
- "Chiropractor for shoulder injury from sports Norwich"
- "Rehabilitation for sports injury Norwich"
- "Chiropractor for muscle strain Norwich"
- "Chiropractor for arthritis pain Norwich"
- "Chiropractic care for fibromyalgia Norwich"
- "Chiropractor for chronic back pain Norwich"
- "Chiropractor for chronic neck pain Norwich"
- "Chronic pain relief chiropractor Norwich"
- "Chiropractic care for rheumatoid arthritis Norwich"
- "Treatment for chronic joint pain Norwich"
- "Chiropractor for chronic migraines Norwich"
- "Chiropractor for osteoarthritis Norwich"

- "Chiropractic treatment for degenerative disc disease Norwich"
- "Posture correction chiropractor Norwich"
- "Chiropractor for poor posture Norwich"
- "Chiropractor for kyphosis Norwich"
- "Chiropractic care for rounded shoulders Norwich"
- "Chiropractic care for lordosis Norwich"
- "Chiropractor for walking issues Norwich"
- "Chiropractic care for hip misalignment Norwich"
- "Postural alignment chiropractor Norwich"
- "Treatment for gait abnormalities Norwich"
- "Chiropractor for postural rehabilitation Norwich"

4. Symptom-Based Keywords - Informational/Transactional

- "Lower back pain relief Norwich"
- "Chiropractor for sharp back pain Norwich"
- "Relief for aching back Norwich"
- "Chronic back pain treatment Norwich"
- "Sudden back pain chiropractor Norwich"
- "Chiropractor for back spasms Norwich"
- "Chiropractic care for back tightness Norwich"
- "Relief for dull back pain Norwich"
- "Chiropractor for stiff back Norwich"
- "Back pain shooting down leg Norwich"
- "Stiff neck relief Norwich"
- "Chiropractor for neck pain when turning head Norwich"
- "Relief for sharp neck pain Norwich"
- "Chiropractor for sore neck Norwich"
- "Neck pain causing headaches Norwich"
- "Chiropractor for neck stiffness Norwich"
- "Neck pain when sleeping chiropractor Norwich"
- "Chiropractor for constant neck pain Norwich"
- "Neck pain from poor posture Norwich"
- "Relief for upper neck pain Norwich"
- "Chiropractor for tingling in hands Norwich"
- "Numbness in legs chiropractor Norwich"
- "Chiropractor for nerve pain Norwich"
- "Pins and needles treatment Norwich"
- "Chiropractor for radiating pain down leg Norwich"
- "Nerve pain in back relief Norwich"
- "Chiropractor for numb hands and fingers Norwich"
- "Burning sensation in back relief Norwich"

- "Chiropractor for sciatica symptoms Norwich"
- "Chiropractor for leg numbness Norwich"
- "Knee pain chiropractor Norwich"
- "Chiropractor for elbow pain Norwich"
- "Shoulder pain treatment Norwich"
- "Chiropractor for hip pain Norwich"
- "Joint pain relief chiropractor Norwich"
- "Chiropractic treatment for wrist pain Norwich"
- "Chiropractor for ankle pain Norwich"
- "Chiropractor for popping joints Norwich"
- "Chiropractic care for swollen joints Norwich"
- "Joint stiffness relief Norwich"
- "Relief for tension headaches Norwich"
- "Chiropractor for migraines Norwich"
- "Chiropractic care for chronic headaches Norwich"
- "Headaches after neck pain Norwich"
- "Chiropractor for sinus headaches Norwich"
- "Relief for headaches from poor posture Norwich"
- "Headaches from neck tension chiropractor Norwich"
- "Frequent headaches chiropractor Norwich"
- "Cluster headache relief Norwich"
- "Chiropractor for migraines after neck injury Norwich"
- "Chiropractor for muscle spasms Norwich"
- "Chiropractor for muscle tightness Norwich"
- "Relief for sore muscles Norwich"
- "Chiropractor for tense muscles Norwich"
- "Chiropractor for muscle cramps Norwich"
- "Chiropractic care for muscle pain after injury Norwich"
- "Chiropractor for achy muscles Norwich"
- "Chiropractor for pulled muscle Norwich"
- "Chiropractor for muscle soreness Norwich"
- "Chiropractor for muscle pain in lower back Norwich"
- "Chiropractor for limited mobility Norwich"
- "Help with poor posture Norwich"
- "Chiropractor for hunched shoulders Norwich"
- "Chiropractic care for difficulty walking Norwich"
- "Chiropractor for bad posture Norwich"
- "Chiropractor for rounded shoulders Norwich"
- "Relief for stiff posture Norwich"
- "Chiropractic care for hip misalignment Norwich"
- "Chiropractor for gait problems Norwich"
- "Chiropractor for poor balance Norwich"

5. General-Based Keywords - Informational

- "Chiropractor clinic near me"
- "Chiropractic care services"
- "Chiropractic adjustments"
- "Find a chiropractor"
- "Chiropractic treatment"
- "What does a chiropractor do?"
- "Chiropractor for back pain"
- "Chiropractic therapy"
- "Benefits of chiropractic care"
- "Holistic back pain treatment"
- "Chiropractic for wellness"
- "Chiropractor for overall health"
- "How can a chiropractor help?"
- "Chiropractor vs physical therapist"
- "Chiropractic care for pain relief"
- "Chiropractic care for injury recovery"
- "Chiropractic care for posture correction"
- "How often should you visit a chiropractor?"
- "Spinal adjustments"
- "Manual adjustments chiropractor"
- "Chiropractic manipulation techniques"
- "Chiropractic care for spine health"
- "Chiropractic massage therapy"
- "Chiropractic methods"
- "Gentle chiropractic adjustments"
- "Chiropractor for pain management"
- "Chiropractor for joint pain"
- "Chiropractic services overview"
- "Chiropractor for joint pain"
- "Chiropractor for muscle pain"
- "Chiropractic care for back issues"
- "Neck and spine chiropractor"
- "Chiropractor for mobility issues"
- "Chiropractic care for elderly patients"
- "Chiropractic care for children"
- "Can a chiropractor help with arthritis?"
- "What conditions do chiropractors treat?"
- "Chiropractor for sports injuries"
- "Is chiropractic care effective?"
- "Chiropractic care benefits"
- "Chiropractic therapy pros and cons"
- "Is chiropractic care safe?"

- "How does chiropractic care work?"
- "When to see a chiropractor?"
- "What to expect at the chiropractor"
- "Do I need chiropractic adjustments?"
- "Are chiropractic adjustments painful?"
- "Chiropractor FAQs"
- "Local chiropractor near me"
- "Walk-in chiropractor near me"
- "Top-rated chiropractor in [Location]"
- "Affordable chiropractor near me"
- "Chiropractor open on weekends"
- "Chiropractor open today near me"
- "Emergency chiropractor near me"
- "Chiropractic clinic open now"
- "Nearest chiropractor"
- "Chiropractic office near me"

6. Brand-Based Keywords - Transactional/Informational

- "[Your Clinic Name] chiropractor"
- "[Your Clinic Name] reviews"
- "[Your Clinic Name] chiropractic services"
- "[Your Clinic Name] back pain specialist"
- "Contact [Your Clinic Name] chiropractor"
- "[Your Clinic Name] chiropractic clinic in [Location]"
- "[Your Clinic Name] opening hours"
- "How to book with [Your Clinic Name] chiropractor"
- "[Your Clinic Name] phone number"
- ***"Visit [Your Clinic Name] chiropractic clinic"
- "[Competitor Clinic Name] chiropractor"
- "[Competitor Clinic Name] chiropractic services"
- "Compare [Competitor Clinic Name] with [Your Clinic Name]"
- "Reviews for [Competitor Clinic Name]"
- "[Competitor Clinic Name] back pain chiropractor"
- "[Competitor Clinic Name] vs [Your Clinic Name]"
- "Alternative to [Competitor Clinic Name]"
- "Best chiropractor in [Location] [Competitor Clinic Name]"
- "Book appointment with [Competitor Clinic Name]"
- "[Competitor Clinic Name] chiropractic prices"

7. Offer/Discount Keywords - Transactional

- "Chiropractor discount Norwich"
- "Chiropractic services discount Norwich"
- "Chiropractor special offer Norwich"

- "Chiropractor first visit discount"
- "Affordable chiropractor near me"
- "Chiropractor deals near me"
- "Chiropractor promotional offer Norwich"
- "Cheap chiropractor Norwich"
- "Low-cost chiropractor Norwich"
- "Chiropractor discount services Norwich"
- "Chiropractor first consultation discount"
- "Free chiropractic consultation Norwich"
- "Chiropractor first appointment discount"
- "50% off first chiropractic visit Norwich"
- "Chiropractor initial consultation offer Norwich"
- "Discounted chiropractor first appointment"
- "Chiropractor new patient discount Norwich"
- "Free first session chiropractor Norwich"
- "First-time chiropractor discount Norwich"
- "Chiropractor welcome offer Norwich"
- "Limited-time chiropractor offer Norwich"
- "Chiropractor promotional deal Norwich"
- "Chiropractic care sale Norwich"
- "Chiropractor special promotion Norwich"
- "Chiropractic service seasonal discount"
- "Chiropractor holiday promotion Norwich"
- "Chiropractic care discount code"
- "Best chiropractic deal near me"
- "Seasonal chiropractic offers Norwich"
- "Limited-time chiropractor discount Norwich"
- "Chiropractic treatment package deal"
- "Chiropractor multi-session discount Norwich"
- "Chiropractic care package Norwich"
- "Discount on chiropractic packages"
- "Chiropractic care bundle offer Norwich"
- "Chiropractic family plan discount"
- "Chiropractic package deal Norwich"
- "Chiropractor discount plan Norwich"
- "Chiropractic service package Norwich"
- "Discount for multiple chiropractic sessions"

8. Urgency/Availability Keywords - Transactional

- "Emergency chiropractor near me"
- "Emergency chiropractic services Norwich"
- "Chiropractor open now near me"
- "Urgent care chiropractor Norwich"
- "Chiropractor open today Norwich"

- "Same-day chiropractor appointment Norwich"
- "Immediate chiropractic care Norwich"
- "Emergency back pain chiropractor"
- "Urgent chiropractor for neck pain"
- "Chiropractor open weekends Norwich"
- "Same-day chiropractor near me"
- "Chiropractor same-day appointment Norwich"
- "Book a same-day chiropractor Norwich"
- "Chiropractor appointment today Norwich"
- "Chiropractor open today near me"
- "Same-day chiropractic services Norwich"
- "Chiropractor available now Norwich"
- "Last-minute chiropractor appointment Norwich"
- "Get same-day chiropractic care Norwich"
- "Chiropractor open late today Norwich"

9. Treatment Specific Keywords - Transacitonal

- Spinal Adjustments & Manipulation:
 - "Spinal adjustment chiropractor Norwich"
 - "Chiropractic manipulation near me"
 - "Manual spinal manipulation Norwich"
 - "Chiropractor for spinal realignment Norwich"
 - "Chiropractor for spinal decompression Norwich"
 - "Spine adjustment near me"
 - "Spinal decompression therapy Norwich"
 - "Chiropractor for back alignment Norwich"
 - "Chiropractic spinal treatment Norwich"
 - "Chiropractor for spine correction Norwich"
- Posture Correction:
 - "Posture correction chiropractor Norwich"
 - "Chiropractor for bad posture Norwich"
 - "Postural realignment chiropractor Norwich"
 - "Chiropractic care for slouching Norwich"
 - "Chiropractor for rounded shoulders Norwich"
 - "Chiropractic posture correction near me"
 - "Postural therapy chiropractor Norwich"
 - "Chiropractor for posture improvement Norwich"
 - "Chiropractor for hunched back Norwich"
 - "Chiropractor for posture rehabilitation Norwich"
- Sports-Related Treatments:
 - "Sports chiropractor Norwich"
 - "Chiropractic care for sports injuries Norwich"

- "Chiropractor for athletic performance Norwich"
- "Chiropractor for tennis elbow Norwich"
- "Chiropractor for sports injury rehabilitation Norwich"
- "Chiropractor for knee injuries Norwich"
- "Chiropractic treatment for runners Norwich"
- "Chiropractor for shoulder injury Norwich"
- "Chiropractor for ankle injury Norwich"
- "Sports chiropractic care Norwich"
 - Massage Therapy & Soft Tissue Treatments:
 - "Chiropractor with massage therapy Norwich"
 - "Chiropractic massage near me"
 - "Chiropractic care for muscle tension Norwich"
 - "Chiropractor for soft tissue therapy Norwich"
 - "Chiropractor for myofascial release Norwich"
 - "Chiropractor for deep tissue therapy Norwich"
 - "Chiropractic soft tissue release Norwich"
 - "Chiropractor for muscle tension relief Norwich"
 - "Chiropractic massage for pain relief Norwich"
 - "Chiropractor for trigger point therapy Norwich"
 - Neck & Back Pain Treatments:
 - "Chiropractor for neck adjustments Norwich"
 - "Chiropractic care for lower back pain Norwich"
 - "Chiropractic care for neck pain Norwich"
 - "Chiropractor for upper back pain Norwich"
 - "Chiropractor for neck manipulation Norwich"
 - "Back pain chiropractic treatment Norwich"
 - "Chiropractor for severe neck pain Norwich"
 - "Chiropractor for sciatica pain relief Norwich"
 - "Chiropractic treatment for back pain Norwich"
 - "Chiropractor for neck stiffness Norwich"
 - Specialized Chiropractic Techniques:
 - "Activator method chiropractor Norwich"
 - "Cox technique chiropractor Norwich"
 - "Graston technique chiropractor Norwich"
 - "Chiropractor for extremity adjustments Norwich"
 - "Chiropractor for diversified technique Norwich"
 - "Chiropractor for Thompson drop technique Norwich"
 - "Chiropractor for flexion-distraction technique Norwich"
 - "Chiropractor for SOT technique Norwich"
 - "Chiropractic instrument adjusting Norwich"
 - "Manual therapy chiropractor Norwich"
 - Prenatal & Pediatric Chiropractic Care:
 - "Prenatal chiropractor Norwich"
 - "Pregnancy chiropractic care Norwich"

- "Chiropractor for prenatal back pain Norwich"
- "Chiropractic care for pregnant women Norwich"
- "Chiropractor for pregnancy discomfort Norwich"
- "Pediatric chiropractor Norwich"
- "Chiropractor for infants Norwich"
- "Chiropractor for child back pain Norwich"
- "Chiropractic care for kids Norwich"
- "Chiropractor for pregnancy sciatica Norwich"
 - Chronic Pain & Rehabilitation:
- "Chiropractor for chronic pain Norwich"
- "Chiropractor for pain management Norwich"
- "Chiropractic care for arthritis Norwich"
- "Chiropractor for fibromyalgia Norwich"
- "Chiropractor for chronic back pain Norwich"
- "Chiropractor for degenerative disc disease Norwich"
- "Chiropractic treatment for osteoarthritis Norwich"
- "Chiropractor for rheumatoid arthritis Norwich"
- "Chiropractor for chronic headaches Norwich"
- "Chiropractic rehabilitation therapy Norwich"
 - Injury-Specific Chiropractic Care:
- "Chiropractor for whiplash Norwich"
- "Chiropractic treatment for car accident injuries Norwich"
- "Chiropractor for work injury Norwich"
- "Chiropractor for slip and fall injury Norwich"
- "Chiropractor for injury recovery Norwich"
- "Chiropractic care for spinal injury Norwich"
- "Chiropractor for herniated disc Norwich"
- "Chiropractor for pinched nerve Norwich"
- "Chiropractor for neck injury Norwich"
- "Chiropractic care for sciatica injury Norwich"

Urgency, Service-Specific, and Location-Based Keywords - High Intent

Location-Based Keywords-

affordable chiropractor norwich

affordable chiropractor services near norwich

best chiropractor for back pain in norwich

best chiropractor in norwich

chiropractic care norwich

chiropractic services norwich

chiropractor near great yarmouth

chiropractor near norwich

chiropractor norwich

chiropractor open on weekends norwich

how to find a chiropractor near norwich

norfolk chiropractor

norwich back pain specialist

norwich chiropractic clinic

norwich chiropractic services norfolk

top rated chiropractor norwich

trusted chiropractor in norwich

where can i find a chiropractor in norwich

Service - Based Keywords -

back pain relief chiropractor norwich
chiropractic adjustment norwich
chiropractic manipulation norwich
chiropractic services for joint pain norwich
chiropractic therapy norwich
chiropractic treatment for back pain norwich
chiropractor for headaches norwich
chiropractor for herniated disc norwich
chiropractor for migraines norwich
chiropractor for neck pain norwich
chiropractor for sciatica norwich
chiropractor for slipped disc norwich
chiropractor for sports injuries norwich
chiropractor near me for joint pain
neck adjustment norwich
posture correction norwich chiropractor

spinal adjustment norwich

Urgent-Based Keywords -

book a same day chiropractor norwich

chiropractor appointment today norwich
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chiropractor available near me norwich
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chiropractor available now norwich

chiropractor for fast pain relief norwich

chiropractor open late today norwich

chiropractor open now near me

chiropractor open today near me

chiropractor open today norwich

chiropractor same day appointment norwich

get fast relief from back pain norwich
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get same day chiropractic care norwich
--

immediate chiropractic care norwich

last minute chiropractor appointment norwich
--

quick back pain relief chiropractor norwich
same day chiropractic services norwich
same day chiropractor appointment norwich
same day chiropractor near me
urgent care chiropractor norwich

Location-Based Ad Group Draft -

Headlines -

- Top-Rated Chiropractor In Norwich
- Chiropractor Norwich
- *Trusted 5* Rated Chiropractor*
- Book A Consultation
- Non-Surgical Treatment
- Experiencing Pain & Discomfort?
- Are You In Need Of Adjusting?
- Experience Expert Chiropractic Care
- Book Your £65 Consultation Now
- Affordable Chiropractor Norwich
- New Patients Welcome
- Holistic Chiropractic Care
- Finally, Pain Relief Is Here
- Regain Control Of Your Health
- Don't Wait – Relief Is Close

Descriptions -

1. 5* Trusted Chiropractor in Norwich. Effective Non-Surgical Care for Back, Neck, Spinal & Headaches. Get Back to What You Love – Book Your £65 Consultation Today

2. Trusted Chiropractic Care in Norwich. Holistic Treatments for Long-Lasting Pain Relief. Your Path to Recovery Starts Here – Book Your £65 Consultation & Live Pain-Free

Service-Based Ad Group Draft -

Headlines -

- Top-Rated Chiropractor In Norwich
- Chiropractor Norwich
- A 5* Rated Chiropractor
- Trusted Chiropractor In Norwich
- Book Now For Your £65 Consultation
- Book A Consultation - Begin Your Recovery
- Affordable Chiropractor Services In Norwich
- Non-Surgical Treatment
- Holistic Pain Relief In Norwich
- Effective Back Pain Treatment
- Experiencing Pain & Discomfort?
- Suffering from Sciatica? We Can Help
- We Fix Neck, Back & Spinal Pain
- Fast-Track To A Brand-New You
- Reclaim Your Life - Feel Reborn

Descriptions -

1. Join 100+ Norwich Residents Who Recieved Relief Through Chiropractic Care for Back, Neck & Spine Pain. Non-Surgical Treatments Available. A Brand-New You Awaits – Start Your Journey Today. Book Your £65 Consultation Now!
2. Trusted Chiropractor in Norwich. Specialized Treatments for Sciatica, Back & Neck Pain. Reclaim Your Life – Book Your £65 Consultation Now!

Urgency-Based Ad Group Draft -

Headlines -

- Top-Rated Chiropractor In Norwich
- Chiropractor Norwich
- Now For Your £65 Consultation
- Get Out Of Pain Today - Book Now
- We Fix Neck, Back & Spinal Pain
- Affordable & Fast Chiropractor Services
- Get Non-Surgical Treatments Today

- Don't Suffer Another Day - Book Same Day Relief
- Same-Day Appointments Available
- Same-Day Chiropractic Appointments
- Last-Minute Appointments Available
- Pain? We Have Same-Day Availability

Descriptions -

1. Need Relief Urgently? Book Your Same-Day Chiropractic Appointment for Just £65. Get Specialist Care Without Waiting – Limited Availability.
 2. Immediate Relief for Back, Neck & Spine Pain. Book Your Same-Day Consultation Monday-Friday for Quick, Specialist Care From Trusted Dr. Luke
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Summary of Goals for Days 30–60

- **Refine and test service-specific Ad Groups** in the Service-Based Keywords campaign.
 - **Pause or pivot** if the Urgency Campaign doesn't improve.
 - **Run A/B tests** on ad copies and landing pages for higher relevance and conversion rates.
 - **Optimize bids** for high-performing keywords, times, and devices.
 - **Monitor** key metrics closely and make iterative adjustments based on insights.
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Service-Based Keywords New Ad Groups

Headaches -

Headlines -

- 5* Rated Headache Specialist
- Trusted Headache Relief Norwich
- Trusted Chiropractor Norwich
- Norwich's Top-Rated Clinic
- Instant Relief From Headaches
- Struggling With Headaches?
- Fast, Safe Headache Relief
- Lasting Headache Relief
- Book Your Headache Consultation

- Expert Headache Treatment
- Headache-Free Living Awaits
- End Headaches Fast – Book Now

Example Combinations -

- *5 Rated Headache Specialist**
Instant Relief From Headaches
Book Your Headache Consultation
- Trusted Headache Relief Norwich
Fast, Safe Headache Relief
End Headaches Fast – Book Now
- Norwich's Top-Rated Clinic
Struggling With Headaches?
Expert Headache Treatment
- Headache-Free Living Awaits
Trusted Chiropractor Norwich
Instant Relief From Headaches
- *5 Rated Headache Specialist**
Headache-Free Living Awaits
End Headaches Fast – Book Now
- Expert Headache Treatment
Lasting Headache Relief
Trusted Chiropractor Norwich
- *5 Rated Headache Specialist**
Norwich's Top-Rated Clinic
Fast, Safe Headache Relief
- Struggling With Headaches?
Trusted Headache Relief Norwich
End Headaches Fast – Book Now
- Book Your Headache Consultation
Headache-Free Living Awaits
Instant Relief From Headaches
- Trusted Chiropractor Norwich
Lasting Headache Relief
Headache-Free Living Awaits

Descriptions -

- 5* Headache Specialist - Non-Surgical Relief. Personalised Care for Lasting Results. Book Your £65 Consultation & Experience Headache-Free Living Tailored To Your Needs.

- End Your Headache Struggles. 5* Headache Specialists - Effective Relief Targeting The Root Cause - Get Lasting Relief—Book Your £65 Consultation Today!

Keywords -

- [headache specialist Norwich]
- [Norwich headache relief]
- [chiropractor for headaches Norwich]
- [headache treatment Norwich]
- [headache relief Norfolk]
- [chiropractor for headaches Norfolk]
- [headache doctor near Norwich]
- [headache clinic Norwich]
- [headache relief near me]

"headache specialist Norwich"

"Norwich headache clinic"

"headache relief in Norfolk"

"Norfolk headache specialist"

"headache treatment near Norwich"

"chiropractor for headache relief Norfolk"

"Norwich headache doctor"

"Norfolk headache treatment"

"headache relief near me"

"local headache specialist Norwich"

headache treatment Norwich

Norfolk headache specialist

chiropractor for headaches Norwich

headache clinic in Norfolk

headache doctor near me

headache relief Norfolk area

headache treatment near Norwich

best headache specialist Norfolk

Norwich headache relief chiropractor

Norfolk chiropractor for headaches

Back Pain

Headlines

Descriptions

Neck Pain

Sciatica

Headlines -

1. *5 Rated Sciatica Specialist**
2. Trusted Sciatica Experts
3. Sciatica Relief Specialists
4. Norwich's Sciatica Solution
5. £65 Consult For Sciatica Relief
6. Book Your £65 Consult Today
7. Your Sciatica Solution Awaits
8. Norwich's Sciatica Specialists
9. Sciatica Pain Slowing You Down?
10. Rediscover Life Without Pain
11. Regain Control Over Your Life
12. Relief That Lasts—Feel Like You Again
13. Free Yourself From Sciatica Pain
14. End Sciatica Pain - Book Now
15. End Sciatica Symptoms—Book Now

Descriptions

- 5* Sciatica Specialist - Non-Surgical Relief. Personalised Care for Lasting Results. Book Your £65 Consultation & Experience Sciatica-Free Living - Feel Like You Again

- Don't Let Sciatica Control You Any Longer. 5* Sciatica Specialists - Effective Relief Targeting The Root Cause - Get Lasting Relief—Book Your £65 Consultation Today!

Keywords -

- [sciatica specialist Norwich]
- [sciatica relief Norwich]
- [chiropractor for sciatica near me]
- [sciatica treatment Norwich]
- [sciatica pain relief near me]
- [sciatica chiropractor Norfolk]