

October-2025-Blog Optimisation

Client Name	Cherrett Chiro
Website URL	https://www.cherrettchiro.com.au/
No. of Pages Addressed	1

SEO CONTENT BEST PRACTICES

- Use the main targeted keyword in the H1 tag.
- Keep the H1 length below 70 characters.
- Include the primary keyword within the first 100 words of the article.
- Use subheadings (H2, H3) that include relevant keywords or variations of the target keyword.
- Limit paragraphs to 2-3 sentences for easy readability.
- Ensure each meta description is between 150-160 characters, and include the target keyword.
- Aim for a keyword density of ~2% (but ensure natural readability).
- Use internal links to relevant pages to improve site structure.
- Ensure external links go to credible sources, opening in a new tab.
- Avoid keyword stuffing; prioritise readability and natural language.
- Use long-tail keywords and related terms to optimise for semantic search.
- Ensure content fits the current layout of the website unless specifically requested by the SEO Specialist.
- Use bullets or numbered lists where appropriate to break down information.
- Include a clear call-to-action (CTA) at the end of the article, and where relevant, mention the Brand Name to encourage brand awareness or specific actions, especially in blog articles..
- Ensure all content follows the [E-E-A-T quality guidelines](#).
- Use an AI content detection tool to ensure the content appears human-generated and meets SEO standards.

<h1> Is Chiropractic Safe? The Truth No One Tells You

<h2> If You're Nervous About Chiropractic, You're Not Alone

Let's be honest. When people think of chiropractic, they often picture *"cracks," "clicks," and twists of the spine.*

And the first question that pops up is almost always:

👉 *"Is it actually safe?"*

If you've wondered the same thing — you're not alone. In fact, it's the #1 question new patients ask us at Cherrett Chiropractic in Clyde.

The short answer? **Yes — chiropractic is safe when done properly.**

The longer answer? Let's break down the truth in a way that's easy to understand.

<h2> Why So Many People Think Chiropractic Might Be Dangerous

- **Hollywood & YouTube** – the dramatic cracking sounds look scary.
- **Old-school myths** – people think chiropractors just "crack backs" without testing.
- **Misinformation online** – horror stories spread faster than the truth.
- **The News** – every now and then a rare case makes headlines, which makes it feel like it happens often (when in reality it's extremely rare).
- **Second-hand stories** – everyone knows someone who "knows someone" that had a terrible experience at a chiropractor. The truth? These usually come from practitioners who **don't know what they're doing or use outdated, unsafe techniques.**
- **Family doctors & GPs** – some still advise against chiropractic because they don't fully understand modern techniques or the latest research.

The reality?

Modern chiropractic in Australia is tightly regulated by [AHPRA](#) (the Australian Health Practitioner Regulation Agency).

Every chiropractor must complete years of university training, stay registered, and follow strict safety standards.

That means at clinics like ours, care is **gentle, precise, and far safer than most people think.**

<h2> Do Neck Adjustments Cause Strokes? The Truth You Need to Know

A lot of people worry: “Can a neck adjustment cause a stroke?”

👉 The truth, based on research, is **no — chiropractic care does not cause strokes.**

Here’s why:

- **Research from Canada** looked at thousands of people. It found that people who had a rare type of stroke were **just as likely** to have seen a **GP (family doctor)** as a **chiropractor** in the days before. Why? Because the early signs of a stroke often look like **sudden neck pain or a bad headache**. People go see someone for help — but the stroke was already starting.
- **Doctors who studied this** call it a “stroke in evolution.” That means the stroke was going to happen anyway, and the visit to a chiropractor (or a GP) happened *before* it showed up fully. The visit didn’t cause it.
- **Experts agree:** There’s no solid proof that a gentle, safe neck adjustment can cause a stroke. The rare cases you may hear about were almost always strokes already in progress.

<h3> What This Means for You

- If someone has sudden, unusual neck pain or a “worst-ever headache,” that could be a warning sign of a stroke. The stroke is the cause — not the visit to the chiropractor.
- At [Cherrett Chiropractic](#), we never guess. We always check your history, run scans, and look for red flags before giving care. If anything looks unsafe, we refer you straight to the right place.

<h2> Putting It in Perspective: Chiropractic vs. GP Safety

Here’s something eye-opening:

- **Every year in Australia, around 18,000 people die, and 50,000 more are permanently injured,** because of **medical errors by doctors**. These include mistakes like incorrect prescriptions, missed diagnoses, or surgical errors.
- In contrast, **serious injury or death from chiropractic care is extremely rare**. Chiropractic is consistently ranked as one of the **safest health professions** in terms of malpractice claims.

<h2> The Shocking Truth About Safety: Safer Than Painkillers

Here’s something most people don’t know:

- The risk of a serious side effect from a chiropractic adjustment is **extremely rare** — studies show it's less than **1 in a million**.

Now compare that to the “everyday” treatments people use:

- **Painkillers (NSAIDs like Nurofen, Advil, Voltaren):** These can cause **stomach bleeding, ulcers, and kidney problems**. Research shows that thousands of Australians every year end up in hospital from side effects of common pain meds.
- **Strong painkillers (opioids):** Drugs like codeine or oxycodone can lead to **addiction, drowsiness, and even overdose**. This is why doctors now avoid prescribing them long term.
- **Injections & surgery:** Spinal injections can sometimes cause **infection, nerve damage, or bleeding**. Back surgeries carry risks like **failed surgery syndrome**, where pain continues or even gets worse.

👉 So the real question isn't just “Is chiropractic safe?”
It's actually:

“Why are we so comfortable taking risky pills or signing up for surgery... but nervous about a natural option that's been proven safe?”

◀h2> Not All Adjustments Are Cracks and Clicks

Here's another truth bomb: **chiropractic isn't one-size-fits-all**.

- Some adjustments make a “pop” sound (that's just gas releasing from the joint — like cracking a knuckle).
- But there are also **gentle techniques** with no sound, no twist, and no force.

👉 At [Cherrett Chiropractic](#), you stay in control. If you're not comfortable with a certain technique, we don't use it.

◀h2> When Chiropractic *Isn't* the Right Option

We'll be real with you: chiropractic care isn't for everyone.

There are a few cases where we don't adjust, such as:

- Serious fractures
- Advanced osteoporosis
- Major spinal injuries or certain red-flag conditions

👉 That's why a [thorough consultation and scan](#) always comes first. It's how we know if chiropractic is the *right* and *safe* choice for you.

<h2> How We Make Chiropractic Even Safer at Cherrett Chiropractic

[This](#) is where we're different from most clinics.

Many chiropractors will do a quick check and start adjusting. We don't guess.

Instead, our **ClearSpine Protocol™** adds extra safety at every step:

- **Thermography scans** – show hidden nerve pressure & inflammation
- **Bilateral weight scales** – measure spinal balance
- **Posture analysis** – reveals stress on your spine
- **Nerve testing** – checks how well your nerves are working

👉 This means before we touch your spine, you and we both know exactly what's happening inside.

No guessing. No risks. No surprises.

<h2> The Bold Promise No Other Chiropractor in Clyde Will Make

We believe so strongly in the safety and value of our care that we remove the risk for you.

👉 If after your first visit we discover chiropractic isn't the right solution for you, you won't pay a cent.

Instead, we'll point you in the right direction so you're not left guessing.

That means you either walk away with **massive value and clear answers from day one... or you walk away without paying.**

<h2> So, Is Chiropractic Safe? Here's the Real Answer

Yes. Chiropractic is safe when done properly. Safer than painkillers. Safer than ignoring the problem.

But here's the catch: not all chiropractors are the same. The difference comes down to how thorough and careful the process is.

👉 At [Cherrett Chiropractic](#), safety isn't an afterthought — it's built into everything we do.

<h2> Ready to See For Yourself (Risk-Free)?

If you've been holding off because you're not sure whether chiropractic is safe, now's the time to take action.

[Book your first visit today](#) and experience:

- A safe, gentle process

- Advanced scans that show the real cause
- Clear answers, no guesswork
- Relief you can feel right away

[Book Your Initial Scan & Consultation →](#)

(Only 5 new patient spots available each week)

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