



## GBP Audit: Stanley Chiropractic Clinic

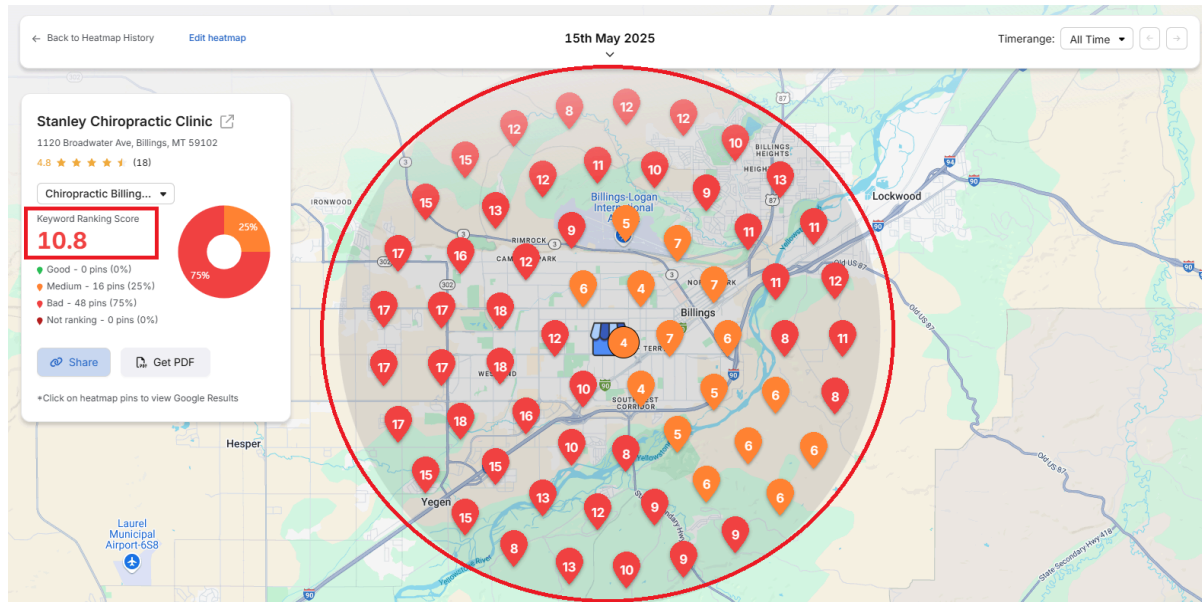
Google search results for "chiropractor billings montana". The results show a list of chiropractors in Billings, Montana, with the Stanley Chiropractic Clinic highlighted in a red box. The highlighted listing shows a 4.8-star rating (18 reviews), address at 1120 Broadwater Ave, and contact information. To the right, a map shows the location of Stanley Chiropractic Clinic in Billings, Montana, near the airport and other local businesses.

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**Verified GBP Profile:** <https://g.co/kgs/afsqn89> (Yes)

**Website:** <https://www.stanleyfamilyhealth.com/> (Yes)

**Primary Keyword:** Chiropractic Billings Montana (Stats Traffic Potential: 1k, Rank Difficulty: 3, i.e., Easy)



**Secondary Keywords:** “chiropractor billings” “walk in chiropractor billings mt” “chiropractor billings mt.”

## Initial Assessment:

For the primary keyword that is **“Chiropractic Billings Montana”** This business is not ranking in the top 3 within a 4-mile radius from its office address.

There is certainly room for improvement within the Google Business Profile, as well as the website and social media of this business.

So we will conduct a Mock Audit for this business, identify all the issues, and also suggest improvements.

## ✓ Google Business Profile Audit

### 1. Business Information

- Business Name (accurate, matches real-world presence?)

Stanley Chiropractic Clinic ✓

- Address (complete and consistent)

1120 Broadwater Ave, Billings, MT 59102, United States ✓

- Phone Number (NAP consistency)

+1 406-245-9333 ✓

- Website URL (correct and working)

<https://www.stanleyfamilyhealth.com/> ✓

- Business Hours (accurate and up to date) ✓

Yes present

- Appointment URL (if applicable) ✗

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## 2. Category Optimization

- Primary Category (relevant and specific?) (ChiropractorMassage) ✓
- Secondary Categories (used appropriately?) (Acupuncturist, Nutritionist, Pain management physician, Physical therapy clinic, Sports medicine clinic) {Need Improvement} ✗

Suggested Fixes ✓

### 1. Complete & Optimize Profile Info

- **Add Appointment URL:** Use an online scheduling tool like Calendly or link directly to the website's booking/contact page.
- **Fix Secondary Categories:** Use only relevant secondary categories such as:
  - *Sports chiropractor*
  - *Massage therapist*
  - *Physical therapist*
  - *Acupuncture clinic*
  - Avoid unrelated or overly broad categories.

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## 3. Business Description ✗

"We provide Chiropractic Services as well as various muscle treatments that include acupuncture, cupping, ART, instrument soft tissue mobilization, rehabilitation, electrical

stimulation, among others. We also provide Department of Transportation Physical Examinations. We take same-day appointments and walk-ins.”

- Includes target keywords? (Doesn't have keyword “Chiropractic Billings Montana” or “best Chiropractic In Billings Montana”) ❌
- Clear, readable, and under 750 characters? (The clarity and readability can be improved.) ❌
- Written for conversion (mentions services, location, etc.) (Does not mention location as well as can be improved for conversions as well) ❌

### Suggested Fixes ✅

#### Re-write Business Description

- Include **keywords** like:
  - “Chiropractor in Billings Montana”
  - “Back pain relief”
  - “DOT physicals Billings MT”
- Make it clear, readable (under 750 characters), and conversion-focused:

#### Example:

At Stanley Chiropractic Clinic in Billings, Montana, we provide expert chiropractic care, acupuncture, cupping, soft tissue therapy, and DOT physicals. Whether you're in pain or seeking wellness, we accept walk-ins and same-day appointments to help you feel better, faster.

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#### 4. Photos & Videos ❌

- Logo uploaded? ✅
- Cover photo set? ❌
- Interior/exterior, team, and product/service photos? ❌
- Recent uploads (activity signal)? ❌
- Video present (optional but valuable)? ❌

### Suggested Fixes: ✅

- **Upload High-Quality Photos:**
    - Exterior + Interior of clinic
    - Staff headshots
    - Patients (with permission)
    - Equipment and services in action
  - **Set a Cover Photo** that clearly shows the clinic.
  - **Add a 30-60 sec intro video** of the clinic or practitioner **(If Needed)**
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## 5. Reviews & Reputation ❌

- Total number of reviews (18) ❌ (Need 60+ reviews to compete with “Walk In Chiropractic - West End” & “Picard Chiropractic Clinic”)
- Average rating (4.8) ✅
- Frequency of reviews (recent activity) (Last Review was 9 months Old) ❌
- Response rate (are they replying to reviews?) ❌
- Review content mentions keywords/services? ❌

## Suggested Fixes: ✅

- Set a goal of **60+ total reviews** to match top competitors.
  - **Create a review request process:**
    - Ask every satisfied patient post-visit
    - Add a link on your website and email signature
  - Respond to **all reviews**, even old ones.
  - Encourage reviews to **mention services/conditions** (“back pain relief,” “DOT physical”)
  - Use Email and SMS to encourage reviews from satisfied customers.
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## 6. Post Activity ❌

- Are Google Posts being used? ❌
- Frequency (at least 1 per week)? ❌
- Content relevance (offers, updates, events)? ❌
- Use of CTA buttons (e.g., “Call Now,” “Learn More”)? ❌

### Suggested Fixes: ✅

- Post **weekly updates**:
    - New services
    - Monthly wellness tips
    - Patient success stories
    - Promotions (worded carefully)
    - Local Events (If you are sponsoring one)
    - Social Work Updates
  - Use CTAs like “Call Now,” “Book Appointment,” or “Learn More”
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## 7. Q&A Section ❌

- Questions asked by customers? ❌
- Are they answered by the business? ❌
- Proactively added questions (best practice)? ❌

### Suggested Fixes: ✅

- Add **3-5 common questions**:
  - “Do you accept walk-ins?”
  - “What insurance plans do you accept?”
  - “Do you offer DOT physicals?”
- **Answer them proactively** as the business.

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## 8. Services / Products ❌

- Service categories added? ❌
- Detailed service descriptions? ❌
- Products listed with images and pricing? ❌

### Suggested Fixes: ✅

Add detailed service listings such as:

- Chiropractic Adjustments
- Acupuncture
- DOT Physical Exams
- Cupping Therapy
- Sports Injury Rehab

Include brief, benefit-focused descriptions with relevant keywords..

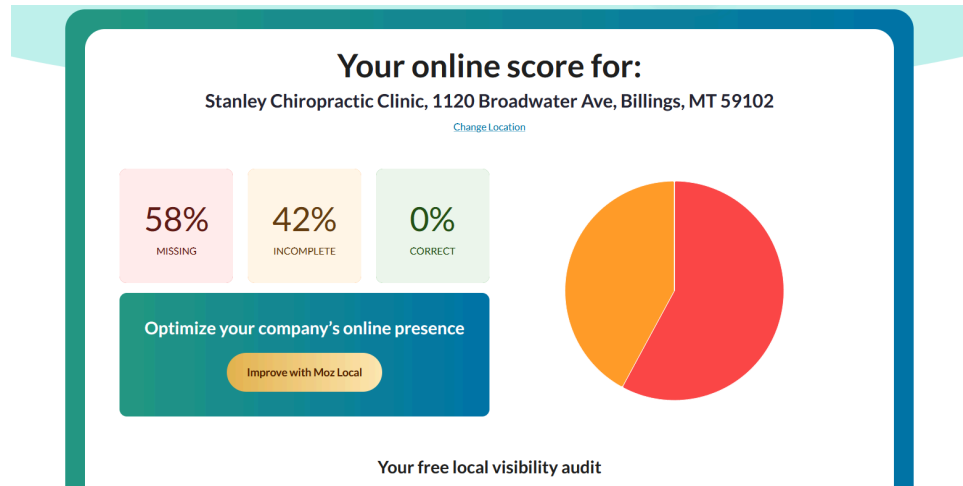
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## 9. Citations & Consistency

- Is NAP consistent across top directories (Yelp, Bing, Facebook, etc.)? ❌
- Any duplicate listings on Google? No ✅

**NAP Consistency Issue: See report for details:**

<https://moz.com/products/local/check-listing?reportId=8092c6d2-73ac-4790-b2bc-8ff175a741f7>



## Suggested Fixes:

### NAP Consistency & Citations

- Check and correct listings on:
  - Yelp
  - Bing
  - Facebook
  - Healthgrades
  - Apple Maps
- Use tools like **BrightLocal**, **Whitespark**, or **Moz Local** to audit and build citations.