

with Jon Kec, D.C.

CHIROPRACTICAL

AI SEARCH IS HERE: WHAT DCS NEED TO KNOW



Jon Kec

So as much as we like to think, as soon as we turn the open sign around, people are going to start walking into the door. It's just not the way it goes. And did you know that nearly two out of every three patients start their search for the new chiropractor online? So when someone in your area searches chiropractors near me, or best chiropractor for back pain, are they finding you or are they finding your competition?

What might have worked a year or maybe even three months ago has changed and it's gonna keep changing. As increasingly, more and more patients are getting recommendations from AI powered search tools before they even see the traditional Google page. That means your website, your reviews, and your digital presence could already be deciding your next patient and you don't even know it.

This is Chiropractical.

THEME SONG

Jon Kec

I'm Jon Kec, and this is Chiropractical. When prospective patients use an online search for healthcare providers, 75% click to one of the top three organic search results they find on Google. Which means if you're not ranked that high, you're not being seen.

Today we're talking AI engine optimization and search engine optimization, or AIEO and SEO that you'll hear us reference a number of times throughout the podcast. Joining me are two experts who live in the intersection of search engines and ai.

So if you've ever wondered how patients are actually finding you here in 2026, or maybe what you should be doing right now to make yourself more visible, this episode may change how you market your practice forever.

To help us navigate this is Jacob Runia and Grace McGovern from SpinUTech

They're a full service digital agency that has what every growing business needs, full funnel marketing strategies and custom web solutions. Jacob is a Chicago based digital marketing leader with nearly a decade of agency experience specializing specifically in SEO strategies. And Grace is a Des Moines based SEO strategist at SpinUTech. With four years of experience helping businesses grow their data-driven organic search strategies, they focus on aligning organic search performance and real business outcomes. Jacob Grace, thank you so much for joining us here on Chiropractical.

Jacob Runia

Thank you for having us.

Jon Kec

You're gonna hear from a chiropractor, I don't have that time, right? I don't have the time. So Grace, I'm a typical doctor in practice, I'm seeing patients 40, 45, 50 hours a week. I might have a couple hours a month, maybe a week, to devote to something like this. Where do I invest my time? What is my biggest bang for the buck in SEO and AIEO optimization?

Grace McGovern

Yeah, for sure. I think if we are able to zoom out a little bit, look at it in a broad sense, maybe looking at the topics that, um, you're. Your customers, your patients are asking, building a content calendar based on addressing those common questions and obs obstacles that, um, they may need more of and building it into site content.

And that could be built in through your service pages, or it could be blogs, it could just be somewhere on your site that addresses those obstacles and, uh, questions that they have. And then if we're looking at, um, a location or a practice that maybe has. A single or small amount of locations. Then I would say to optimize, actively be managing your Google business profile.

That's where a lot of users will find you within search if they're looking at maybe a near me term. Um, and then with that as well, I would collect and respond to any of the reviews within that, respond intentionally, um, have that reputation management plans because obviously what your customers are saying within there and how you respond is also gonna be a big play within the business.

So. At the end of the day, I would say local authority. Paired with that clear, helpful educational content, um, tends to give you the highest return on investment.

Jon Kec

I think for me as a chiropractor, and I think a lot of our listeners, this isn't something we talk about in school. If I remember my marketing class, it was Yellow Pages. It was like door to door marketing, like it was, it was all this stuff that.

No offense to the people that were teaching it, but I think they hadn't been in practice in 10, 15, 20 years, or at least not actively. So they weren't doing it. They were doing what they remembered. The world is very different today. So those mistakes aside, let's look at the world we live in, internet based marketing.

What are some of the biggest mistakes chiropractors are making in their SEO journeys we'll say right now, and what should they be focused on instead of what they're doing?

[Grace McGovern](#)

I would say the biggest one right now is thinking SEO is just about ranking for some of those, uh, keywords that are just like chiropractor near me. Like that seems like the easiest one to target when you're looking at your generalized area. But search behavior is changing, it's evolving.

Um, and local SEO is extremely important. It absolutely, um, should be a part of your website strategy, but patients are asking other questions. They're looking, um, maybe to questions that. Like, can a chiropractor help with sciatica? What does a chiropractor do? Is there like, safe? Is it safe to go for pregnancy, uh, while you're in pregnancy?

Um, so if you're only optimizing for those local terms, not answering real patient questions, um, you're probably invisible during that research phase. Which now often happens in Google AI overviews or those AI tools before someone ever clicks onto the website. Um, so instead of chiropractors, um, they should focus more on those clearly, directly answering those questions they hear every day in their practice structure content that's easy.

Easily digestible to understand you can build more trust through credentials, reviews, really just owning that authority, um, locally as well. That does still have a part in this. Um, but searches moving further and further away from simple keywords, um, more towards conversations and those long tail keywords.

Um, if you're not answering those topics like the sciatica, the pregnancy. Safety may be in clear ways. You're missing out on visibility within those early research moments, which especially, um, is more prominent in our AI driven search now.

[Jacob Runia](#)

Yeah, and, and to kind of emphasize that, I think, yeah, it couldn't be easier for people to get really like tunnel vision on specific keywords versus just being an authority in a whole topic.

[Jon Kec](#)

So when you say that, do you mean have your website optimized to answer those questions in some way? Or is there something you're building into the background when you, you know, are brought up in a search? How, how, how would I go about making sure my whatever that may be, and if you can expound on what that is, answers that question ... pregnancy, sciatica, safety, all that stuff.

Jacob Runia

Yeah, so it's not necessarily just a single lever either. Like, okay, if you just add this paragraph of content or this feature, all of a sudden you're going to beat all of your competitors across all of these chiropractic topics. Um, what you really want to do is, and you can kind of iterate on your content over time.

You don't have to do this all at once, but make sure. Um, like, you know, if you're talking, if you have your sciatica service page layer in FAQs into that page, um, layer in like comparison tables, different formats of content onto that page, and just make sure that you are answering questions that people would be researching at the early stage, um, of their journey and at the later stage of their journey.

So just kind of cover a multitude of intents. That's something you hear a lot in the search space is what's the user, what's the searcher's intent? Um, so just kinda make sure you cover those throughout the different formats of content that you layer onto your page. And that's even more so important now, um, with a EOI know we'll probably get into this, uh, in a little bit, but having structured, having different kind of content elements on the page is, is important for appealing to these AI platforms.

Jon Kec

Let's go there now. Right. So I think Grace, you, you kind of alluded to this, there's that ai, uh, summary box, so to say that we see a lot when we're doing searches. Now, how do you kind of make sure you are being preferentially. Boosted maybe with that AI algorithm in your website? Is it that layering thing or are there other things to focus on as well?

Grace McGovern

Uh, yeah, I would say that, um, a lot of it is that layering. There's the way you structure your content, it's including some more of those, uh, yeah, FAQs. Jacob hit on that already. Comparison tables just kind of passage indexing is a big thing. It's how your websites structured and maybe you have certain.

Sections that break up the content. So a, I can easily pull that out of the content. Um, a lot of it is behind, yeah, that intent in the keywords that we're placing on the page. What part of the journey the user's at, are they ready to. Maybe look at that local level and walk into your chiropractic practice, or are they just looking to learn more about sciatica and what they could do if they see a chiropractor about that?

So it's, uh, being able to weave all of that together and just the structure of the page would, uh, be a large play into how AI is extracting that and pulling it into, say, AI overviews.

Jacob Runia

From kind of our understanding so far, AI tends these AI platforms like chat, TPT, when their bots are looking at, at a page, not necessarily grabbing everything from the entire page. It's specific fragment specific sections where traditional search a, a Google bot would kind of look at the, the entirety of the page.

So, um, when you can have more of those kind of different elements rather than just straight paragraph content, having comparison tables. FAQs or even just clearly having you different headings where you're answering questions like, what, who, why? Uh, because that's kind of another layer here So far, a lot of like Google's AI overviews are populating on early stage research, educational type of questions.

Um, so yeah, definitely something you want to incorporate in your headings is making sure you're, you're answering those questions.

Jon Kec

So building some of that kind of stuff in Jacob. Would it be fair to say videos, blogs, testimonials, reviews, all that stuff gets kind of weighed by this AI algorithm?

Jacob Runia

It can, it will pull from, from any of those kind of formats of content. It's not so much about, okay, we just need to have blogs or we just need to have testimonials. It's really just making sure you have an ecosystem of content that shows you are an authority on a topic of chiropractic care. And so you can do that through a multitude of these formats.

If you can incorporate video, that's great because then you can, um, you know, it's a different multimedia format and you can also apply article structured data that maybe gets into a bit of like technical weeds there. Um, that's also something that can kind of help on the backend, um, gain more traction within AI platforms.

Jon Kec

So in talking about these educational opportunities, right, that, that for both ai, I think, and the patient, um, so we've talked about a bunch of things, blogs, videos, FAQs, that kinda stuff. How do you actually structure a website though, in a way that makes it appealing to ai? What, what kind of maybe, I don't know, a top three, top five things to keep in mind when you're building your website to really make yourself visible.

Jacob Runia

Yeah, I would say, and it, it's not totally different from how things used to be if you were really clued in on Google's. General guidelines they provide. What, what you really want to do with how you structure a website is show how all of your topics are connected and relate to each other. So if you have a blog on back pain, make sure that that links back to your, uh, your service or your conditions page about back pain and what you offer there, and the more you can kind of link these related topics together throughout your site, when a bot goes to crawl your site, it sees that, oh hey, this chiropractor has all this information on this content. It's all related and linked together, and it kind of paints this nice web of information. Um, and it kind of. Indicates to these crawlers that all of this, this, all of this content is related around this particular chiropractic topic.

Grace McGovern

And I would echo there too that, um, the structure helps both AI and the real patients and or, uh, future patients landing on the site Chiropractors in particular, you know, they deal with people who may not know what service they need, what they need to go to a chiropractor for. Um, so having those clear sections and the clear FAQs, the internal linking between pages, just makes it easier for them to understand their options.

But then AI also tends to understand all of that better too.

Jacob Runia

And I guess maybe like a tangible example here, like let's say you do have a service page related to, to back pain. A common technique you'll see is you'll have, um, say like an ar a little module at the bottom of the page, it links to related articles or other resources that you offer about back pain, and that's one way that you can kind of internally link those topics together.

Jon Kec

When you say link, you truly mean link sections of the website together. Hyperlink type of idea, not just like a common theme or idea throughout your pages, but physically

Jacob Runia

Exactly. Exactly. And it's not just even hyperlinks, you know, like, um, if you know what breadcrumbs are, those kind of little indicators at the top of the page, that's an internal linking play. Um, linking to things in the navigation. So having all of your, your back pain, your back pain links, um, nested under each other in a navigation or even your URL structure.

Something we like to do. Um, kind of on our SEO team is we will, and this gets kind of into the weeds on, on a technical aspect, but if you can have like your back pain blogs or resources nested in the URL structure, um, underneath your back pain services page, that's just, uh, and we call that like site taxonomy.

That's another great way, I would say underrated way, um, to kind of build that, that linking and, and show that that topical structure.

Jon Kec

Yeah. I'm gonna be completely honest. Like you had me at breadcrumbs, you lost me after that, which is, is totally fine. I get it. That's exactly why y'all are here, right? Both here having this conversation, but also here in general, right? Because, you know, this is a, a very nuanced topic. As a chiropractor, we understand back pain, we understand sciatica.

When you start talking about electronically linking them together, you lose me. If you tell me how do I link back pain to sciatica in somebody's body, we're great. But if you're talking electronically, we, we got problems. . if I'm sitting down just tearing my website apart today. First thing I focus on is what?

Grace McGovern

I would say content gaps in the. The questions, maybe you hear things often. Maybe you see things on other sites that, oh, my website doesn't maybe address something like that. It would be the content gaps that your website offers, and then also the local side as an extra piece.

Jon Kec

So sit down, figure out the conversations I'm having with my, my patients in the office, and then make sure my website really reflects those conversations in some way.

Grace McGovern

Yes.

Jon Kec

That is doable. That is, that is straightforward. That is easy. That is doable because again, we're having these conversations every day.

Jacob Runia

Appreciate a not to go totally, totally off the rails here, but at like, at the end of the day, you know, people. Get really fixated on, okay, how is AI changing the landscape? But whether it was search five years ago or today, these platforms chat, TPD, Google, they're just trying to answer your customer's questions.

Um, so that's what you really want to do with your site. Um, content and answering those user questions is the kind of the, the ticket to, to entry, whether it's AI platforms or traditional SEO.

Jon Kec

And I think maybe, correct me if I'm wrong, you guys are much deeper in this. It feels like consumers are coming in with more educated questions, more well refined. It's not just I need a chiropractor in the zip code or near me. It's, I need a chiropractor near me that specializes in pregnancy for a second trimester pregnant patient kind of thing.

. So kind of like you've mentioned, so has that. Kind of been what's driven the AI change? Uh, not, that's not fair. Obviously there's a whole bunch of tech that goes into the AI change, but the way AI is aggregating information now, is that more informed or more well-formed question really driving that?

Jacob Runia

Yeah, and I mean, I think, you know, I, I don't necessarily have like a data to say there's a, a causation there, but I think where we do see a big correlation is. There's less clicks to websites on those educational early research stage type searches. Um, so I think people are doing a lot of that upfront research.

They're getting it right, right out of that a IO review or they're having a conversation in AI platform. And then, yeah, there may be coming to a site to your business with some of those

more specific questions because they've kind of already been nurtured down their journey more so and more of that happens in these other platforms now versus maybe them coming right to your site or right to you in that early, early stage of their journey.

Jon Kec

So I don't know if it was a little bit of the research I did before our conversation. I think Jacob, you may have mentioned it a little bit earlier, but trust signaling, it's something I kind of saw that that helps, I guess, make your website stand out, is that it might misunderstanding that or I guess let's, let's just talk through trust signaling.

Jacob Runia

Yeah, stand out. Uh, so trust signals. They, it, it's not just one thing, it's multiple elements. Think about, um, if you had a blog that you wrote about a certain chiropractic issue, um, having a author bio and then maybe another little bio underneath of that says it was medically reviewed by so and so.

Here are their credentials. That's a trust signal. Um, displaying award certifications. That's a trust signal. Really anything that is conveying to your customers and also to AI platforms and search engines that you are a real qualified, uh, kind of safe source for this information, um, is what it is. So that can also be testimonials, um, adding you, kind of pulling in those reviews onto your site.

Um, transparent pricing. Um, so yeah, there's a lot of different ways you can show that. Um, but yeah. And all of those kind of layer into how Google or an AI platform might view how trusted or how much authority your site has for, for the kind of the topic area you live

Jon Kec

So it almost kind of sounds like the AI looks at it like a person does. Right? More credibility. What's gonna build trust, right? So doing the things, whatever that may be. 'cause I think a lot of times, you know, putting that stuff on websites can feel to doctors a little salesy, right? Like I was the top doctor in the city, the county, the state, whatever, in 2025.

Like I'm proud of that, but I also don't necessarily always feel comfortable advertising that. And it's not necessarily trying to sell somebody that you're the best doctor. It's just reinforcing. Credentials and, and education and knowledge at that point.

Jacob Runia

You don't necessarily have to say you're the best. Just let people know, Hey, I'm, I'm a real doctor. I reviewed this content. This has my sign off, right? And this is, you know, my, I dunno, certification, whatever those, those credentials might look like.

Jon Kec

Just as a PSA for our listeners, I would recommend not saying you're the best, the board is not gonna like that. Um, just, just as an aside, uh, but Okay. So let's, let's talk about some of the stuff we've touched on, like pediatric, or, I'm sorry, pregnancy, pediatrics, sports, chiropractors. A lot of

providers have a very defined niche, and I feel like once you get into that niche, they might be better at some of this stuff, unintentionally or unconsciously already with their websites.

Grace McGovern: How do you stand out and, and, and what things do you need to maybe change with SEO/AIEO once you've really defined a specific niche? Are there, are there things to consider at least.

Jacob Runia

Well, having a niche is good because if you think about, if someone is searching, what is chiropractor? Very broad, generalized search. Um, you have big domains like Cleveland Clinic, Mayo Clinic, they're probably, they're gonna be tough to compete with. So if you can own a niche and really build your website around that, that niche you have, that kind of helps you compete a bit better because you're probably gonna be going against maybe, you know, some competitors that are also more specific versus those, those kind of top dogs in the, in the space.

So it's not bad to have a niche and lean into it and really show your expertise in, you know, pediatric chiropractic care. So I would say yeah, use it to your advantage. Lean into it. It.

Jon Kec

Okay, so world is ever changing. I feel like in the last. Six to eight episodes. AI has been mentioned five to six times. Right? So it's something that's constantly coming up. What changes do y'all potentially see coming to either ai, AI summary functions that we currently have? How you best optimize yourself with AI over the next six to 12 to 24 months?

What's, what should doctors be looking for?

Jacob Runia

Think one thing I've been hearing rumblings about is, okay, like right now users are doing maybe like early stage research with AI platforms, but in a couple years. C could they even go so far as to being able to schedule appointments through AI platforms and not necessarily have to go to the site at all?

Or maybe you need to address your site functionality so that it can work with AI platforms so people can book appointments, um, through AI directly. So it's how, yeah, we're, we're kind of anticipating how much further will these AI platforms go and being helpful to users later in their journey versus just early stage.

Um, and of course it's a lot of speculation. It's hard to say for sure. Um, that would kind be one of the, the rumblings I've heard.

Jon Kec

So if I'm understanding our conversation so far correctly, then to be ready for that, you've gotta be discoverable. You've gotta be one of the ones that is getting pulled to the top of those AI summaries. Because if you're gonna schedule right from it and you're not even there, you're never seeing that patient.

Grace McGovern

Right.

Jon Kec

I am a complete novice on this, so if I was sitting down in front of you and it's like, look, my website is a mess that we haven't talked about yet. What do I need to know? What do I need to hear? What do I need to do today to save my practice?

Jacob Runia

It probably seems like a lot, especially if you're a smaller business, you don't maybe have all the time and resources in the world. And I would say you don't necessarily have to blow everything up, like don't think of it like that. You can iterate on it. You know, I always like to use words like iterate, enhance, optimize.

You might already have a good base of content on your site. Just start to, you know, again, kind of like Grace mentioned earlier, just put together a simple calendar and say, okay, you know, this quarter I'm just gonna go in and layer in some like. Tables that compare how my back pain services compare to others or other services I offer layer in maybe the next quarter, you start to layer in FAQs.

Um, just start to add in more of these elements and kind of iterative steps. So maybe it doesn't seem so overwhelming that, oh, I gotta blow all this stuff up to prepare for, you know, AI.

Grace McGovern

Yeah. Build off of what you have and always think the quality over quantity. We don't wanna over blow out the site with just a bunch of content 'cause we feel like we need it up on the site. We want it to be. Quality and what the user's searching. So yeah, absolutely. Uh, echoing what Jacob said, take what's on the site and just enhance it, add to it, and, um, that, that can be your first steps.

And then when you're ready, you can add more blogs that you wanna write and have time to sit down to spend time with you, uh, can work on some of those, uh, deeper, um, things that you want to on your website once you kind of layer in extra things to those already existing pages.

Jon Kec

I don't know if you guys are super familiar, but there's a lot, there's a few, I guess we'll say a lot in the grand scheme of things, of companies out there that'll help build a website for a chiropractor. They will help put data into it, articles and blog posts and all these things.

Not naming anybody specifically, good or bad. How do y'all. Feel about those. Have you ever worked with somebody whose website's built by one of those? Are they successful? Are they not? And again, not not calling anybody out specifically, just broadly speaking.

Jacob Runia

I think a, a red flag to me, usually when someone is coming to you with like this quick service that, that can help in this regard is how much of the content, you know, does it really go in depth and answer those questions that kind of we talked about earlier. Is it all kind of very duplicative? Um, yeah, so I would just look at if they're able to do it fast, you know, are you missing some of these elements we've talked about?

Does it have FAQs? Does it incorporate, you know, testimonials, um, these kind of trust signals and conventional we talked about. Um, and yeah, how, how unique is, is the content, um, or is it just really all surface level?

Grace McGovern

Yeah, and to add to the uniqueness of the content. Um, just be careful in when maybe there's like some syndicated blogs, blogs that another publisher has published and they've given you the ability to take that and put it on your website. We wanna avoid any duplicate content between that website and who's posting that.

You wanted to be very unique, so if you can maybe take that topic and make it your own, we'd probably recommend that rather than. Taking a blog that maybe a larger publisher has shared and said, Hey, you can use this and putting it on your website. Just go with unique content over that.

Jon Kec

That that was always one of my. Concerns, I guess, right? If they're working with a hundred doctors or a thousand doctors and they're putting out the same blog post to a hundred people or a thousand people, how unique is that? I mean, it's something that people will be able to see and I guess reinforce that idea, but is it really gonna make you stand out?

Jacob Runia

Yeah, and, and maybe they can offer some things that give you a decent base to build from. Um, but yeah, I would, you know, make sure that it, you can get to a point where you're at, you're, you're thoroughly covering the, the services you offer. And again, kind of answering these questions that users are researching.

Jon Kec

Let's take successful websites or, or, or well structured websites, I guess we'll say what's one, two things maybe that we haven't talked about, talked about that is, or to summarize just for successful websites that you're seeing them do well right now, today.

Jacob Runia

Yeah, so one thing we haven't talked about, and it's prevalent for, you know, any business that that has a, you know, brick and mortar location where you're bringing patients into you is having what we call a location page. So a lot of sites you might see just like a Contact us page, and usually they have like the phone number may be the address.

But in local search, when someone is searching those near me terms, or like chiropractor in that city, having a local page that mentions, you know, your brand, um, you know, chiropractor services in Des Moines, Iowa. That's really important to compete in those local searches. And then again, layering these elements onto this location page.

Just don't have it. Be your contact info. Add a general FAQ. Add some high level information about your services and then link to those specific service pages. Um, so yeah, I would say having a real, uh, a fleshed out location page is, is gonna be pretty impactful and something that multi-location, single location sites that, that we work on.

Uh, when they're successful, they have that successful location page.

Grace McGovern

Yeah, I like to describe that one almost as like a, a homepage for that location. Um, so when a user is searching those near me terms, or like chiropractor in Des Moines, they're landing on that. Chiropractor in Des Moines webpage so they see where it's located and they're able to access the services and everything that you'd likely find on the homepage just within that location page.

Jacob Runia

it's also particularly important if you have multiple locations and don't all offer the same service set. So if you have a page you can go to and see, okay, this chiropractor, this location offers the, this set of services. And this might be how it differs in this other city with a different chiropractor.

Jon Kec

Does putting a Google, like the, the Google Maps section in there, does that change anything? Does that help or simply having your actual physical street address saying, 1, 2, 3 Main Street, Des Moines, Iowa. Is that enough?

Jacob Runia

You, you do want the, I would say the most important between those two is having that physical address listed on the page, because Google will actually crawl this location page. And it also kind of looks at, okay, your Google business profile and if there's discrepancies there that can cause issues. So yeah, make sure you, you have that physical address on there, but if you wanna layer in that map functionality as well, absolutely go for it.

Jon Kec

So let's go opposite extreme. What are you seeing in chiropractic business webpage right now that you're like, please stop. Just don't do this anymore. It doesn't work.

Jacob Runia

I think going for kind of like Grace mentioned earlier, sheer volume, just pumping out a lot of general, um, high level blogs. Um, that can be an easy thing to do, but with how search has changed over time, you really want to go for depth. And helpfulness. Um, Google does have some good guidelines around helpful content, um, that can give some some good high level suggestions if someone was interested in doing research.

But yeah, cut out the surface level blogs in volume.

Grace McGovern

I would echo that one. Another one is, um, I mean, we know AI is a big part right now and everyone's trying to sell you into that stuff, so it's just not buying into all of these different tools and things that you're seeing. Maybe doing some extra research there. If you are trying to rank, maybe take some of the things that we've maybe mentioned here as a place to start, um, rather than buying into an AI tool, um, that you're not, maybe you're unsure of how it works or what it'll do for you, but starting kind of almost at the basics, 'cause that'll still help your AI strategy.

Jon Kec

Last thing to close this out. We've mentioned this a couple times. Google guidelines. What are they? Where can somebody actually find them if they wanna do that research on their own?

Jacob Runia

A site I have pulled up here actually right now is developers.google.com and they have a whole section on SEO fundamentals. And I would say what's most related to what we've talked about today is called helpful content. They actually put out an update called like their helpful content.

Um, update. Um, and so yeah, you can go here into developers.google.com, go to SEO Fundamentals, and they have a whole section called Creating Helpful, reliable People First Content. And I would say if you're gonna read one thing from this site, this is the page I would look to.

Jon Kec

Like I said, complete novice over here. I actually feel like. I know a little more of what's going on. I, I have an action plan if I wanted to, to optimize a website and that's, that's a huge first step. 'cause like I said, coming outta school, I remember things that that definitely would not work today being talked about far too much and the stuff that does work today not being mentioned at all. So this is a great jumping off point for somebody who's in a position to actually make some changes to their website.

Jacob Runia

Awesome.

Jon Kec

Well, I appreciate y'all's time today. Thank you so much and have a great rest of your day.

Grace McGovern & Jacob Runia

Yeah. Thanks for having us, thank you.

Jon Kec

If there's one thing you're gonna take away from our conversation today, it's this. Remember, the SEO isn't just about rankings anymore. It's about being understood and trusted and recommended by ai, and that means becoming a trusted source to AI and your patients. Everything you do from your website to your content, to your credibility, they're all working together behind the scenes to determine whether a future patient ever even sees that you exist.

And remember, you don't have to overhaul everything overnight. Start small. Make a list of the most common things you talk about with your patients. Update one page on your website at a time. Clarify one thing you do in the office. Those little steps will add up fast. And if you found today's episode at all helpful, be sure to subscribe and share this podcast with a colleague.

It'd be great if you could leave us a review as well as it'll help more chiropractors find us here at chiropractic. Be sure to watch the video version of this podcast on the NCMIC YouTube channel. And if you have any questions for the show, email me at JKec@ncmic.com, or AskNCMIC@ncmic.com. Thank you for listening.

I'm Jon Kec and this has been Chiropractical.