

THE CHIROPRACTOR SEO PLAYBOOK

Best **Keywords** for Chiropractors

The 70 search terms that put your practice in front of patients ready to book — sorted into six tiers and ranked by volume, difficulty, and intent, with a clear play for every one.

70

KEYWORDS RANKED

6

STRATEGIC TIERS

1.9M

MONTHLY SEARCHES

WHY THIS MATTERS

The Right Keywords Fill Your Schedule

Every month, people in your town type their pain, their questions, and their zip code into Google. The practices that show up for those searches are the ones with full schedules. The ones that don't stay invisible — no matter how good their adjustments are.

But not all keywords are created equal. Some are ready-to-book gold. Some are traffic that never converts. And some are so competitive that chasing them head-on quietly drains your marketing budget for nothing.

This guide sorts the entire chiropractic keyword universe into **six strategic tiers** — so you know exactly what to target first, what to localize, and what to skip. Use it to brief your team, audit your website, or pressure-test whoever's running your SEO.

THE BOTTOM LINE

Ranking for the right keyword isn't a vanity metric. It's the difference between a phone that rings and a waiting room that stays empty.

ORIENTATION

How to Read This Guide

Every keyword is scored on the same four measures. Here's what each one means before you dive into the tables.

Monthly Searches

How many times the term is searched in the U.S. each month. It's national volume — your local slice is a fraction of it, but a bigger number means more local demand to capture.

Difficulty (KD)

How hard it is to rank on page one, from 0 (easy) to 100 (brutal). Lower is faster to win.

Easy 0–19

Moderate 20–39

Hard 40+

Search Intent

Transactional Ready to book now**Commercial** Comparing their options**Informational** Researching a topic**Navigational** After a specific detail

Chase It?

Our verdict on whether the term is worth your effort.

Yes Go get it**Localize** Worth it with a city modifier**No** Too competitive to attack head-on

THE PLAYBOOK

The Six Tiers at a Glance

Work them roughly in order. The early tiers convert fastest; the later ones are volume plays you win locally, not head-on.

01

Local Intent

Patients searching for a chiropractor right now, near them. Your #1 priority.

11 keywords

02

Specialty & Population

Auto injury, prenatal, pediatric, sports. Low competition, high value.

9 keywords

03

Chiropractor For [Condition]

People who already want a chiropractor for a specific problem. Warm and ready.

6 keywords

04

Services & Techniques

Graston, decompression, cold laser. Own the ones you actually offer.

9 keywords

05

Symptom Head Terms

Massive-volume pain searches. Win these locally, never head-on.

22 keywords

06

Decision Stage

The questions people ask right before they book. Answer them and convert.

13 keywords

TIER 01 — OWN YOUR MAP PACK

Local Intent

11 keywords · 272,940 monthly searches · avg. difficulty 20

This is the most valuable real estate in local search. Someone typing “chiropractor near me” isn't researching — they're ready to book today. These terms are won in the **Google Map Pack**, so your Google Business Profile, reviews, and local citations matter more than your blog. Nail your hours, categories, and review velocity, and these searches turn into phone calls.

KEYWORD	MONTHLY SEARCHES	DIFFICULTY	INTENT	CHASE IT?
chiropractor near me	246,000	48	Transactional	Yes via Map Pack
best chiropractor near me	12,100	48	Transactional	Yes via Map Pack + reviews
walk in chiropractor near me	9,900	13	Transactional	Yes easy win
chiropractic care near me	2,400	14	Transactional	Yes easy win
chiropractic clinic near me	590	24	Transactional	Yes
chiropractor open on saturday	590	11	Navigational	Yes set GBP hours
emergency chiropractor	590	7	Navigational	Yes
massage and chiropractor near me	390	40	Transactional	Depends if you offer both
same day chiropractor	170	6	Navigational	Yes
chiropractor open today	170	5	Navigational	Yes set GBP hours
chiropractor accepting new patients	40	0	Transactional	Yes free win

TIER 02 — EASY HIGH-VALUE WINS

Specialty & Population

9 keywords · 22,090 monthly searches · avg. difficulty 10

Specialty terms are the easiest high-value wins on this entire list. Look at the difficulty scores — most sit in single digits, because most chiropractors never bother to optimize for them. If you treat auto-accident, prenatal, pediatric, or sports patients, build a dedicated page for each. **These patients convert at a premium and often bring better insurance or cash cases.**

KEYWORD	MONTHLY SEARCHES	DIFFICULTY	INTENT	CHASE IT?
car accident chiropractor	4,400	10	Commercial	Yes top priority
prenatal chiropractor	3,600	10	Commercial	Yes top priority
pregnancy chiropractor	3,600	24	Commercial	Yes
pediatric chiropractor	2,400	5	Commercial	Yes top priority
sports chiropractor	2,400	4	Commercial	Yes top priority
auto accident chiropractor	2,400	2	Commercial	Yes easiest high-value term
personal injury chiropractor	1,600	3	Commercial	Yes highest commercial value
family chiropractor	1,300	33	Commercial	Yes
chiropractor for babies	390	3	Informational	Yes easy win

TIER 03 — WARM & READY

Chiropractor For [Condition]

6 keywords · 8,900 monthly searches · avg. difficulty 25

These searches are pure gold: the person has already decided they want a chiropractor and told you exactly why. Build a focused page for each condition you treat, speak to the symptom in plain language, and include real outcomes. Most are low difficulty — **easy pages that punch above their weight.**

KEYWORD	MONTHLY SEARCHES	DIFFICULTY	INTENT	CHASE IT?
chiropractor for sciatica	2,400	20	Informational	Yes
chiropractor for back pain	2,400	68	Commercial	Hard localize instead
chiropractor for migraines	1,600	17	Informational	Yes
chiropractor for neck pain	1,300	25	Informational	Yes
chiropractor for vertigo	720	0	Informational	Yes easiest on the list
chiropractor for scoliosis	480	21	Informational	Yes

TIER 04 — OWN WHAT YOU OFFER

Services & Techniques

9 keywords · 133,250 monthly searches · avg. difficulty 39

These are the treatments people search by name. Volume looks tempting, but much of it is national research traffic. The rule is simple: **build a page only for the services you actually offer**, and localize it. Don't try to rank nationally for "dry needling" — rank for it in your city.

KEYWORD	MONTHLY SEARCHES	DIFFICULTY	INTENT	CHASE IT?
dry needling	90,500	56	Informational	Localize only
spinal decompression	14,800	47	Informational	Localize only
graston technique	9,900	32	Informational	Yes if you offer it
chiropractic adjustment	6,600	52	Informational	Localize only
cold laser therapy	6,600	22	Informational	Yes if you offer it
gonstead chiropractic	2,900	38	Informational	Yes if you practice it
spinal adjustment	1,000	50	Informational	Localize only
spinal manipulation	880	33	Informational	Yes
activator method chiropractic	70	19	Informational	Yes if you practice it

TIER 05 — THE VOLUME TRAP

Symptom Head Terms

22 keywords · 1,481,600 monthly searches · avg. difficulty 48

Head terms like “back pain relief” pull hundreds of thousands of searches — and that's exactly why they're a trap. They're dominated by WebMD, Healthline, and Mayo Clinic, and most of the traffic is researching, not ready to book. **Don't attack these head-on.** Localize them (“back pain relief in [city]”) or capture the intent through your Tier 3 condition pages.

KEYWORD	MONTHLY SEARCHES	DIFFICULTY	INTENT	CHASE IT?
back pain relief	246,000	74	Informational	No localize instead
migraine relief	246,000	57	Informational	No localize instead
tmj treatment	246,000	51	Informational	No localize instead
neck pain relief	201,000	60	Informational	No localize instead
headache relief	201,000	38	Informational	No localize instead
plantar fasciitis treatment	60,500	46	Informational	Localize
pinched nerve in neck	49,500	51	Informational	Localize
vertigo treatment	49,500	67	Informational	No use chiropractor for vertigo
sciatica pain relief	40,500	67	Informational	No localize instead
sciatica treatment	27,100	57	Informational	Localize
herniated disc treatment	22,200	44	Informational	Localize

TIER 05 — SYMPTOM HEAD TERMS (CONTINUED)

The Rest of the Head Terms

Same rule applies down the list: the volume is real, but so is the competition. Localize the ones you can, and let your condition and decision-stage pages catch the rest.

KEYWORD	MONTHLY SEARCHES	DIFFICULTY	INTENT	CHASE IT?
scoliosis treatment	18,100	45	Informational	Localize
carpal tunnel treatment	18,100	47	Informational	Localize
knee pain treatment	12,100	33	Informational	Localize
tension headache treatment	9,900	38	Informational	Localize
shoulder pain treatment	8,100	47	Informational	Localize
lower back pain treatment	6,600	75	Informational	No too competitive
bulging disc treatment	6,600	47	Informational	Localize
pinched nerve treatment	4,400	34	Informational	Localize
hip pain treatment	3,600	37	Informational	Localize
whiplash treatment	2,900	24	Informational	Yes pairs with auto injury
upper back pain relief	1,900	24	Informational	Yes

TIER 06 — HANDLE THE OBJECTIONS

Decision Stage

13 keywords · 13,800 monthly searches · avg. difficulty 16

These are the questions patients ask right before they commit — does it work, is it safe, what will it cost? Answer them honestly and you handle objections before they ever call. Most are low difficulty and **high-converting**.

KEYWORD	MONTHLY SEARCHES	DIFFICULTY	INTENT	CHASE IT?
what does a chiropractor do	3,600	50	Informational	Yes top-of-funnel
does chiropractic work	3,600	66	Informational	Hard but valuable
how much does a chiropractor cost	2,900	10	Informational	Yes high converting
is chiropractic safe	1,900	20	Informational	Yes objection handling
how often should you see a chiropractor	590	3	Informational	Yes easy win
is chiropractic covered by insurance	260	10	Informational	Yes objection handling
chiropractor cost without insurance	210	3	Informational	Yes easy win
chiropractor vs physical therapy	210	4	Commercial	Yes easy win
does insurance cover chiropractic care	170	15	Informational	Yes
chiropractic adjustment benefits	140	31	Informational	Yes
free chiropractic consultation	110	0	Transactional	Yes free win
chiropractic new patient special	90	0	Transactional	Yes free win
first chiropractic appointment	20	0	Informational	Yes free win

THE FINE PRINT

How We Built This List

Search volumes and difficulty scores reflect U.S. national data pulled from standard keyword-research tools, captured as a snapshot for this guide. Treat them as direction, not gospel — volumes shift seasonally, and your local numbers will be a fraction of the national figure.

- **Volume is national.** Your city's demand is smaller but follows the same ranking of what matters.
- **Difficulty is national too.** A "Hard" term is often very winnable inside your local market.
- **Intent is our read** of what the searcher wants — use it to decide what a page should say, not just which words to use.
- **"Localize" means** add a geographic modifier and target it on a city or service-area page, not a national blog post.

STOP GUESSING

Want Us to Do This For You?

We've helped hundreds of chiropractors turn searches like these into booked appointments — websites, local SEO, Google Ads, and an in-house CRM that follows up so you don't have to. Book a free strategy session and we'll map the keywords worth chasing in your market.

[Book A Free Strategy Session](#)



Where Chiropractors Win Online

chirobasix.com · Websites · SEO · Google Ads · ENGAGE CRM