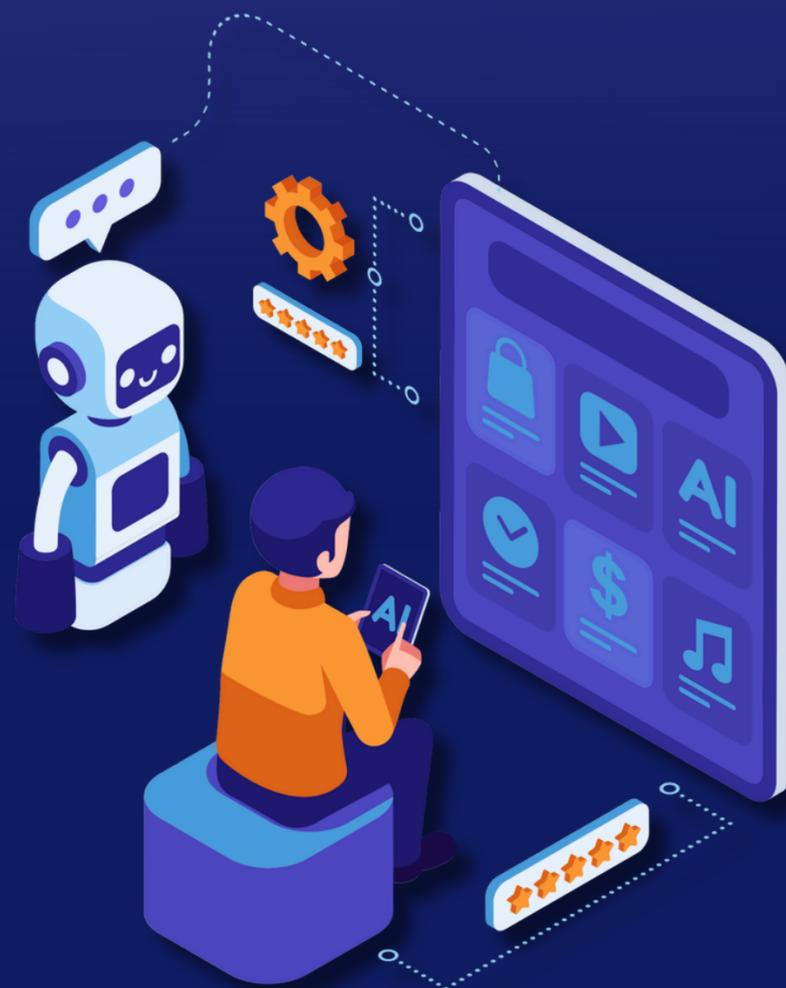




# How to optimize your clinic for AI

**By: Dr. Steve Knighton**  
*Head of Academy*

# How to optimize your business for AI



## Welcome To Spinealytics Academy

In more than 15 years of chiropractic marketing, we've never seen search behavior evolve this quickly. AI is reshaping how people look for answers, who they trust, and how they choose a provider.

It's easy to panic — and yes, SEO is shifting faster than ever. But here's the insight most clinics miss: AI may change the interface of search, but it doesn't change the fundamentals of visibility.

When your technical SEO is dialed in and your expertise is structured in a way AI systems can understand, you're not at risk — **you're positioned to win.**



# Hi, we're Spinealytics

## The adjustment your marketing needs.

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For more than 15 years, we've helped chiropractors and healthcare providers stand out in increasingly competitive markets. With 600+ clients across North America, we understand exactly what today's clinics need to grow — and what gaps are holding them back.

Our focus is simple: build smarter websites, stronger SEO foundations, and marketing systems that are ready for the rise of AI-driven search. No gimmicks. No shortcuts. Just strategies built on data, clarity, and real patient behavior.

To stay ahead with ongoing insights, you can follow Spinealytics on Instagram, Facebook, LinkedIn, Reddit, and YouTube, where we share weekly strategies, updates, and AI-focused chiropractic marketing tips.

# Let's break it down...

In this guide, we're going to walk you through what hasn't changed when it comes to optimizing your website — and what has changed, and to become even more important, in the age of AI-driven search.

AI's and large language models (LLMs) operate a lot like search engines. At their core, they're information-processing robots, just like Google. That means there's a huge overlap in what they need from your website in order to understand you, trust you, and recommend you.

By following the steps in this guide, your website will be in its strongest position yet — built for Google and ready for AI systems like ChatGPT, Perplexity, Claude, and Gemini. When your content is structured properly, these platforms can confidently recognize your expertise and surface your clinic in more patient searches.

# What's out?



Let's Start With the Easy Question — **What Can Traditional SEO Stop Doing Now That AI Is Changing Search?**

**The answer: *nothing.***

Everything that mattered in traditional SEO still matters today. That's why this section is so straightforward.

It's true — we haven't seen clear proof that AIs are heavily focused on title tags or meta descriptions. But they likely factor them in, and they remain extremely important for Google and for your website's conversion rate.

In short: **your foundational SEO work isn't going anywhere.**

# Links Still Matter — But Mentions Matter **Even More**

Traditional SEO has always relied heavily on backlinks. Every site that links to you is essentially casting a vote in your favour, signaling to Google that you're credible and trustworthy.

## **But is AI as focused on backlinks?**

Yes and no.

AI models care deeply about citations — proof that you're an expert in your field. But unlike Google, an AI doesn't always need a clickable link to understand who you are. If your clinic name, brand name, or practitioner name appears across reputable sources, AI can recognize that it's you, even without a hyperlink pointing back to your site.



# Continued...

## So what should you be doing now?

You still need to build quality links for SEO — that part hasn't changed.

But you also need to increase your brand mentions everywhere possible:

- Contribute expert comments to healthcare or chiropractic blogs.
- Be featured or quoted on industry websites.
- Write guest posts for relevant publications.
- Participate in niche forums and online discussions.
- Get involved in community Q&As and expert panels.



### And here's a big one:

Since OpenAI made a data deal with Reddit in 2024, ChatGPT frequently cites information it finds there. That makes Reddit a powerful place to engage, answer questions, and share expertise — especially in threads related to pain, chiropractic care, injuries, or recovery.

Backlinks build authority for Google.  
Mentions build authority for AI.

**You need both.**

# E-E-A-T Matters More Than Ever



Experience



Expertise



Authoritativeness



Trustworthiness

Google has valued these signals for years — and now AI does too. When platforms like ChatGPT, Perplexity, Gemini, and Claude generate answers, they want to pull from credible experts who consistently demonstrate real-world knowledge.

This aligns perfectly with what we shared earlier about citations and brand mentions. The more you're referenced on reputable industry sites — and yes, especially Reddit, which now feeds data directly into ChatGPT — the more AI systems recognize you as a trusted source.

But E-E-A-T isn't just about external mentions. Your own website plays a huge role too. Your blog posts, service pages, doctor bios, and FAQs should all reinforce your experience, your expertise, and the trust patients can place in your care.

When writing or updating content, always keep E-E-A-T in mind. **It's the foundation of both traditional SEO and AI-driven visibility.**

# Awards and Accreditations

Awards, certifications, and professional accreditations all help paint the picture of a clinic that stands out — **a provider patients and algorithms can trust.**

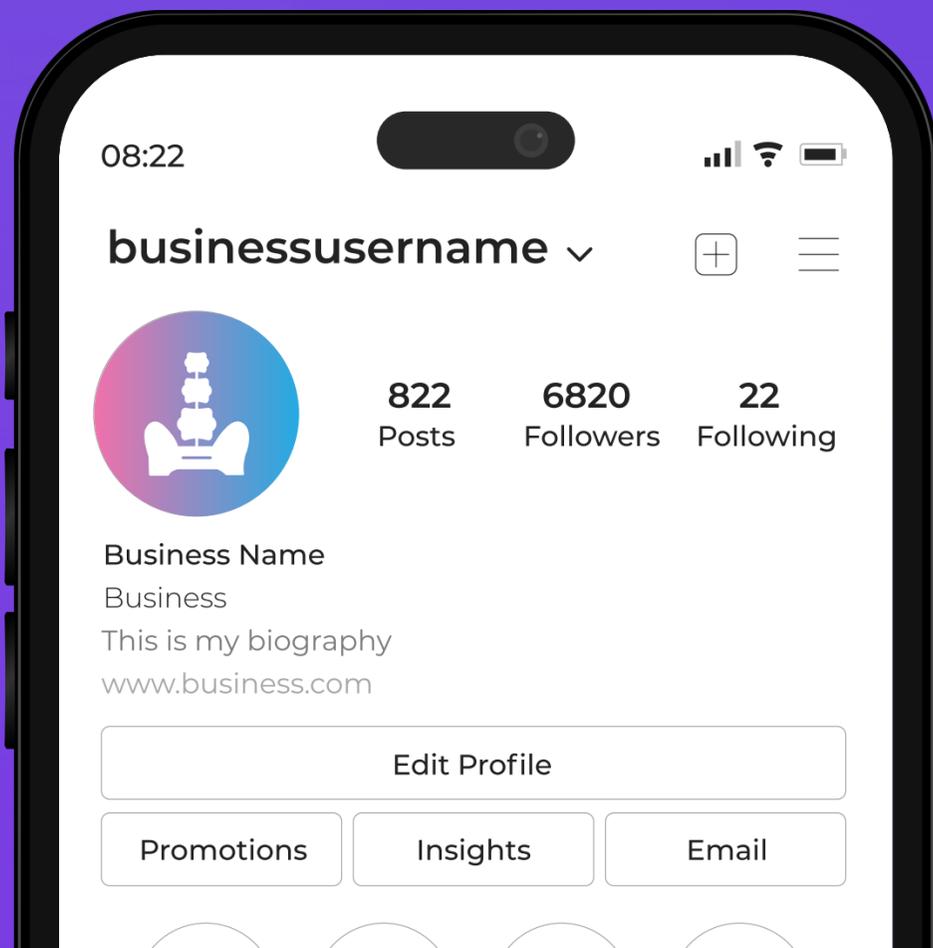
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Whether it's memberships in chiropractic associations, specialized training your doctors have completed, continuing-education certifications, or any recognition your team has earned, these credentials should be highlighted clearly on your website and across your social channels. They reinforce your expertise and strengthen both patient confidence and your E-E-A-T signals.

Whenever possible, mark these elements up semantically (more on that later) so search engines and AI systems can easily recognize, "Oh — this is an award, this is a certification, this is a credential."

Even small recognitions help build a stronger profile, both for Google and for AI-driven search platforms.

# Social Media Signals Matter



We hate to say it, but here it is: AI is increasingly paying attention to activity on social media — especially platforms like Pinterest, Instagram, and LinkedIn. These systems are trying to understand the “voice of the people,” which means they look at what’s getting engagement, comments, and positive feedback.

For years, people speculated that Google might use “social signals” as a ranking factor. It never really worked out (remember Google+...? exactly). But AI has changed the game. Unlike search engines of the past, AI models can analyze social conversations, trending topics, and public sentiment — and they absolutely use it

**So... yes.**

**You really do need to keep making the reels, posting the carousels, and feeding the algorithms. We’re sorry. Truly. *But it matters.***

One important step:

Make sure your Instagram is indexable by search engines so AI systems and Google can actually see your content. We’ve included the steps on the next page.

# Ensure your Instagram is open to search engines



01

Make sure you've got a creator or professional account.

02

View your profile and click on the 3 lines in the top right.

03

Scroll down to *'Account Privacy'* and click on it.

04

Make sure the bottom toggle – *'Allow public photos'* etc. is set to **on**.

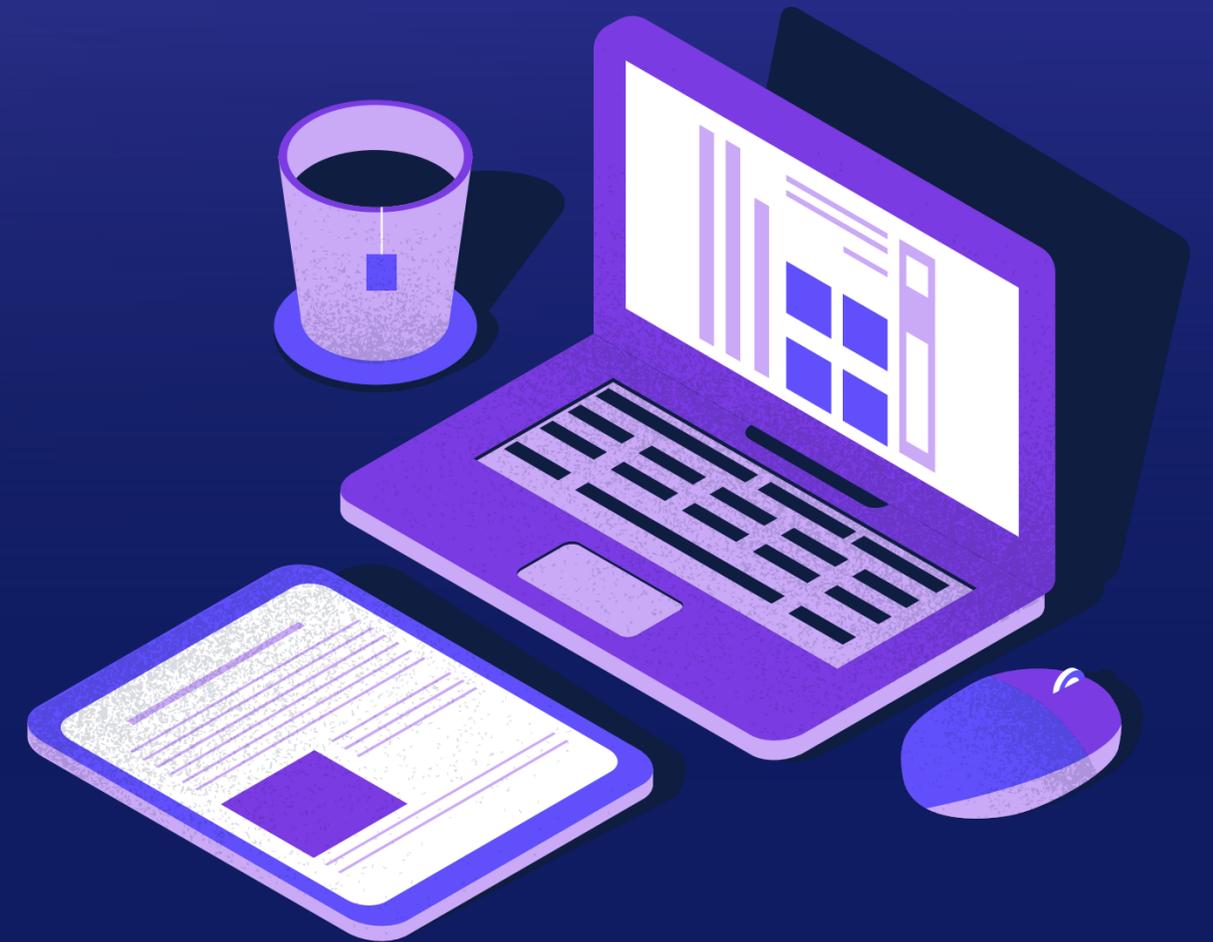
# Voice of experience

Just like ChatGPT values discussions on Reddit because they reflect real human experience, AI systems want to see your experience too. They prioritize insights that come from real-world scenarios, real outcomes, and real expertise.

**That's why case studies matter more than ever.**

Include them everywhere you can — on your website, in your blog, and across your social channels. Share why you approached a patient's case the way you did, what steps you took, and what results you achieved. The more you demonstrate your reasoning, process, and outcomes, the more clearly AI can understand your expertise.

Case studies don't just help with SEO or AI visibility — they also build trust with prospective patients who want proof that your care **actually works.**





# Research and results

Let's be honest — people love stats. And AI loves them even more. Tables, charts, percentages, before-and-after comparisons... AI systems latch onto clear, structured data because it gives them something concrete to interpret and cite.

If you can conduct your own in-clinic research, track outcomes, or publish even small sets of meaningful statistics, you immediately stand out from competitors.

# Structured data

Structured data has always been important for SEO. It helps robots understand *exactly* what each part of your website is about — “*this is our clinic info,*” “*this is our doctor,*” “*this is a service,*” etc.

AI relies on this even more. It needs to quickly identify and pull the right information.

If you already use structured data, great — refine it.  
If not, now’s the time to add it.

It’s not new, but **it’s more essential than ever.**



# Continued...

If you're comfortable with code, you can add structured data manually using [schema.org](https://schema.org) as your reference. It includes every markup type you'll need — from clinic details and doctor profiles to services, FAQs, and reviews.

If your site is built on WordPress, plugins like Yoast or RankMath offer built-in schema options you can toggle on in the settings. They're not fully comprehensive, but they do cover the essentials.

Adding structured data isn't complicated — but it does make a meaningful difference for both Google and AI search systems, improving how your content is understood, indexed, and surfaced.



# LLMS.txt

An LLMS.txt file is a new initiative created by AI-focused developers to give AI systems a simple, efficient way to understand your business.



LLMS.txt is essentially a plain-text overview of your organization—your name, services, locations, and other key details—formatted specifically so AI systems can read and interpret it quickly.

If you're comfortable accessing your hosting and editing files, you can add it manually. Full examples and specifications are available at [LLMSTXT.org](https://LLMSTXT.org). If not, a developer can set it up for you.

There are also early discussions around using Markdown (.md) versions of webpages to give AI a cleaner, simplified version of your site, as well as more detailed LLMS-full.txt formats that expand beyond the basics. These aren't widely adopted yet, but the industry is watching their development.

For now, LLMS.txt is the only format worth implementing, and it's an easy win—it helps AI tools understand your clinic faster, more accurately, and with better clarity.

# Site Speed

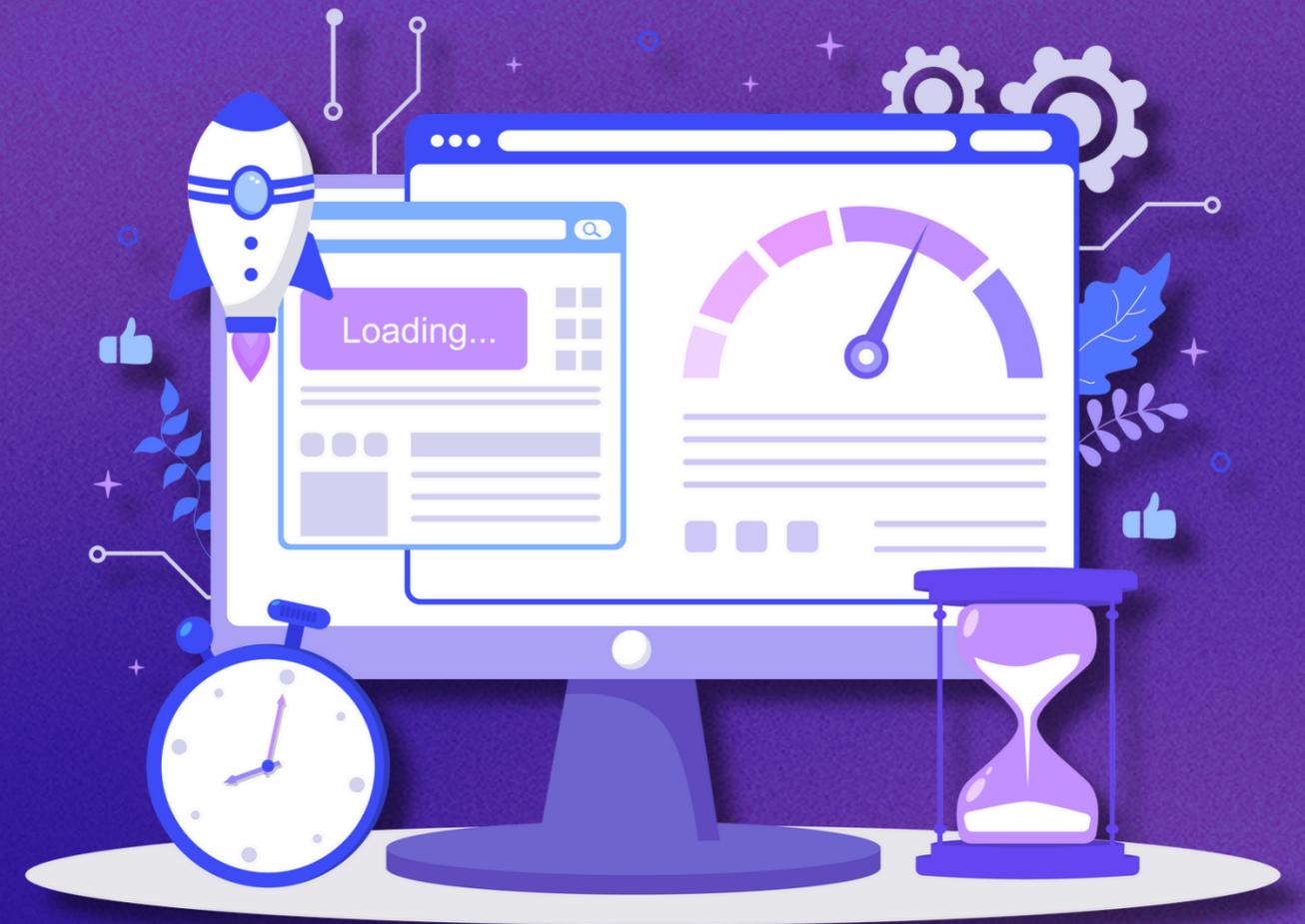
This one's a bit technical, but important. Some parts you can fix yourself, and others may require a developer.

AI systems are expensive to run, which means they need to gather information fast. If your website is the main source of information about your clinic and it loads slowly, AI bots won't stick around—just like human visitors. Slow sites get crawled less, ranked less, and recommended less.

This isn't new. Google introduced Core Web Vitals back in 2020 to measure speed, stability, and overall performance. AI relies on similar principles: fast, clean, accessible websites are easier for both Google and AI platforms to read and return to.

## **In short:**

**A slow site hurts SEO, and now it hurts your AI visibility too.**



# Continued...

One of the fastest, easiest ways to improve site speed is to make sure your images aren't larger than they need to be. If you upload a 3000px-wide photo but display it in a 150px space, your site is loading a huge file for no reason.

You can often spot this if an image looks grainy, loads slowly, or appears line-by-line.

Site speed is a big topic (we'll cover it more in future content), but this simple fix makes a noticeable difference.

In the meantime, you can test your site performance using **Google's PageSpeed tool**: <https://pagespeed.web.dev/>

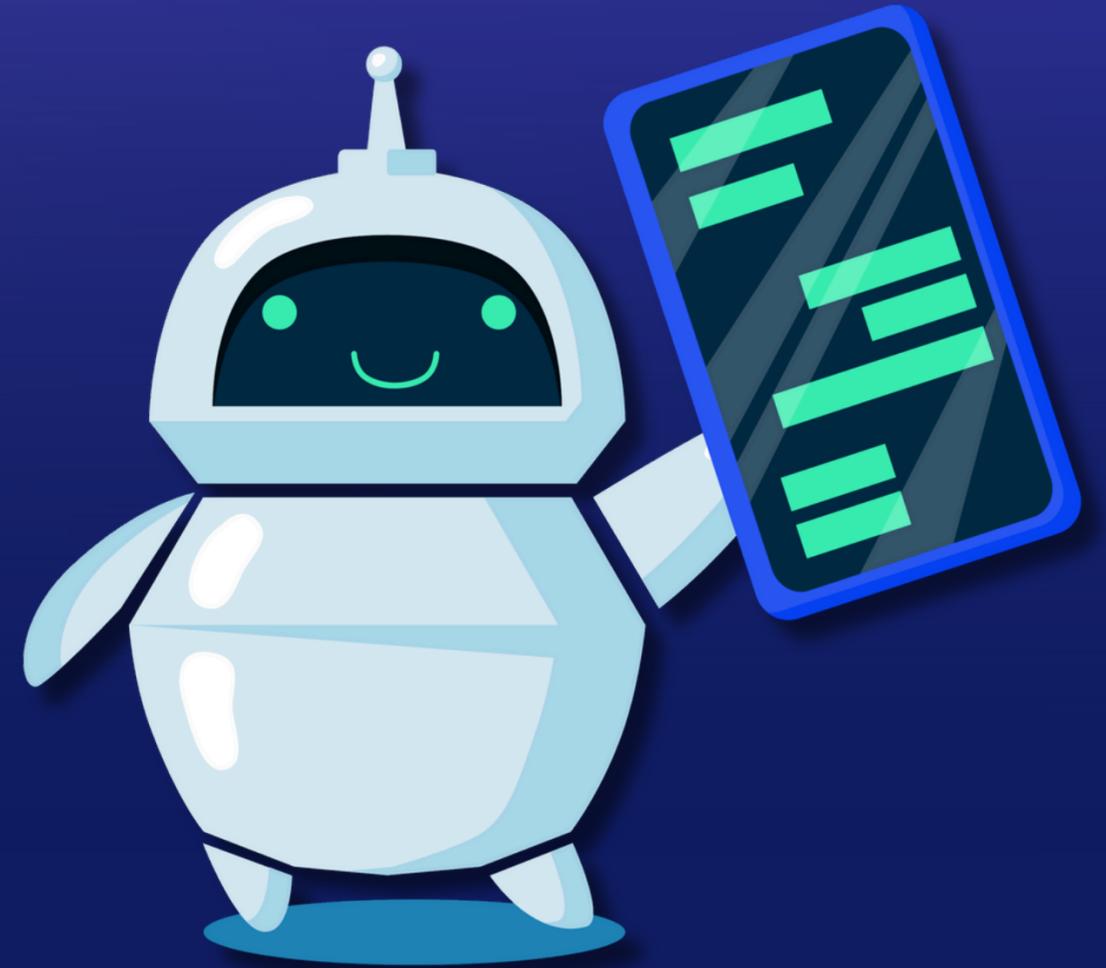
# Check if robots can index you

## You know what you really don't want?

To follow everything in this guide... only to discover six months later that your website was blocking AI bots the entire time.

Take a minute to check your robots.txt file (found at: [yourwebsite.com/robots.txt](http://yourwebsite.com/robots.txt)) and make sure nothing looks suspicious — especially any “disallow” rules targeting AI crawlers like ChatGPT or other LLM bots.

A single line in that file can stop AI systems from ever seeing your content.



# Chunk your content

We're not huge fans of the word "*chunking*," but it's the best term we have for describing how you need to write for AI. Fortunately, this approach is completely different from old-school SEO writing — and in a very good way.

Traditional SEO encouraged long, bloated paragraphs packed with keywords. And we've all experienced those recipe-site nightmares that force you to scroll through endless fluff and ads.

## **AI doesn't want any of that.**

It wants clean, structured, concise sections of text — short, clear "chunks" that make your expertise easy for AI systems (and patients) to understand.

It's faster to write, easier to read, and far more effective across every platform.

## **Let us walk you through how it works...**



# Chunking your content

Here are a few steps for creating content that AI bots love – and that’s also great for users and for Google. Total win-win.

As you write, don’t make every post feel too formulaic. Keep it human. Let your natural voice show through.

## Key guidelines:

- ✓ Use clear headings and subheadings
- ✓ Use proper H1, H2, H3 tags (if this sounds unfamiliar, we cover it in our SEO training)
- ✓ Start with a clear opening line that summarizes the page
- ✓ Chunk your content into short, focused sections
- ✓ Add a TL;DR (Too Long; Didn’t Read) at the top so readers can quickly get the main point
- ✓ One idea per paragraph — keep things concise and easy to follow
- ✓ Use bullet points and lists where it makes sense
- ✓ Add tables or charts when comparing information or showing data
- ✓ Include FAQs, ideally with proper schema markup

# Continued...



**Use clear summary cues** throughout your text — phrases like “to summarise,” “key takeaway,” “common mistake,” or “in short.” These help both readers and AI understand your main points.



**Keep the tone conversational.** This helps with voice search since people speak differently than they type. Use natural, spoken-style phrasing whenever possible.



**Break things into clear steps** when relevant (e.g., Step 1, Step 2, Step 3). Robots love structured, predictable formatting.



If you’re answering a question, **give the best answer you can.** AI pulls from the clearest, most complete, most authoritative response — so make yours the one worth choosing.

# A good example

We were researching back pain recently and came across a great Healthline article that was clearly written with AI in mind — but still excellent for real people too.

## Here's what stood out:

- Summary at the top
- Clear, structured headings
- Lots of bullet points
- Short summary boxes after each section

This is exactly the kind of formatting AI understands best — and the kind users appreciate too.



# Fresh content

Just like traditional SEO, fresh content is incredibly important for AI. Publish blogs as often as you can, and share them on your social channels when they go live. This spreads awareness and gives AI more places to discover and index your content.

Also make sure you interlink your new posts — and connect them back to your core “cornerstone” pages. The goal is to create an interlinked network of high-quality content that guides both users and robots from one valuable piece to the next.

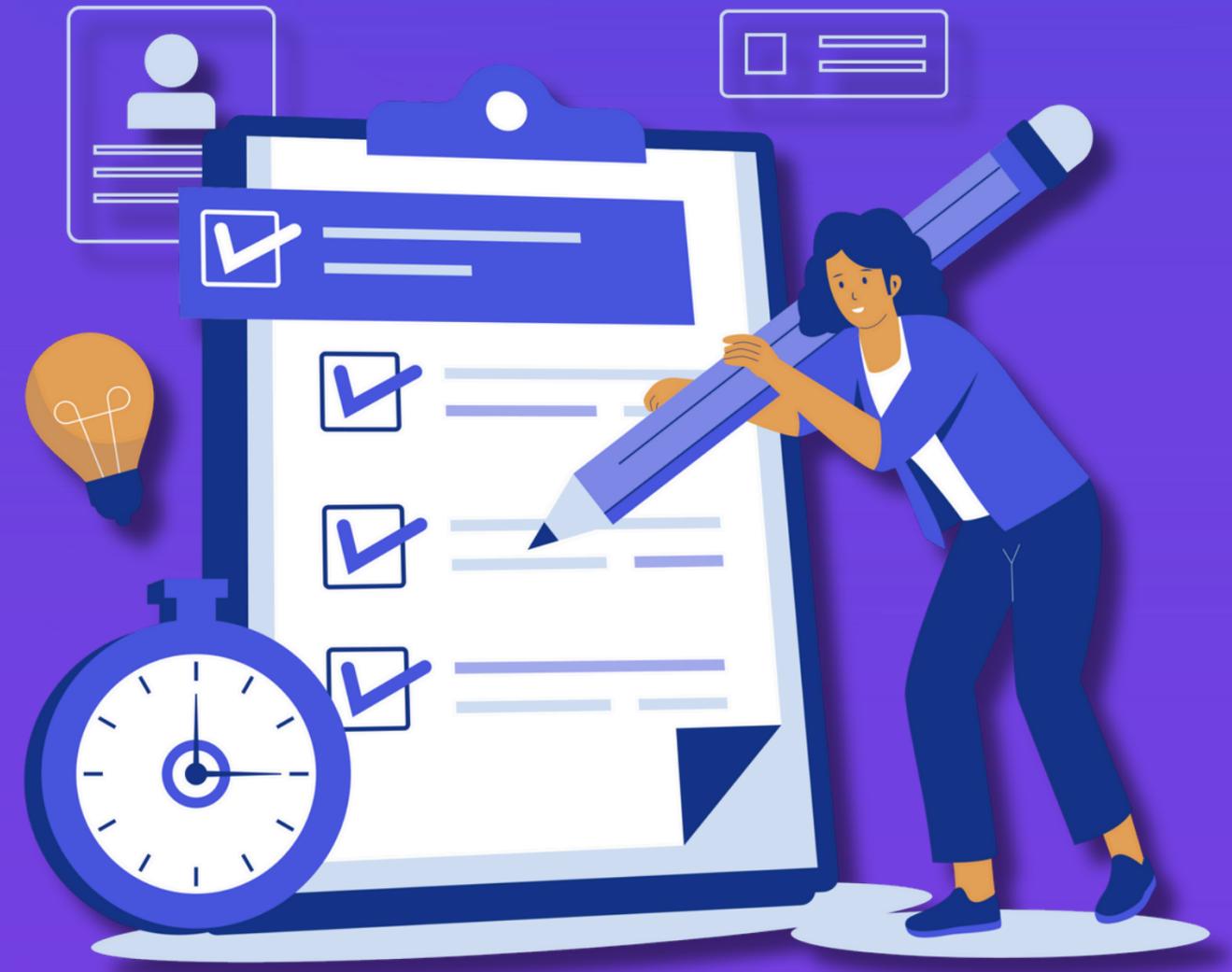
This kind of internal structure makes it easier for AI to understand your expertise, follow your topics, and surface your clinic more often in patient searches.

This is also a core principle of **GEO** — AI needs a consistent pattern of content to recognize your authority. Regular, interlinked posts create the kind of topical footprint that generative engines rely on when choosing which clinic to recommend.



# Checklist

- Content “chunking”
- Social media strategy for engagement
  - *Check your Insta isn't blocking robots*
- Investigate Reddit
- Put structured data in place
  - *Write some FAQs for your site*
- Site speed optimized / considered
- Offer guest blog posts / try and get quoted online in industry relevant media
- Carry on getting links back to your site for good ol' fashioned SEO
- Look out for awards you can win or accreditations you can gain
  - *Make sure these are all mentioned on your website*
- Keep case studies up to date on your site and socials
- Blog authoritatively, in your own voice, often
- Get a LLMS.txt file
- Check robots can index your site



# Meet Dr. Knighton

I'm Dr. Steve Knighton, Head of Academy at Spinealytics Academy — and before we wrap up, I want to leave you with this: chiropractors aren't falling behind because they lack commitment. They fall behind because the digital world evolves faster than anyone teaches you to keep up.

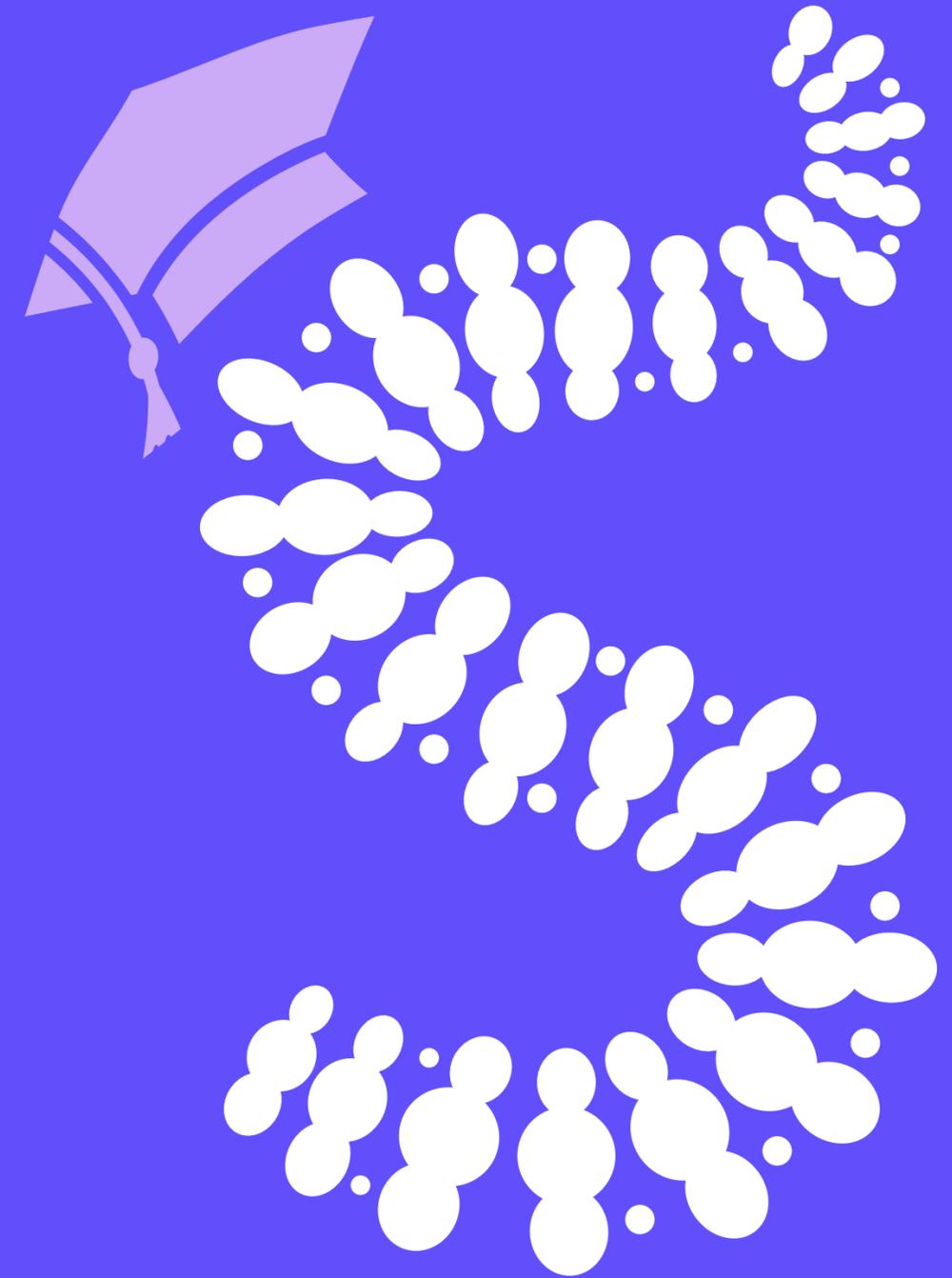
That's why Spinealytics Academy exists.

For straight, usable strategy that lets you keep doing the work that actually matters: getting people out of pain and back to their lives.

If this guide helped you, stay connected with the Academy. We're constantly releasing new tools, insights, and breakdowns designed to keep you ahead as AI reshapes the digital landscape.

You're doing important work. We're here to make sure the world can find you.

**→ Visit Spinealytics Academy**





# Have Questions? We're Here to Help

If you've got any questions about anything in this guide, feel free to leave a comment on any of our socials.

And don't forget to follow us on [Facebook](#), [Instagram](#), and [LinkedIn](#), and check our [website](#) — we share free advice, breakdowns, and tutorials to help your clinic stay ahead in the age of AI.