

S.C.O.R.E.

Content Ecosystem Starter Kit

30-Day Build + Templates (Spinealytics Approved for Chiropractors)





Introduction

SEO gets you found. But in 2026, getting found is the entry fee.

S.C.O.R.E. is our content ecosystem framework for chiropractors. It's not "posting more." It's building a connected loop where:

- S** = SEO helps people discover you
- C** = Content helps them understand you
- O** = Online community helps them remember you
- R** = Reviews help them choose you
- E** = Engagement on social helps them trust you

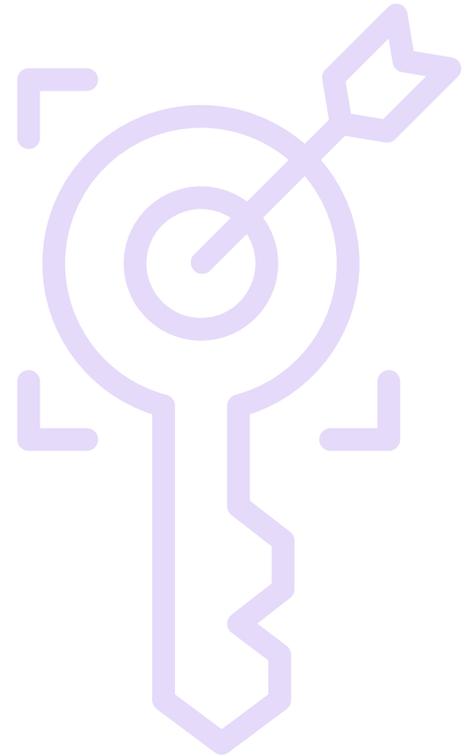
Or in one line: **SEO gets you found, content + social get you chosen.**

This Starter Kit turns the S.C.O.R.E. framework into a 30-day plan you can actually execute, with templates you can fill out in one sitting.

Inside you'll get:

Checklist:

- The S.C.O.R.E. Ecosystem Map** (find what's missing in minutes)
- A Core Message Builder** (stop blending in)
- A Proof + Reviews Engine Planner** (trust on repeat)
- A Pillar-to-Repurpose Machine** (one idea becomes a full content stack)
- A 30-day calendar** (simple, consistent, doable)



S.C.O.R.E. Ecosystem Map

How to use S.C.O.R.E (2 minutes):

For each category, mark Strong, Weak, or Missing.
Take note of your top 2 weakest areas. Those become your focus for the next 30 days.

S = SEO (Discovery)

Goal: show up when someone searches your service.

Check:

- Your core services have dedicated pages
- Location signals are clear (city, neighborhoods, service area)
- Your pages answer patient intent (not fluff)
- Your Google Business Profile is complete and active

Status: Strong Weak Missing

C = Content (Understanding)

Goal: make it easy for patients to understand what you do and what to expect.

Check:

- Your homepage explains who you help and how
- Your services pages explain outcomes + process
- You have at least 3 FAQs that handle common objections
- You have a "What to Expect" piece (first visit walkthrough)

Status: Strong Weak Missing

Quick gut check:

If you are strong in S but weak in R and E, you are visible but not believable.

S.C.O.R.E. Ecosystem Map

How to use S.C.O.R.E (2 minutes):

O = Online Community (Memory)

Goal: stay top of mind after the first touch.

Check:

- You have a simple email list or newsletter
- You post consistently enough to feel “alive”
- You have a way to reconnect with non-bookers (email, retargeting, follow-up)

Status: Strong Weak Missing

R = Reviews (Choice)

Goal: remove doubt and reduce price-shopping.

Check:

- You have a consistent review ask process
- Reviews include detail (symptom, experience, outcome)
- You respond to reviews
- You have a review link ready to send instantly

Status: Strong Weak Missing

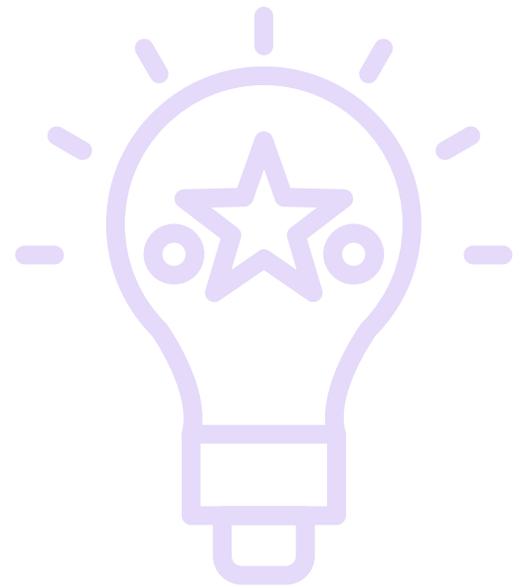
E = Engagement (Trust)

Goal: show your face, your voice, your values, and your credibility.

Check:

- You post short-form video (even basic clips)
- You answer common questions on camera
- You address objections directly (“Is chiro safe?” “How many visits?”)
- You share proof stories (patient wins, walkthroughs, behind-the-scenes)

Status: Strong Weak Missing



Core Message Builder

Content starts with clarity.

If a patient can't understand what you do in one sentence, they won't book. They'll keep scrolling.

This exercise gives you your "one paragraph" message, plus a short version you can use on your homepage hero, your Google Business Profile, and your bio.

Step 1: Build your one-paragraph message (fill-in template)

We help _____ (who you help)

with _____ (main problem)

so you can _____ (outcome that matters to them).

Our approach is _____ (how you do it, in plain English)

and we focus on _____ (what makes you different: nervous system, root cause, movement, education, etc.).

Most patients come to us because _____ (common trigger)

and the next step is _____
(book/call/free consult if applicable).

Quick Tip:

If your message sounds like any clinic in your city, it's too vague.

Core Message Builder

Step 2: Turn it into your “homepage hero” version (2 lines)

Headline: _____

(Example: “Chiropractic care for people who are tired of temporary fixes.”)

Subheadline: _____

(Example: “Clear plan, honest answers, and care that helps you move better and feel better.”)

CTA button text: Book Online Call Now Request Appointment Get Started

Step 3: Turn it into your “video intro” (one breath)

“Hey, I’m Dr. _____. We help _____ who are dealing with _____. If you’re trying to _____ without relying on temporary fixes, here’s what you should know...”

Quick chiro examples (for inspiration)

- “We help active adults with back pain get back to moving comfortably again. We focus on understanding what’s driving the problem, building a clear plan, and helping you progress with confidence. If you’re tired of guessing, book an appointment and we’ll map out the next step.”
- “We help families stay ahead of pain, tension, and recurring issues with chiropractic care that’s simple and evidence-informed. If you’ve been stuck in a cycle of flare-ups, we’ll help you understand why and what to do about it.”



Reviews + Proof Engine Planner

Reviews help them choose you.

People don't trust claims. They trust receipts.

This page helps you create three proof assets chiropractors can use everywhere: 1) a **case study**, 2) a **testimonial request system**, 3) a **"what to expect" walkthrough**.

Proof Asset #1: Case Study Template (simple, not academic)

Patient type: _____

Main complaint: _____

What was life like before: _____

What we found / what we focused on: _____

Plan (3 bullets):

- _____
- _____
- _____

What changed (be specific):

- _____
- _____
- _____

Timeframe: _____

Quote: _____

CTA line: "If you're dealing with something similar, the next step is _____."

Tip: If you can't use numbers, use real-life outcomes: sleep, driving, sitting, workouts, headaches, parenting, energy, stress.

Reviews + Proof Engine Planner

Proof Asset #2: Review Ask System (copy/paste scripts)

When to ask:

- After a “breakthrough” visit
- After the 3rd–5th visit
- After discharge / plan completion
- After a specific win (sleep, headaches, range of motion, etc.)

Text message script:

“Hey [Name], quick ask. If you have 60 seconds, would you leave us a review?”

If you can mention what you came in for and what’s improved, that helps a lot.

Here’s the link: [LINK]. Appreciate you.”

Email script:

Subject: Quick favor?

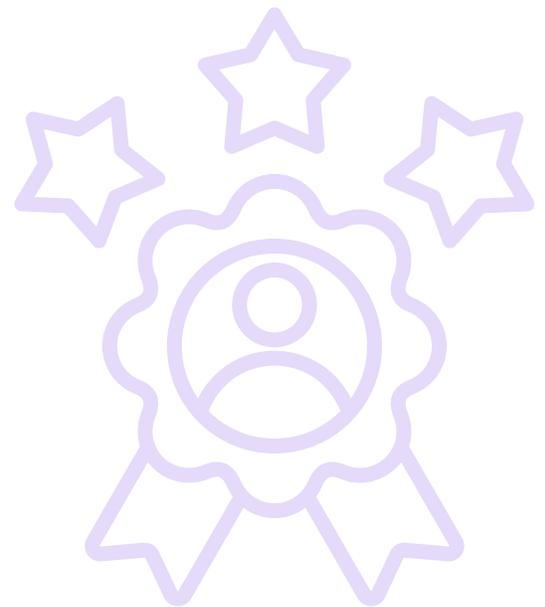
“Hi [Name], if you have a minute, would you mind leaving a short review?”

What helps most: what you were dealing with, what changed, and what you’d tell someone who’s on the fence.

Here’s the link: [LINK]. Thank you.”

In-clinic script (front desk):

“If today felt like progress, would you be open to leaving a quick review? It really helps other patients feel confident choosing us. We can text you the link.”



Reviews + Proof Engine Planner

Proof Asset #3: "What to Expect" Walkthrough (reduces fear + objections)

Title: What to expect at your first chiropractic visit

Step 1 (arrival): _____

Step 2 (assessment): _____

Step 3 (plan): _____

Step 4 (care): _____

Common questions we answer:

-
-
-
-

Reassurance line:

"You'll always know what we're doing and why. No guessing, no pressure."

CTA: Book Online | Call Now | Request Appointment

Tip: If you can't use numbers, use real-life outcomes: sleep, driving, sitting, workouts, headaches, parenting, energy, stress.

Pillar-to-Repurpose Machine

Engagement helps them trust you.

Short-form video is the fastest way for patients to feel like you're real, competent, and safe.

This activity turns one pillar piece into a full content stack, without you living on your phone.

Step 1: Pick your pillar (choose one)

- Blog post
- FAQ page
- Condition breakdown
- "What to expect" walkthrough
- Recorded 10-minute talk (phone is fine)
- Case study

Pillar topic: _____

Patient intent (what are they worried about?): _____

One main takeaway: _____

Step 2: Record 7 clips (fill the blanks)

1. "Most people get this wrong about _____."
2. "If you're dealing with _____, do this first."
3. "Three signs your _____ is not 'just normal!'"
4. "What to expect when you come in for _____."
5. "Stop waiting on _____. Here's why."
6. "The real reason _____ keeps coming back."
7. "A quick patient win: _____ (what changed + why)."

Filming note: Not cinematic. Clear audio, good lighting, calm delivery

Pillar-to-Repurpose Machine

Step 3: Build the rest of the stack (templates)

1 Carousel (IG/FB):

Title: _____

Slide 1: Problem/Hook

Slide 2–6: Steps / myth vs fact / checklist

Slide 7: CTA (book/call)

3 Text Posts:

Post 1 (education): _____

Post 2 (objection): _____

Post 3 (proof story): _____

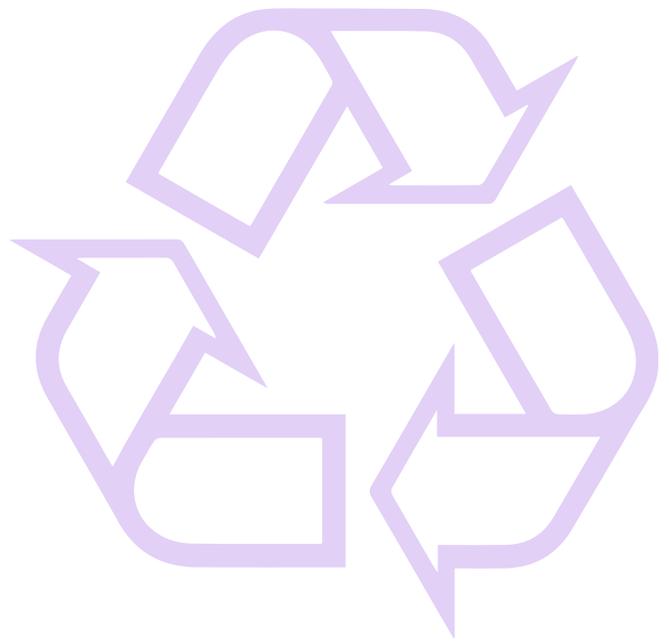
1 Email:

Subject: _____

Body: problem → clarity → proof → CTA

1 Google Business Profile Post:

Offer/tip/proof + CTA + link



Tip: If you can't use numbers, use real-life outcomes: sleep, driving, sitting, workouts, headaches, parenting, energy, stress.

30-Day S.C.O.R.E. Calendar

Online community helps them remember you.

This is what stops "I meant to book" from turning into "I forgot."
This plan builds S.C.O.R.E. in an order that makes sense for chiropractors.

Week 1: S + C (SEO + Content)

Goal: Get found, then make it instantly clear.

Tasks:

- Finalize your **core message**
- Update website basics:
 - homepage hero (clear outcome + CTA)
 - one service page (simple, patient-friendly)
 - one condition/FAQ page
- Tune up your Google Business Profile:
 - services list
 - description aligned to your core message
 - add 5 new photos if needed

Post this week: 1 "What we help with" video + 1 FAQ post

Week 2: R (Reviews + Proof)

Goal: Build trust assets that remove doubt.

Tasks:

- Write 1 case study (Page 3 template)
- Launch review ask process (text + front desk script)
- Create your "what to expect" walkthrough

Post this week: 1 proof story + 1 "first visit" walkthrough clip



30-Day S.C.O.R.E. Calendar

Week 3: E (Engagement)

Goal: Show your face and answer what patients are thinking.

Tasks:

- Batch film 10 clips:
 - 5 education
 - 3 objections
 - 2 proof stories
- Post 3 clips this week

Post this week: 3 videos + 1 carousel

Week 4: O (Online Community + Distribution)

Goal: Keep leads warm and stay top-of-mind.

Tasks:

- Set up a simple email list + welcome email
- Send 1 email this week (repurposed from your pillar)
- Post 1 GBP post + 1 community/local post (if applicable)

Post this week: 1 email + 1 GBP post + 2 videos

“Done is better than perfect”

If you're consistent for 30 days, you will feel the difference in lead quality.



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 — to give you simple, practical strategies that let you stay focused on what matters most: getting people out of pain and back to their lives. If this guide was useful, stay connected with the Academy. We're always releasing new tools, insights, and step-by-step breakdowns to keep you ahead as AI transforms the digital world. You're doing important work, and we're here to make sure the right patients can find you.

And remember — in a world that's changing this quickly, staying informed isn't optional anymore. It's a competitive advantage.

