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Marketing for private physiotherapists: where new patients come from

A physiotherapy clinic grows through local visibility and referral. This guide covers both.

Local search

Most patients search for a physiotherapist near them or for help with a specific injury. A complete Google Business Profile, a page for each service and recent reviews place you in front of those searches.

Online booking

Many patients book outside working hours. Online booking with clear prices removes the need for a phone call and increases the number of people who follow through.

Referral relationships

- Introduce yourself to local orthopaedic surgeons and GPs
- Send a short, prompt report after each referred patient
- Offer talks to running clubs, gyms and sports teams
- Publish clear guidance on what you treat

Content that shows expertise

Short articles and videos about common injuries, recovery timelines and exercise technique help patients trust you before they book. The HCPC requires promotional activity to be accurate and not misleading, so avoid promising results.

Related pages

- Marketing for physiotherapists
- Google Ads

Common questions

How do I get more physiotherapy patients quickly?

Complete your Google Business Profile, add online booking, and ask recent patients for reviews. These three steps have the fastest effect.

Should a physiotherapist advertise on Google?

Paid search can work well for specific services in competitive areas. Start with a small budget and track bookings.

Checklist

- ☐ Our Google Business Profile is complete
- ☐ Patients can book online
- ☐ Each service has its own page
- ☐ We send prompt reports to referrers
- ☐ We ask patients for reviews

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