**Business Background**

**Category:** Medical Professional (Chiropractor)

**Name:** Lake Erie Spine and Injury Center

**URL:** lakeeriespine.com

**Google Business Page:** https://plus.google.com/114313400833002643743

**Category:** Chiropractor

**Analyze Google Business Page**

It seems that they verified a page but created a new page and are updating/maintaining it. The verified information is showing up in the search results, however. I will be analyzing the unverified page as it is the most active with a first recommendation of connecting the two pages.

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| --- | --- | --- | --- |
| **Category of Evaluation** | **Strengths** | **Opportunities for optimization** | **Notes / Recommendations** |
| Completed Google Business page? |  | Provide contact information | Address, phone, email |
| Have Reviews? |  | No reviews have been found | Providing customers an opportunity to provide reviews is a good way to boost credibility. |
| Page Active with Posts? |  | the page is not active | update content regularly with relevant information such as photos and articles. |
| Photos Visually appealing? |  | Cover photo needs to be more representative of the business - not the lake |  |
| Identified logos and images? | A photo of the physician is provided | Use the business logo | The physician’s photo as the ‘logo’ photo may be confused with a personal profile. A business logo makes the business seem more credible. Keep the physician photo in the photos. Add additional photos of the business. In the Summit Family Practice photo, take it so the photographer isn't showing in the window. |
| Consistency of contact information – business name, phone, address? |  | inconsistency in name is found between Google Business page and the website | choose & or and for the name; consider prioritizing the brand over physicians. Two of the docs have individual Google Business pages - instead, combine into one Google Business Page for maximum results and link to the docs in the Introduction |
| Avoid 800 numbers? | No 800 numbers are used |  |  |
| Use email tied to domain? |  | list email in contact information - info@lakeeriespine.com |  |
| Category listed and appropriate? | Appropriate main category- Chiropractic |  |  |
| Optimized intro? | Provides keywords | Keyword stuffing is present in Introduction | [Lake Erie Spine and Injury Center](http://lakeeriespine.com/) provides comprehensive [chiropractic,](http://lakeeriespine.com/services/chiropractic-care/) [massage services](http://lakeeriespine.com/services/massage-therapy/), [physiotherapy](http://lakeeriespine.com/services/physiotherapy-and-rehab/) and [rehab](http://lakeeriespine.com/services/physiotherapy-and-rehab/) to treat a wide variety of common injuries. We are also dedicated to prevention and whole body health. With [two offices](http://lakeeriespine.com/contact-us/) in the Erie area we serve Erie, Meadville, Ripley, N.Y., and Ashtabula, Ohio, and surrounding areas. Our three chiropractors – [Dr. Thomas J. Perkins](http://lakeeriespine.com/meet-the-doctors/), [Dr. Jack D. Jamison](http://lakeeriespine.com/meet-the-doctors/dr-jack-d-jamison/), and [Dr. James Loeslein](http://lakeeriespine.com/meet-the-doctors/dr-james-c-loeslein/) offer more than 100 years of combined service in providing solutions for pain and healthy living. |
| Optimized tagline? |  | None found | “Chiropractic solutions for pain and healthy living in Erie” |
| Verified site? | Page is verified | Multiple similar verified pages have been found | Duplicate pages should be combined |
| Vanity URL? |  | Create a vanity URL | Consider: +LakeErieChiropractor, +LakeErieSpine, +ErieChiropractor as options |

**Website for Local Search**

***NAP***

The NAP is included in the footer. It is recommended that the address be on two lines instead of being separated with commas. No information is missing. The inclusion of the website address on the website is unnecessary. The footer may also want to include Lake Erie Spine and Injury Center serving Erie, Meadville, Ripley, N.Y., Ashtabula, OH and surrounding areas. See “Contact Us” page below recommendations for further integration.

The name is inconsistent on the site (and on throughout directory listings on the web). Variations include: Lake Erie Spine and Injury Center, Lake Erie Spine & Injury Center, Dr. Thomas Perkins, Lake Erie Spine and Injury Center, Dr. Thomas J. Perkins, Lake Erie Spine and Injury Center. Several Google Business Pages have been created with these variations and others. A few of the variations are verified. It is recommended that the business have one page and update directory listings for consistency.

**Recommendations**

*General*

* The use of keyword stuffing is not permitted by Google and may penalize the site, if it hasn’t already. The logo in the header includes a cloaked alt text H1 that is keyword stuffed. It should be removed and replaced with a more appropriate H1 – see below.
* Each service has its own page currently. Including “Erie” in the title tag with the name of service is recommended (i.e., Erie Massage Therapy). One example is provided below (see Massage Therapy page).
* Consider adding a blog to the page and integrating with the current social channels. Include the feed in the footer. Ideas for articles may include:
  + Caring for your back during Erie’s Winter
  + Yoga poses to strengthen your back

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| --- | --- | --- | --- |
| ***Page: Home*** | | | |
| **Element** | **Finding/Current** | **Recommendations** | **Notes** |
| *URL* | <http://lakeeriespine.com> | Includes key words “spine” and “Erie”. No changes required. |  |
| *Title Tag* | “Lake Erie Spine and Injury Center :: Erie PA Chiropractor, Chiropractic, Therapy, Injury Rehabilitation, Massage" | Erie Chiropractic Care | Lake Erie Spine and Injury Center |  |
| *Description* | None | Lake Erie Spine and Injury Center provides chiropractic, physiotherapy, rehab and massage services to Erie and surrounding areas. Click for an appointment. |  |
| *H1* | "Lake Erie Spine and Injury Center :: Erie PA Chiropractor, Chiropractic, Therapy, Injury Rehabilitation, Massage" class="pngfix" href="http://lakeeriespine.com">Lake Erie Spine and Injury Center :: Erie PA Chiropractor, Chiropractic, Therapy, Injury Rehabilitation, Massage” | Remove the H1 from the logo alt text and shorten. Replace “Welcome to Lake Erie Spine & Injury Center” on home page with:   H1: Comprehensive Chiropractic Care in the Erie area | Current H1 is hidden in image alt text and is keyword stuffed |
| *H2* | Welcome to Lake Erie Spine & Injury Center | H2: Chiropractic Care  Physiotherapy and Rehab  Massage Therapy  Other Chiropractic Treatments |  |
| *Alt Text* | Twitter | Lake Erie Spine and Injury Center Twitter |  |
|  | facebook | Lake Erie Spine and Injury Center Facebook |  |
|  | email | Lake Erie Spine and Injury Center Email |  |
|  | rss | Lake Erie Spine and Injury Center Email RSS |  |
|  | chiropractic care | Erie Chiropractic Care |  |
|  | physiotherapy & rehab | no change |  |
|  | massage therapy | Massage Therapy |  |
|  | conditions we treat | Chiropractic Conditions |  |
|  | Sunset at Presque Isle State Park, Erie, PA, USA | Lake Erie Spine and Injury Center Peninsula Street Office in Erie, Pennsylvania | new image of Peninsula office |
|  | Sterling Square | Lake Erie Spine and Injury Center Sterling Square Office in Erie, Pennsylvania |  |
|  | | | |
| ***Page: Contact Us*** | | |
| **Element** | **Finding/Current** | **Recommendations** | **Notes** |
| *URL* | http://lakeeriespine.com/contact-us/ | /erie-locations |  |
| *Title Tag* | Contact Us « Lake Erie Spine and Injury Center :: Erie PA Chiropractor, Chiropractic, Therapy, Injury Rehabilitation, Massage | Erie Locations | Lake Erie Spine and Injury Center |  |
| *Description* | None | Contact Lake Erie Spine and Injury Center today for an appointment at either of our Erie offices (814) 835-0911. |  |
| *H1* | Contact Us | Locations in Erie |  |
| *H2* | Come to one of our two convenient locations: | Peninsula Drive in Millcreek | link to page “Directions to Peninsula Drive Office” with text directions and map |
|  |  | Sterling Square in Erie | link to page “Directions to Sterling Square Office” with text directions and map |
|  |  |  |  |
| *Alt Text* | Twitter | Lake Erie Spine and Injury Center Twitter |  |
|  | facebook | Lake Erie Spine and Injury Center Facebook |  |
|  | email | Lake Erie Spine and Injury Center Email |  |
|  | rss | Lake Erie Spine and Injury Center Email RSS |  |
|  | chiropractic care | Erie Chiropractic Care |  |
|  | physiotherapy & rehab | no change |  |
|  | massage therapy | Massage Therapy |  |
|  | conditions we treat | Chiropractic Conditions |  |
|  | Sunset at Presque Isle State Park, Erie, PA, USA | Lake Erie Spine and Injury Center Peninsula Street Office in Erie, Pennsylvania | add picture of office |
|  | Sterling Square | Lake Erie Spine and Injury Center Sterling Square Office in Erie, Pennsylvania | add picture of office |
|  |  |  |  |
| ***Page: Massage*** | | |
| **Element** | **Finding/Current** | **Recommendations** | **Notes** |
| *URL* | http://lakeeriespine.com/services/massage-therapy/ | /erie-massage-therarpy |  |
| *Title Tag* | Massage Therapy « Lake Erie Spine and Injury Center :: Erie PA Chiropractor, Chiropractic, Therapy, Injury Rehabilitation, Massage | Erie Massage Therapy | Lake Erie Spine and Injury Center |  |
| *Description* | None | Lake Erie Spine and Injury Center provides massage therapy at both Erie offices. Call to schedule an appointment (814) 835-0911. |  |
| *H1* | Massage Therapy | Erie Massage Therapy |  |
| *H2* | What to Expect at Your Massage Session | What to expect during a massage |  |
|  | Common Conditions Treated | Common Conditions Treated at Our Erie Offices |  |
|  |  |  |  |
| *Alt Text* | Twitter | Lake Erie Spine and Injury Center Twitter |  |
|  | facebook | Lake Erie Spine and Injury Center Facebook |  |
|  | email | Lake Erie Spine and Injury Center Email |  |
|  | rss | Lake Erie Spine and Injury Center Email RSS |  |
|  | chiropractic care | Erie Chiropractic Care |  |
|  | physiotherapy & rehab | no change |  |
|  | massage therapy | Massage Therapy |  |
|  | conditions we treat | Chiropractic Conditions |  |
|  | Sunset at Presque Isle State Park, Erie, PA, USA | Lake Erie Spine and Injury Center Peninsula Street Office in Erie, Pennsylvania | add picture of office |
|  | Sterling Square | Lake Erie Spine and Injury Center Sterling Square Office in Erie, Pennsylvania | add picture of office |
|  | no image alt text : Numbness of arms and hands | Arm and Hand numbness massage at Lake Erie Spine and Injury Center |  |
|  | no image alt text: Leg, pain, knee pain, and sciatica | Leg, knee and sciatica massage at Lake Erie Spine and Injury Center |  |
|  | no image alt text: headaches and whiplash | Headaches and whiplash massage at Lake Erie Spine and Injury Center |  |
|  | no image alt text: elbow pain | Tennis elbow and nerve entrapment massage at Lake Erie Spine and Injury Center |  |
|  | no image alt text: carpal tunnel syndrome | carpal tunnel syndrome and hand massage at Lake Erie Spine and Injury Center |  |
|  | no image alt text: Back neck shoulder pain | back, neck and shoulder massage at Lake Erie Spine and Injury Center |  |
|  | no image alt text: plantar fascitis | plantar fascitis, foot and ankle massage at Lake Erie Spine and Injury Center |  |
|  |  |  |  |
| *Other* | most images are not found - returning 404s | Update image location and change alt text to above |  |
|  | | | |
| ***Page: Dr. Thomas J. Perkins*** | | |
| **Element** | **Finding/Current** | **Recommendations** | **Notes** |
| *URL* | http://lakeeriespine.com/meet-the-doctors/ | /meet-the-erie-chiropractors |  |
| *Title Tag* | Meet the Doctors « Lake Erie Spine and Injury Center :: Erie PA Chiropractor, Chiropractic, Therapy, Injury Rehabilitation, Massage | Erie Chiropractors | Lake Erie Spine and Injury Center |  |
| *H1* | Meet the Doctors | Meet the Erie Chiropractors |  |
| *H2* | none | Dr. Thomas J. Perkins, Doctor of Chiropractic |  |
|  |  | Dr. Jack D. Jamison, Doctor of Chiropractic |  |
|  |  | Dr. James C. Loeslein, Doctor of Chiropractic |  |
| *Alt Text* | Twitter | Lake Erie Spine and Injury Center Twitter |  |
|  | facebook | Lake Erie Spine and Injury Center Facebook |  |
|  | email | Lake Erie Spine and Injury Center Email |  |
|  | rss | Lake Erie Spine and Injury Center Email RSS |  |
|  | chiropractic care | Erie Chiropractic Care |  |
|  | physiotherapy & rehab | no change |  |
|  | massage therapy | Massage Therapy |  |
|  | conditions we treat | Chiropractic Conditions |  |
|  | Sunset at Presque Isle State Park, Erie, PA, USA | Lake Erie Spine and Injury Center Peninsula Street Office in Erie, Pennsylvania | add new picture of office |
|  | Sterling Square | Lake Erie Spine and Injury Center Sterling Square Office in Erie, Pennsylvania | add new picture of office |
|  | Dr. Thomas J. Perkins | Dr. Thomas J. Perkins, chiropractor at Peninsula Drive, Erie Office |  |
|  | Dr. Jack D. Jamison | Dr. Jack D. Jamison, chiropractor at Peninsula Drive, Erie Office |  |
|  | Dr. James C. Loeslein | Dr. James C. Loeslein, chiropractor at Peninsula Drive, Erie Office |  |
|  |  |  |  |

**ADDITIONAL PAGE RECOMMENDATIONS**

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| --- | --- | --- |
| ***Page: Directions to Peninsula Drive Office*** | | |
| **Element** | **Finding/Current** | **Notes** |
| *URL* | http://lakeeriespine.com/erie-peninsula-directions | The peninsula is a major landmark and tourist spot. It is very close to the office and the office is on Peninsula Drive. |
| *Title Tag* | Peninsula Drive Directions | Lake Erie Spine and Injury Center | Since both locations are in “southern Erie” and may be confusing, using Peninsula Drive provides local key wording. |
| *Description* | Lake Erie Spine and Injury Center is located just south of Presque Isle State Park and Waldameer and Water World on Peninsula Dr in Erie. Click for a map. |  |
| *H1* | Directions to Peninsula Drive – Erie Office |  |
| *H2* | Serving Erie, Meadville, Fairview, Girard, Ashtabula Ohio |  |
| *Copy* | Copy should include keywords such as chiropractic care and services, Lake Erie Spine and Injury Center *and* should highlight natural landmarks such as “just south of the entrance to Presque Isle State Park and Waldameer and Water World on Peninsula Drive, Erie” |  |

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| ***Page: Erie PA Snow Shoveling*** | | |
| **Element** | **Finding/Current** | **Notes** |
| *URL* | http://lakeeriespine.com/erie-pa-snow-health | Erie gets a lot of snow (we usually rank in the top 5 in the US for the most accumulation every winter – currently 7th). A common local conversation and injury is back injuries from shoveling snow. This page can be used to provide localization and as a resource to other local entities. |
| *Title Tag* | Erie PA Snow Health | Lake Erie Spine and Injury Center |
| *Description* | Lake Erie Spine and Injury Center can help prevent and treat back pain from shoveling snow during Erie winter. Learn more or call today for an appointment. |
| *H1* | Erie Snow Shoveling Giving You Back Pain |
| *H2* | * Pulled Muscle in Back Symptoms * How to Protect Your Back From the Erie Snow * Back Pain Massage * Physiotherapy for Back Pain |
| *Copy* | Copy could discuss not only treatments/services that the chiropractor provides but also how to properly shovel snow and how to determine the symptoms of a back injury. It would include keywords such as erie pa winter, snow in erie pa, snow erie pa, back pain from shoveling snow in Erie, hurt back shoveling snow in Erie, how to shovel snow in Erie |

**LINK OPPORTUNITIES**

What are some tactics this business might be able to use to gain links? Provide 4 – 6 specific examples of link opportunities this business can take advantage of.

* **Create a blog** to provide health information (ie, preventing back injuries during Erie’s winter). See if Erie news sites would like a **regular health column/blog**. They can link to your blog that could have a tag for that particular news source. Or, ask them if you can write a blog for the news or TV website.
* **Participate in the Best of Erie** and **Erie’s Choice Awards** (best services/businesses in Erie – annual) so you will get a link
* Provide a **regular guest post** on a local yoga studios’ website (either the YMCA or YogaErie) about poses to strengthen / help with various areas of the body. Share on social channels and have them do the same.
* **Update contact information / complete information** in directories like Yelp and FourSquare.
* When the business **sponsors events** (Tall Ships 2016), ensure a link is provided back to the site (it seems that some of their sponsorships have not earned them a link back to their page).
* Participate in the **student discount program/student card/employee card program** with local universities. This allows students and employees to use their student/employee ID, which is linked to their bank account, at local providers. It also earns a link on the college’s website and student portal. Erie has three local universities within driving distance/bus routes of their offices.