



Stephanie Beck Publishes Article On Chiropractic Traffic Magnets

July 19, 2016

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Stephanie Beck, founder and owner of San Diego, California-based online marketing firm SRB Solutions, has published an article on the DC Practice Insights magazine on how to design traffic magnets for chiropractors and other healthcare practitioners. In the article, Stephanie explains that a key strategy for getting leads that could be converted into patients is using a traffic magnet, which could be a free item that visitors can get in exchange for their contact information.

Stephanie Beck points out, "Many people don't even consider the impact that a traffic magnet could make on their website. My goal is to explain it to them in a way that they understand."

Stephanie states that a traffic magnet is one that will drive traffic to the chiropractic website, ensuring that the practice sees more leads which ultimately convert to new patients. She states that her article is designed to explain to chiropractic offices how they can design a traffic magnet that will attract patients to their sites and to their offices.

The post, which can be seen at <http://www.dcpracticeinsights.com/mpacms/dc/pi/article.php?id=57342>,

explains the importance of driving quality traffic, and lists a few key insights into designing a traffic magnet that will draw in new patients. Stephanie says that the first step is appealing to a very specific ideal audience.

"You need to offer a specific solution to patients' problems, or a benefit that they just can't do without," Beck explains. She says that it is crucial to appeal to patients both physically and intellectually. Her recommendations include letting them know that they can't live without what the site or practice offers.

In the article, Beck says that in order to reach people, chiropractors have to know who they are trying to reach and what specific problem those patients need help with. She notes that while most chiropractors know that they can solve certain issues for their patients, it is in their best interest to share this insight with their patients, which is where the traffic magnet can be useful. She offers suggestions of specific ways that chiropractors can help to drive traffic to their sites and convert that traffic into patients.

Stephanie Beck provides a number of helpful insights to article marketers that are designed to assist in driving traffic to a number of health and wellness industry sites. More about her and her articles can be seen at <http://www.srbsolutions.net/blog/>.

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SRB Solutions

SRB Solutions are Educators and Advocates for the online & offline marketing success of chiropractors, massage therapists, acupuncturists and spa owners.

We provide proven strategies to achieve the goals for your practice.

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