MARKETING INTELLIGENCE · EXAMPLE REPORT · LOCAL SERVICES

Parkside Physio Monthly Intelligence

October 2026

KnowYourMarket.ai

WHAT HAPPENED TO LAST MONTH'S ACTIONS

DONE: GOOGLE REVIEWS

Text a review link to every patient after their third visit

Google reviews rose to 312 from 298, 14 new reviews in the month against an average of 5 a month before, and the rating held at 4.8.

Owner: Front desk

DONE: ONLINE BOOKINGS

Put the Book online button in the header of every page

Online bookings rose to 229 from 201 and the /book-online page drew 388 organic sessions, up from 301.

Owner: Practice manager

ACTION	OWNER	DUE	STATUS	WHAT HAPPENS NOW
Rewrite the back and neck pain service page	Practice manager	31 Oct 2026	OPEN	Carries into November 2026

Owner: who is doing this, as set by your team in the app.

SUMMARY

Online bookings and calls from Google both reached 13-month highs.

ONLINE BOOKINGS

229

Prev month: 201

↑ 13.9%

CALLS FROM GOOGLE

212

Prev month: 188

↑ 12.8%

WEBSITE SESSIONS

5,240

Prev month: 4,888

↑ 7.2%

Online bookings rose to 229 from 201 and calls from the Google Business Profile to 212 from 188, both the highest in 13 months, on Google Ads spend of $3,218.80. Organic Search sent 2,640 sessions and 96 bookings, more than any other channel, and 14 new Google reviews took the total to 312.

WHAT HAPPENED THIS MONTH

WORK COMPLETED IN OCTOBER 2026

Review request text message switched on WORK COMPLETED

5 Oct 2026 · Google Business Profile

Every patient now receives a text with the Google review link after their third visit.

Book online button added to the site header WORK COMPLETED

7 Oct 2026 · Website

New physiotherapist joined: sports and running injuries ANNOUNCEMENT

12 Oct 2026 · Facebook, Google Business Profile, Website

Team page, Google Business Profile services and a welcome post updated the same day.

Blog published: how long does a hamstring strain take to heal WORK COMPLETED

14 Oct 2026 · Search and website

Saturday morning appointments opened ANNOUNCEMENT

24 Oct 2026 · Google Business Profile, Facebook

Opening hours updated on the Google Business Profile and the website.

Logged by your team in the app.

GOOGLE BUSINESS PROFILE

PROFILE VIEWS
6,840
Prev month: 6,310
↑ 8.4%

CUSTOMER ACTIONS
874
Prev month: 780
↑ 12.1%

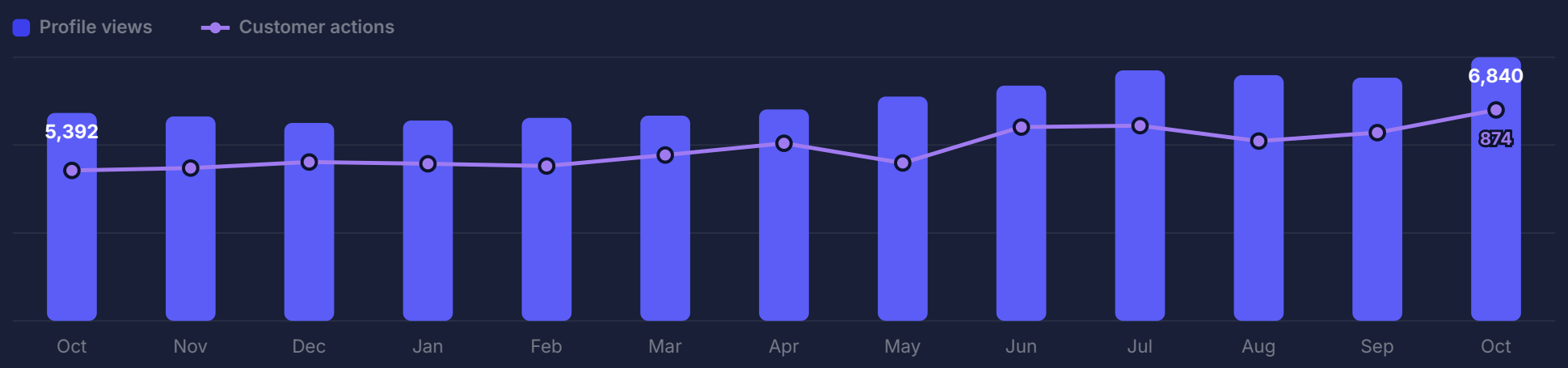
CALLS
212
Prev month: 188
↑ 12.8%

DIRECTION REQUESTS
164
Prev month: 151
↑ 8.6%

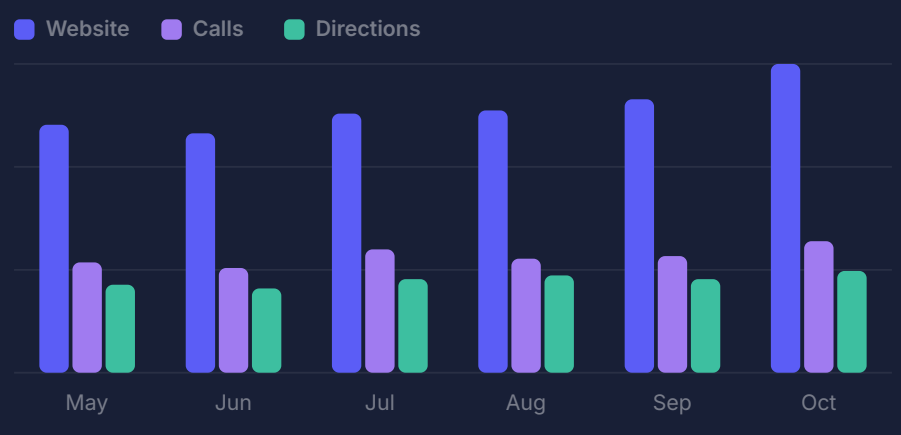
WEBSITE CLICKS
498
Prev month: 441
↑ 12.9%

GOOGLE RATING
4.8
312 reviews (prev month: 298)

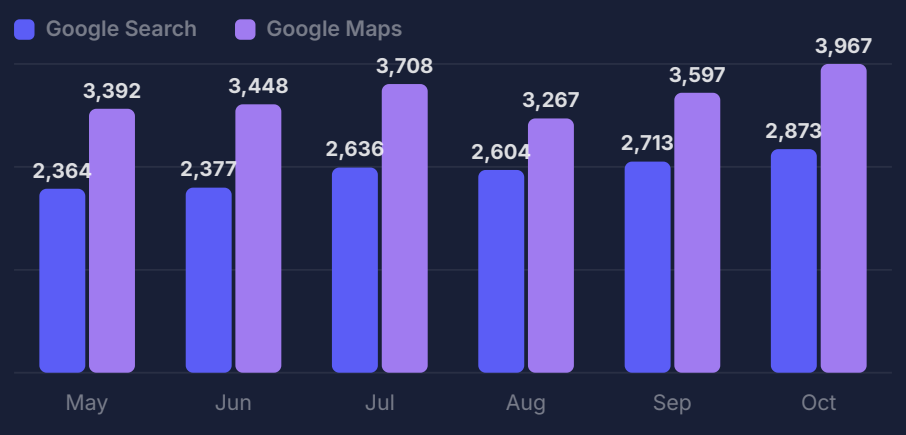
13 MONTHS: PROFILE VIEWS AND CUSTOMER ACTIONS (WEBSITE CLICKS, CALLS, DIRECTIONS)



WHAT PEOPLE DID, LAST 6 MONTHS



WHERE THEY FOUND YOU, LAST 6 MONTHS



GOOGLE BUSINESS PROFILE: KEY LEARNINGS

KEY LEARNINGS

- **The Google profile is the clinic's front door.** The profile was viewed 6,840 times in October, up from 6,310, and produced 874 customer actions: 498 website clicks, 212 calls and 164 direction requests.
- **Calls reached a 13-month high.** Calls from the profile rose to 212 from 188, in the month Saturday morning appointments were added to the opening hours on 24 October.
- **Review requests are working.** The review text message switched on 5 October brought 14 new reviews, taking the total to 312 at a 4.8 rating. Tidewater Physiotherapy holds 486 reviews at 4.6.

FACEBOOK PAGE PERFORMANCE

NEW FOLLOWERS

31

Prev month: 24

↑ 29.2%

TOTAL FOLLOWERS

2,960

Live count at report time

VIEWS

18,400

Prev month: 16,900

↑ 8.9%

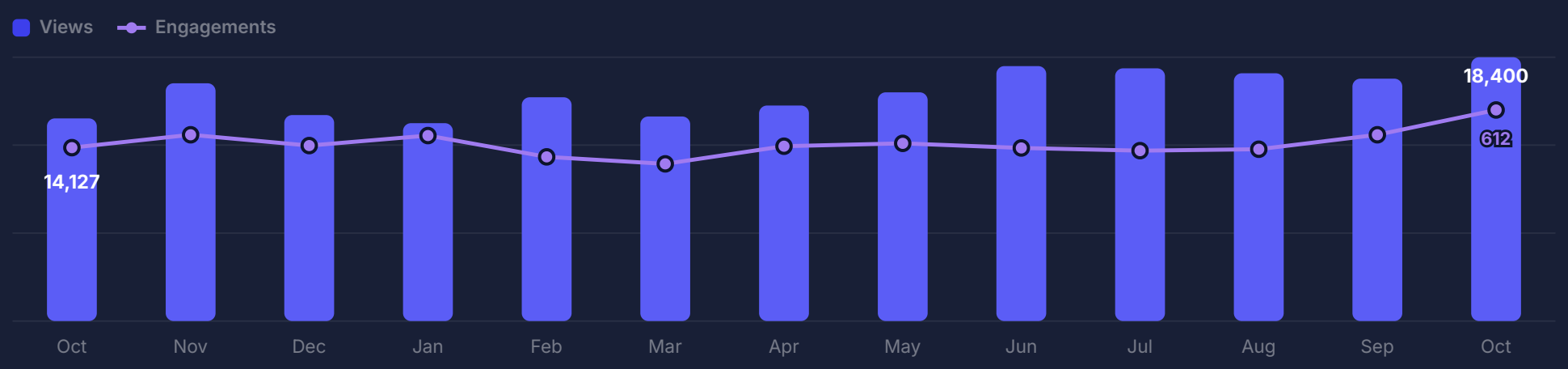
ENGAGEMENTS

612

Prev month: 540

↑ 13.3%

13 MONTHS: VIEWS AND ENGAGEMENTS



13-MONTH RESULTS OVERVIEW

MONTH	NEW FOLLOWERS	VIEWS	ENGAGEMENTS
Oct 2026	31	18,400	612
Sep 2026	24	16,900	540
Aug 2026	27	17,279	498
Jul 2026	17	17,625	494
Jun 2026	29	17,783	502
May 2026	31	15,951	515
Apr 2026	25	15,034	507
Mar 2026	20	14,267	456
Feb 2026	22	15,606	476
Jan 2026	22	13,799	538
Dec 2025	27	14,369	509
Nov 2025	18	16,579	540
Oct 2025	19	14,127	503

FACEBOOK: KEY LEARNINGS

KEY LEARNINGS

- **Views and engagements both rose.** Facebook delivered 18,400 views in October, up from 16,900, and engagements rose to 612 from 540.
- **Practical advice outperformed clinic news.** The "Three desk stretches for a stiff neck" video led the month with 2,140 views and 118 engagements (5.51%), ahead of the new physiotherapist welcome post at 4.38%.
- **Facebook sends few visits to the site.** Organic Social sent 214 sessions and 4 bookings in October. The page works as proof for people who already found the clinic on Google, so two posts a week is enough.

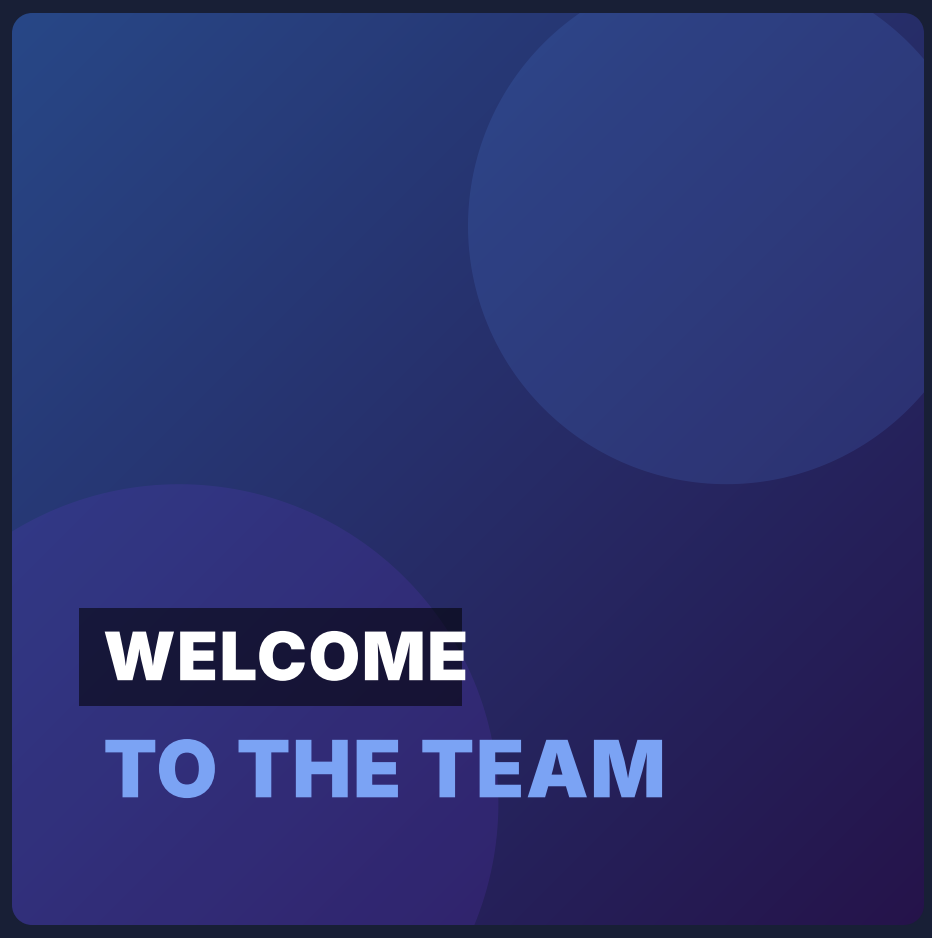
FACEBOOK: TOP PERFORMING POSTS



Stiff neck by 3pm? Three stretches you can do at your desk in under two minutes. Save this one for tomorrow.

View Post →

ENG. RATE	VIEWS	ENGAGEMENTS
5.51%	2,140	118



Please welcome Jess, who joins us this month with a special interest in running and sports injuries. Bookings are open now.

View Post →

ENG. RATE	VIEWS	ENGAGEMENTS
4.38%	1,620	71

GOOGLE ADS PERFORMANCE

TOTAL CLICKS
994
Across all campaigns

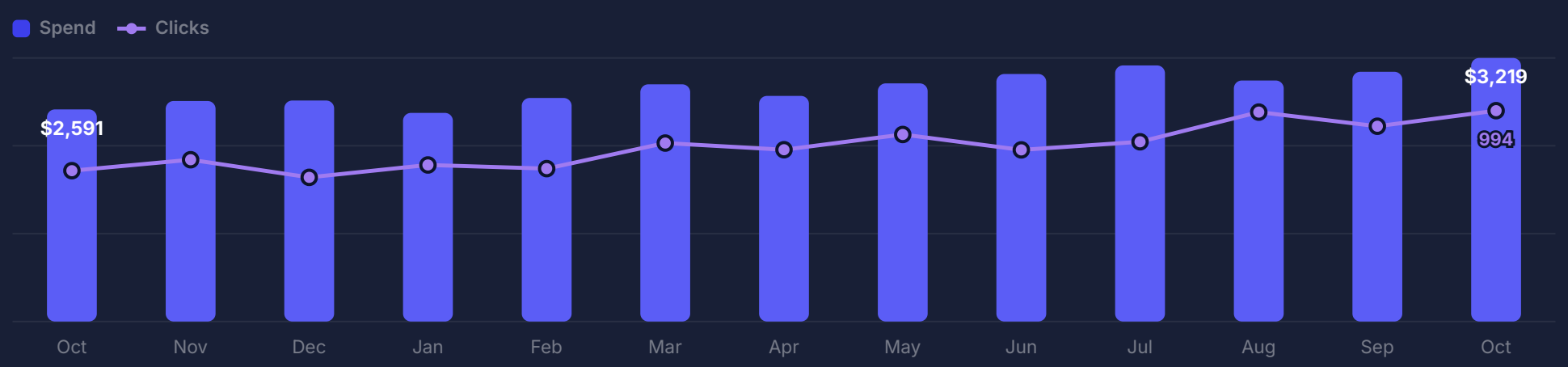
TOTAL IMPRESSIONS
17,820
Across all campaigns

AVG CTR
5.58%
Blended across campaigns

AVG CPC
$3.24
Blended across campaigns

TOTAL SPEND
$3,218.80
Across all campaigns

13 MONTHS: SPEND AND CLICKS



CAMPAIGN	CLICKS	IMPRESSIONS	CTR	AVG CPC	COST	BOOKINGS
Parkside | Search | Physio Wattle Bay	486	7,900	6.15%	$3.50	$1,701.00	41
Parkside | Search | Sports Injury	204	4,100	4.98%	$4.00	$816.00	12
Parkside | Search | Back and Neck Pain	163	5,300	3.08%	$3.70	$603.10	6
Parkside | Search | Brand	141	520	27.12%	$0.70	$98.70	19
Total	**994**	**17,820**	5.58%	**$3.24**	**$3,218.80**	**78**

GOOGLE ADS: TOP KEYWORDS

KEYWORD	CLICKS	IMPRESSIONS
physio wattle bay	221	2,900
physio near me	148	3,100
parkside physio	131	470
sports physio wattle bay	96	1,400
back pain physio	61	2,200
physiotherapist near me	58	1,650
neck pain treatment	44	1,900
dry needling wattle bay	37	520
knee pain physio	29	880
pilates physio	21	640

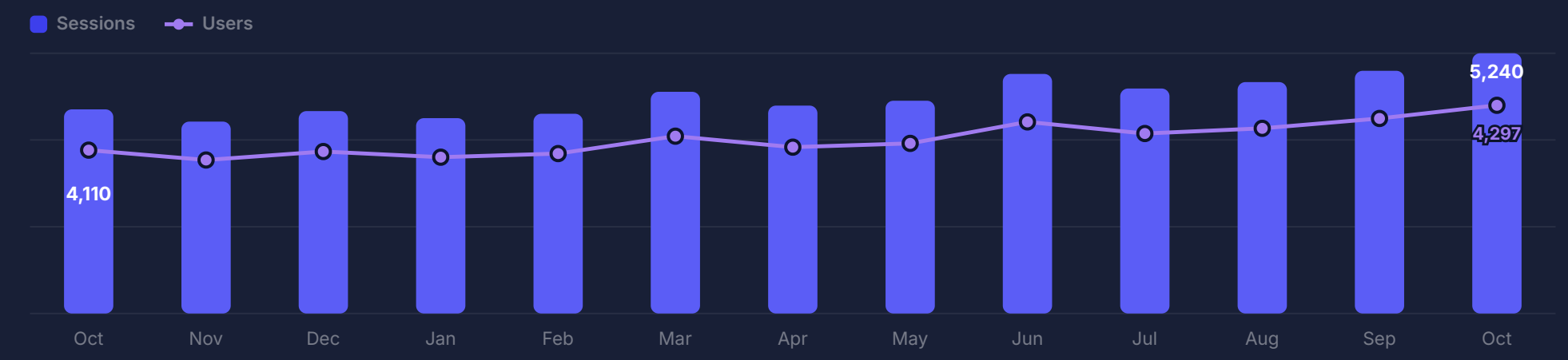
KEY LEARNINGS

- **Local search terms produce most of the paid bookings.** The Physio Wattle Bay campaign recorded 41 of the account's 78 bookings from $1,701.00, or $41.49 a booking, in line with the account average of $41.27.
- **Back and Neck Pain is the weak campaign.** Back and Neck Pain spent $603.10 for 6 bookings, or $100.52 each. Its landing page holds organic visitors for 1m 1s, the shortest of the service pages.
- **Sports Injury has room to grow.** Sports Injury returned 12 bookings at $68.00 each before the new sports physiotherapist's availability was added. November is the first full month with those appointment slots open.

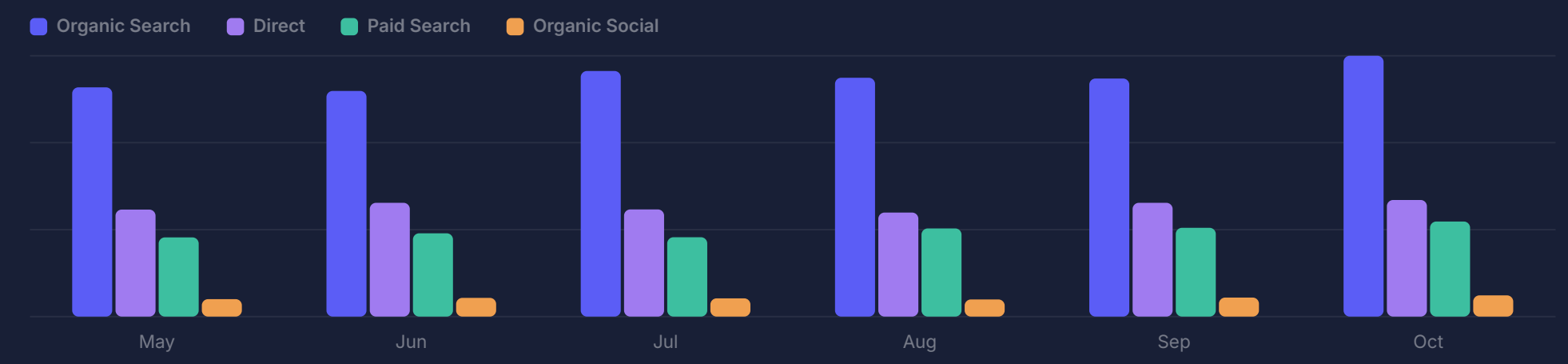
WEBSITE TRAFFIC

USERS	SESSIONS	NEW USERS	BOOKINGS
4,297	5,240	2,836	229
Prev month: 4,024	Prev month: 4,888	Prev month: 2,629	Prev month: 201
↑ 6.8%	↑ 7.2%	↑ 7.9%	↑ 13.9%

13 MONTHS: SESSIONS AND USERS, EVERY CHANNEL



SESSIONS BY CHANNEL, LAST 6 MONTHS (TOP 4 CHANNELS)



TRAFFIC BY CHANNEL

CHANNEL	SESSIONS	SHARE	VS PREV MONTH	USERS	NEW USERS	AVG ENGAGEMENT	BOOKINGS
Organic Search	2,640	50.4%	↑ 9.6%	2,165	1,472	1m 44s	96
Direct	1,180	22.5%	↑ 2.4%	920	460	1m 28s	41
Paid Search	962	18.4%	↑ 7.1%	808	598	1m 11s	78
Organic Social	214	4.1%	↑ 11.5%	182	109	0m 44s	4
Referral	186	3.5%	↓ 3.1%	149	89	1m 32s	7
AI Assistant	58	1.1%	↑ 28.9%	52	44	1m 58s	3
Total (whole site)	**5,240**	**100.0%**	↑ 7.2%	**4,297**	**2,836**	-	**229**

Share is of sessions. One person can arrive through more than one channel, so users by channel can add up to more than the site total. Channels with fewer than 10 sessions are not listed.

KEY LEARNINGS

- **Organic Search is half the site and the largest source of bookings.** Organic Search sent 2,640 sessions (50.4% of the site) and 96 of 229 bookings, at no media cost.
- **Paid Search converts at the highest rate.** Paid Search sent 962 sessions and 78 bookings, one booking for every 12 sessions, against one in 28 for Organic Search.
- **People arriving from AI assistants book.** AI Assistant sessions rose 28.9% to 58 and recorded 3 bookings. The numbers are small, and they are growing every month.

SEARCH & SITE PERFORMANCE

ORGANIC SEARCH CLICKS

Google Search Console: clicks from Google search results to the site

2,310

Prev month: 2,080

↑ 11.1%

SEARCH IMPRESSIONS

Google Search Console: times the site appeared in Google search results

61,400

Prev month: 57,200

↑ 7.3%

AVG CTR

Google Search Console: clicks as a share of impressions

3.76%

Prev month: 3.64%

↑ 3.5%

AVG POSITION

Google Search Console: average ranking in Google search results

8.9

Prev month: 9.6

↑ 7.3%

ORGANIC USERS

GA4: people who visited from any search engine

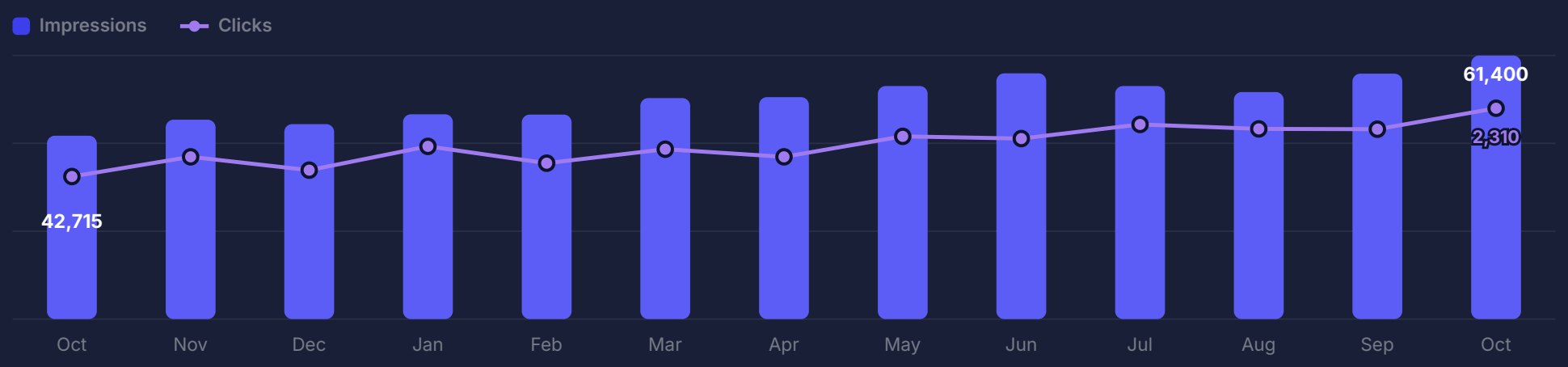
2,165

Prev month: 1,975

↑ 9.6%

Clicks and organic users come from two different tools. Search Console counts every click from Google's results; GA4 counts the people who arrived from any search engine (Google, Bing and others), each person once however many times they click. That is why the two can move in opposite directions in the same month.

13 MONTHS: SEARCH DEMAND (IMPRESSIONS) AND ORGANIC CLICKS



13-MONTH RESULTS OVERVIEW

MONTH	CLICKS	IMPRESSIONS	CTR	POSITION	ORGANIC USERS
Oct 2026	2,310	61,400	3.76%	8.9	2,165
Sep 2026	2,080	57,200	3.64%	9.6	1,975
Aug 2026	2,084	52,905	3.94%	9.8	1,809
Jul 2026	2,132	54,311	3.93%	9.5	1,892
Jun 2026	1,977	57,274	3.45%	10.0	1,938
May 2026	2,002	54,289	3.69%	9.9	1,807
Apr 2026	1,778	51,714	3.44%	10.2	1,886
Mar 2026	1,861	51,473	3.62%	10.1	1,770
Feb 2026	1,709	47,648	3.59%	10.0	1,696
Jan 2026	1,893	47,696	3.97%	10.7	1,625
Dec 2025	1,632	45,412	3.59%	10.8	1,686
Nov 2025	1,778	46,440	3.83%	11.1	1,589
Oct 2025	1,562	42,715	3.66%	10.8	1,484

TOP SEARCH QUERIES

QUERY	CLICKS	IMPRESSIONS	CTR	POSITION
parkside physio	412	690	59.71%	1.0
physio wattle bay	318	3,900	8.15%	3.2
physio near me	144	8,800	1.64%	6.8
sports physio wattle bay	121	1,700	7.12%	2.9
dry needling wattle bay	88	640	13.75%	1.8
how long does a hamstring strain take to heal	81	9,400	0.86%	9.7
lower back pain exercises	74	14,200	0.52%	18.4
physio for neck pain	58	3,300	1.76%	11.2
clinical pilates wattle bay	52	480	10.83%	2.1
parkside physio bookings	49	60	81.67%	1.0

TOP LANDING PAGES (ORGANIC)

PAGE	SESSIONS	USERS	NEW USERS	AVG ENGAGEMENT	BOOKINGS
/	912	711	547	1m 14s	38
/book-online	388	303	233	2m 21s	31
/services/sports-physiotherapy	264	206	158	1m 52s	9
/blog/hamstring-strain-recovery-time	241	188	145	2m 43s	2
/services/dry-needling	176	137	106	1m 38s	6
/services/back-and-neck-pain	148	115	89	1m 1s	2
/our-team	132	103	79	1m 23s	3
/blog/lower-back-pain-exercises	121	94	73	2m 28s	1
/services/clinical-pilates	108	84	65	1m 31s	3
/contact	94	73	56	0m 52s	1

KEY LEARNINGS

- **Organic clicks reached their highest of the 13 months.** Clicks rose to 2,310 from 2,080 and impressions to 61,400 from 57,200, while average position improved to 8.9 from 9.6.
- **Local service searches rank well and convert.** "physio wattle bay" sits at position 3.2 with 318 clicks and "sports physio wattle bay" at 2.9 with 121. The sports physiotherapy page drew 264 sessions and 9 bookings.
- **Back and neck pain is the gap.** "physio for neck pain" sits at position 11.2 and "lower back pain exercises" at 18.4 on 14,200 impressions. The back and neck pain service page drew 148 sessions and 2 bookings.

KEYWORD RANKINGS & SHARE OF VOICE

SHARE OF VOICE	KEYWORDS TRACKED	RANKING (TOP 30)
22%	10	9
Prev month: 19%		

PAGE 1 (TOP 10)	TOP 3	MONTHLY SEARCHES (AU)
7	4	7,550
		Google searches a month across the list

SHARE OF VOICE ACROSS THE KEYWORD LIST

BUSINESS	VISIBILITY	SHARE	PAGE 1 KEYWORDS
Tidewater Physiotherapy		34%	7
Parkside Physio YOU		22%	7
Wattle Bay Sports Physio		18%	4
Stride Lab Physio		9%	2
Foreshore Allied Health		5%	1

KEYWORD	MONTHLY SEARCHES (AU)	POSITION	LOCAL PACK	ADS ON PAGE
physio near me	2,400	7	#3	3
physio wattle bay	1,900	3 ↑1	#2	3
remedial massage wattle bay	880	not in top 30	not listed	3
physiotherapist wattle bay	720	4 ↑2	#2	2
sports physio wattle bay	480	3	#1	2
neck pain physio	390	11 ↓2	not listed	2
back pain physio wattle bay	260	12	not listed	2
dry needling wattle bay	210	2 ↑1	#1	0
clinical pilates wattle bay	170	2	#2	1
knee pain physio wattle bay	140	6 ↑3	#3	0

Positions are Google Australia mobile results (top 30) checked weekly; the month shows the latest check. Share of voice weights each keyword by the click share its position earns and by its monthly search volume, so a #1 on a busy search counts for more than a #1 on a quiet one. Monthly searches are Google Ads averages for Australia.

AI SEARCH VISIBILITY

AI SHARE OF VOICE
41%
Answers that name you (prev month: 36%)

RECOMMENDED FIRST
22%
Answers where you are the top pick

YOUR SITE CITED
18%
Answers that link to your website

QUESTIONS COVERED
14 / 18
Named on at least one AI surface

UNBRANDED SHARE
33%
Leaving out questions that name you

AVERAGE PLACE
1.9
Among the businesses an answer names

AI SHARE OF VOICE VS COMPETITORS / PEERS



WHERE YOU ARE NAMED, BY AI SURFACE



WHERE YOU ARE NAMED: QUESTION TYPE BY AI SURFACE (ANSWERS NAMING YOU / ANSWERS)

QUESTION TYPE	CHATGPT	CLAUDE	PERPLEXITY	GOOGLE AI OVERVIEW	GOOGLE AI MODE	ALL
Local	3 / 5	2 / 5	3 / 5	3 / 5	3 / 5	56%
Best for	1 / 3	1 / 3	2 / 3	1 / 2	1 / 3	43%
Use case	0 / 3	1 / 3	1 / 3	0 / 2	0 / 3	14%
Comparison	1 / 2	1 / 2	2 / 2	-	1 / 2	63%
Brand direct	3 / 3	3 / 3	3 / 3	3 / 3	3 / 3	100%
Technical	0 / 2	0 / 2	0 / 2	0 / 2	0 / 2	0%

QUESTION A BUYER ASKED	TYPE	CHATGPT	CLAUDE	PERPLEXITY	GOOGLE AI OVERVIEW	GOOGLE AI MODE	WHO AI PICKED
Is Parkside Physio in Wattle Bay any good?	Brand direct	top pick	top pick	top pick	top pick	top pick	Parkside Physio
Who is the best physio in Wattle Bay?	Local	named #2	named #2	top pick	named #2	named #2	Tidewater Physiotherapy, Parkside Physio
Best sports physio near Wattle Bay for a running injury?	Best for	named #2	absent	top pick	named #1	named #2	Wattle Bay Sports Physio, Parkside Physio
Which Wattle Bay physio is open on Saturdays?	Local	absent	absent	named #2	top pick	absent	Tidewater Physiotherapy, Parkside Physio
Parkside Physio or Tidewater Physiotherapy for back pain?	Comparison	named #2	named #1	top pick	no answer	named #2	Tidewater Physiotherapy, Parkside Physio
Where can I get dry needling in Wattle Bay?	Local	top pick	named #1	top pick	named #2	named #1	Parkside Physio, Stride Lab Physio
Who can help with ongoing lower back pain in Wattle Bay?	Use case	absent	named #3	named #2	absent	absent	Tidewater Physiotherapy, Foreshore Allied Health
Physio that bulk bills or takes health fund claims on the spot in Wattle Bay?	Local	named #3	absent	absent	named #3	absent	Tidewater Physiotherapy, Wattle Bay Sports Physio
How long does a hamstring strain take to heal?	Technical	absent	absent	absent	absent	absent	No business named

WEBSITES AI ANSWERS CITE MOST (WHERE TO EARN A MENTION)

WEBSITE	CITATIONS
google.com	88
tidewaterphysio.example	26
healthdirectory.example	21
facebook.com	14
parksidephysio.example	12
wattlebaysportsphysio.example	11
localreviews.example	8

BUSINESSES AI RECOMMENDS THAT YOU DO NOT TRACK

BUSINESS	ANSWERS
Bayside Chiropractic	7
Wattle Bay Remedial Massage	6
The Movement Room	4
Coastline Podiatry	3
Anchor Health Co	2

VISITS FROM AI ASSISTANTS

58

Prev month: 45

Sessions referred by ChatGPT, Perplexity, Gemini, Copilot, Claude

↑ 28.9%

BOOKINGS FROM AI VISITS

3

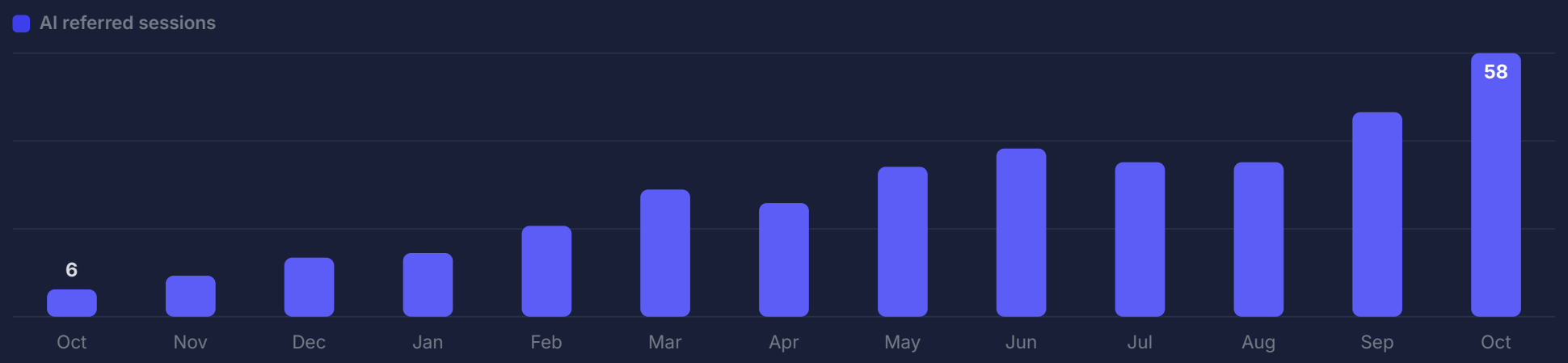
Conversions on those sessions

CHATGPT.COM

44

sessions this month

13 MONTHS: WEBSITE SESSIONS REFERRED BY AI ASSISTANTS



WHAT AI ASSISTANTS SAY

- **Named in four of every ten AI answers.** Parkside Physio appears in 41% of 78 AI answers, up from 36%, or 33% leaving out questions that name it, and is the top pick in 22%. Perplexity names it most (49%).

- **Local questions are won or lost on Google details.** google.com is cited 88 times, more than every other source together. Answers about Saturday opening and health fund claims name Tidewater Physiotherapy because its Google Business Profile lists both.

- **Condition questions name nobody local.** Parkside Physio is named in 14% of use case answers and none of the technical answers, where AI assistants answer from health information sites.

WHO AI RECOMMENDS INSTEAD

1 Tidewater Physiotherapy leads on reviews and details

Tidewater Physiotherapy is named in 52% of answers. It holds 486 Google reviews against 312 and lists Saturday hours and on the spot health fund claims on its profile.

THE ONE MOVE

1 Fill in every Google Business Profile attribute

Saturday hours went live on 24 October and were named in one answer by the 2 November check. Adding on the spot health fund claims, the new sports and running services and wheelchair access to the profile and to the matching website pages gives AI assistants the details they already repeat for Tidewater Physiotherapy.

Each question on the list is put to ChatGPT, Gemini, Claude and Perplexity (web search on) and to Google AI Overview and Google AI Mode (Australia, mobile) once a month; answers are read for every tracked business; latest check 2026-11-02. Share of voice is the share of answers that name a business.

TECHNICAL SEO

HEALTH SCORE	PAGES CHECKED	ISSUES FOUND
93%	**64**	**32**
Pages with no serious issue (prev month: 90%)	64 in the sitemap	across 21 pages

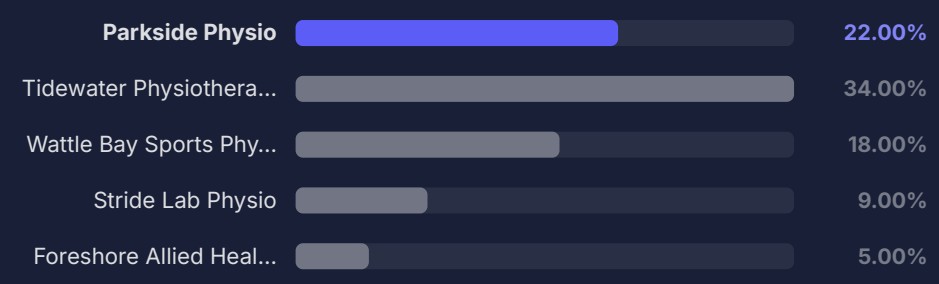
ISSUE	PAGES	EXAMPLES
Missing meta description Google writes its own snippet, often a worse one.	9	/services/back-and-neck-pain /services/clinical-pilates /blog/lower-back-pain-exercises
Duplicate page titles Pages with the same title compete with each other in Google.	4	/services/ (same as 1 other page) /blog/ (same as 1 other page)
Pages with images missing alt text Alt text helps image search and accessibility.	17	/our-team (6 of 7 images) / (4 of 9 images)
Slow server response (over 2 s) Slow first byte drags down speed scores and rankings.	2	/book-online (2.8 s) /blog/ (2.2 s)

No issues: broken pages, pages set to noindex, canonical points to another page, missing page title, missing H1 heading, redirect chains, no structured data (schema).

Weekly scan of the homepage and up to 200 sitemap pages; latest scan 2026-11-01.

COMPETITORS / PEERS

SHARE OF VOICE ON TRACKED KEYWORDS



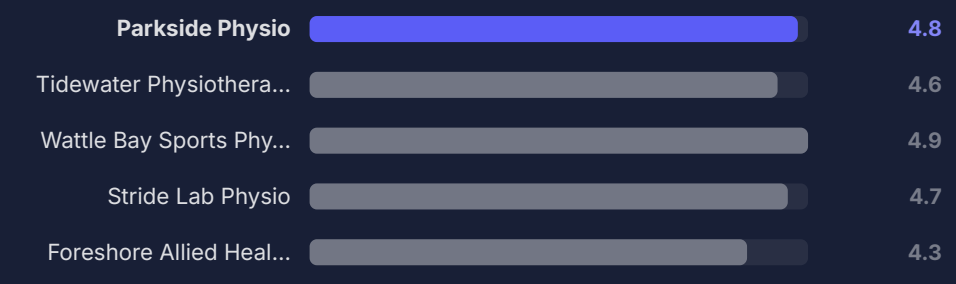
AI SHARE OF VOICE (ANSWERS THAT NAME THE BUSINESS)



GOOGLE REVIEWS



GOOGLE RATING



BUSINESS	GOOGLE RATING	REVIEWS	POSTS / 30D	GOOGLE ADS ACTIVE META ADS	GOOGLE ADS (AUSTRALIA, THIS MONTH)	NEW PAGES THIS MONTH	REFERRING DOMAINS	AI SHARE OF VOICE
Parkside Physio YOU	4.8	312 ↑ 4.7%	9	-	running	2	86	41%
Tidewater Physiotherapy	4.6	486 ↑ 1.5%	14	6 2 new	18 5 new	4	212	52%
Wattle Bay Sports Physio	4.9	174 ↑ 2.4%	11	3	9	1	71	38%
Stride Lab Physio	4.7	92 ↑ 1.1%	6	-	4	0	38	19%
Foreshore Allied Health	4.3	61	2	-	0	0	44	11%

WHAT THE COMPETITION DID

- **Tidewater Physiotherapy is advertising remedial massage.** Tidewater Physiotherapy showed 18 Google Ads creatives with 5 new this month, the new ones for remedial massage, a term with 880 local searches a month that Parkside Physio does not rank for.
- **Parkside Physio gained reviews fastest.** Parkside Physio added 4.7% to reach 312 reviews, against 1.5% for Tidewater Physiotherapy (486) and 2.4% for Wattle Bay Sports Physio (174).
- **Wattle Bay Sports Physio holds the top local pack spot for sport.** Wattle Bay Sports Physio rates 4.9 and is named first in AI answers about running injuries on two of five surfaces.

THE ONE THING TO TAKE FROM IT

1 Keep the review request running until the gap closes

At 14 new reviews a month against 7 for Tidewater Physiotherapy, Parkside Physio closes the 174 review gap in about two years. Asking after the second visit as well as the third would shorten that, and reviews are the detail AI assistants and the local pack both lean on.

COMMERCIAL IMPLICATIONS AND ROADMAP

WHAT THIS MONTH MEANS COMMERCIALLY

- **Bookings grew without more ad spend per booking.** Online bookings rose 13.9% to 229 while Google Ads spend rose 5.5% to $3,218.80, with paid bookings costing $41.27 each. Organic Search and Direct produced 137 bookings between them at no media cost.

- **Google decides who gets the call.** The Google Business Profile produced 212 calls and 164 direction requests, and google.com is the most cited source in AI answers about local physiotherapists. Reviews, hours and services on the profile now do the work a homepage used to do.

- **A new physiotherapist adds capacity that is not yet advertised.** Sports Injury returned 12 bookings at $68.00 each before the new sports and running appointments opened on 12 October.

UNDER-OWNED

1 Back and neck pain

Back and neck pain searches are the largest condition demand on the list, yet the service page drew 148 sessions and 2 bookings, the paid campaign costs $100.52 a booking, and the clinic is named in 14% of AI answers about ongoing pain.

NEXT MONTH'S ACTIONS

ACTIONS FOR NOVEMBER 2026

1 Rewrite the back and neck pain service page around what happens in the first appointment

The page drew 148 organic sessions and 2 bookings with 1m 1s average engagement, and the Back and Neck Pain campaign that lands on it costs $100.52 a booking against an account average of $41.27.

→ Measured on: Online bookings from the back and neck pain page

→ Owner: Unassigned

→ Due: 30 Nov 2026

2 Add health fund claims, sports and running services and access details to the Google Business Profile

google.com is cited 88 times in AI answers about local physiotherapists, and Saturday hours were picked up in an answer nine days after they were added to the profile.

→ Measured on: AI share of voice

→ Owner: Unassigned

→ Due: 30 Nov 2026

3 Move $300 of Back and Neck Pain budget into Sports Injury

Sports Injury returned 12 bookings at $68.00 each before the new sports physiotherapist's appointments were open for a full month.

→ Measured on: Google Ads bookings

→ Owner: Unassigned

→ Due: 30 Nov 2026

Owner: who is doing this, as set by your team in the app.