

## Popular Chiropractic Blog Helps Doctors Make More and Dominate the Internet Locally

*Entrepreneur, innovator and practice growth coach Dr. Matthew Loop, is actively ensuring that fellow chiropractors are able to utilize the new patient-pulling power of the Internet.*

**Oct. 4, 2010** - [PRLog](#) -- Dr. Matthew Loop, who is the founder of DCIncome.com and has maintained a highly successful chiropractic marketing blog, announces his commitment to further help fellow chiropractors expand their internet influence while dominating their online local landscape. Loop is a leading industry authority on internet practice marketing and understands how to drive massive traffic and convert it into new patients and more sales. He empowers chiropractors by showing them how to utilize Web 2.0.

"People need to understand," said Loop from his Atlanta office, "that the Internet has changed and that Web 2.0 represents the new, potent Net. There are numerous tools that local business owners, such as chiropractors, can use to expand their reach and new patient base." Loop observes, "The new Internet is about creating a presence through blogging, videos, articles, press releases, social networks, and media that are information based and through which chiropractors are seen as being valued resources for quality information."

Thus, the point of a chiropractic blog is to ultimately earn the trust, credibility, and respect of the public. It is an advertisement in a very indirect way. A great chiropractic blog doesn't extol the virtues of a specific doctor. It offers visitors insights into health issues, nutrition, exercise and lifestyle and in that way it's owner, who is a chiropractor, becomes respected and trusted by those who frequent the blog. Sometimes the blog can even allow readers into the doctors personal life to reveal a humanizing aspect.

Loop adds, "A successful blog includes instructional content, images, informative videos, community interaction, links to other sites and more. A chiropractor or other local business person can increase their search engine rankings and web presence by utilizing Facebook, Twitter, YouTube and other popular social networking and media sites. You see," Loop notes, "the blog is connected to all of these sites and so a chiropractic Facebook Fan Page connects to their Twitter page and to their videos on YouTube and it all funnels back to their blog. When that happens, the doctor's influence and exposure start to increase as more and more people access their articles, blogs, videos and press releases. This increases and enhances likability and trust of a chiropractor on the Internet."

Loop is aiding chiropractors in growing their new patient base rapidly from the web and develop information products the doctor can sell. For more information on the newest chiropractic marketing strategies that work go to <http://dcincome.com/blog>

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DCIncome is the leading authority in internet new patient generation for chiropractors. We specialize in showing doctors how to drive massive amounts of highly targeted traffic to their websites and businesses by using social media.

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