BEFORE

How an east Hamilton physio and chiro clinic introduces itself today

A real clinic's public listing on a booking directory, November 2026. Name withheld.

WHAT THE LISTING SAYS

Opens by asking about chronic pain and stiffness, then tells the reader to "look no further."

Mixed message: the name says physio and chiro, but the text says the clinic specializes in massage.

Services listed: cupping and aromatherapy massage. No physiotherapy or chiropractic care described.

Hidden strength: a 4.9-star rating from dozens of patient reviews, which the copy never mentions.

Generic close: a stock sign-off that could belong to any clinic in Ontario.

What a patient in pain still wants to know

Can you help with my problem?

Back pain, sports injury, after surgery? No conditions or treatments are named.

Will my insurance cover it?

The first question most patients ask. Direct billing isn't mentioned.

What happens at my first visit?

Nothing explains the assessment, how long it takes, or what to bring.

Do other people like you?

Excellent reviews exist, but a reader has to find them elsewhere.

Sample by Mike McCarthy. Not commissioned by or affiliated with the clinic.

[Clinic name] Book online

PHYSIOTHERAPY · CHIROPRACTIC · MASSAGE THERAPY · EAST HAMILTON

Get back to the things pain has taken off your calendar.

Physiotherapists, chiropractors and massage therapists under one roof, working from one plan for you. Rated **[4.9] stars** by **[37]** patients.

What we help with

Back and neck pain
Including long-term stiffness that hasn't eased on its own.

Sports and work injuries
Sprains, strains and overuse, with a plan to stop it recurring.

Recovery and tension
Therapeutic massage and cupping for tight, overworked muscles.

[Confirm conditions treated and services offered]

Your first visit

1. **Assessment.** We listen, test movement and find the cause, not just the sore spot.
2. **A clear plan.** What we recommend, how many visits, and what it costs.
3. **Treatment starts.** Most people leave with relief and exercises the same day.

[Visit length · what to bring · confirm process]

Good to know

Insurance: [Direct billing to most insurers]

Location: [Address · free parking]

Hours: [Days and evening hours]

Most new patients are seen within [__] days.

Book your assessment

Sample rewrite by Mike McCarthy from public information. Bracketed items are placeholders for the clinic's own details.