broxbourne marketing

THERAPY SHOW 2026 EDITION

THE BROXBOURNE MARKETING GUIDE FOR 2027

Marketing your clinic in the age of AI.

What the data says about how patients search now, where it is heading, and what to do about it. Plus the honest version of how we work.

WRITTEN BY
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Official marketing partner of Physio First

WELCOME

Nobody knows exactly where search is going. Here is what we do know.

Every clinic owner we speak to asks the same two questions: is AI going to kill my Google traffic, and what should I be doing about it? This guide is our answer. It is built on published research, not hunches, and where the evidence is thin we say so. We have also included the sections you would expect from a marketing agency's brochure, about Local SEO, Google Ads and social media, written the way we talk to clients: plainly, with real numbers, and without promising things we cannot deliver.

Read it on the train home. If anything is unclear, or you disagree with any of it, come and tell us. We would rather have the conversation.

Chris Dann
Director

Jessica Arora
Marketing Manager

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Stand D52

How search is changing. The data, not the hype.

Three things are happening at once: Google is answering more questions itself, people are clicking less, and a growing minority are skipping Google altogether and asking an AI assistant instead.

69.5%

of UK Google searches now end without a click on any website

The highest of six countries measured. Up from around 60% in 2024. SparkToro, Jan to Apr 2026

~60%

fewer clicks to websites when an AI Overview appears at the top of the results

Organic click-through on those searches fell from 1.76% to 0.61%. Seer Interactive, 3,119 queries, 2024 to 2025

20 to 48%

of Google searches now show an AI Overview, depending on who is counting

Ahrefs puts it above 20% of all searches; BrightEdge measured 48% of the queries it tracks in Feb 2026, up from about 30% a year earlier

1.2bn

people use ChatGPT every week, up from 800 million a year earlier

OpenAI, Oct 2026. Google says 2.5 billion people a month see an AI Overview. Google I/O, May 2026

54%

of UK adults now use an AI tool such as ChatGPT, Copilot or Gemini. Among 16 to 24 year olds it is 79%

Ofcom, 7,533 adults, April 2026

~1%

of website visits come from AI assistants today. Small, but growing fast, and those visitors convert at up to twice the rate

SE Ranking and Conductor, 2026; Similarweb, June 2026

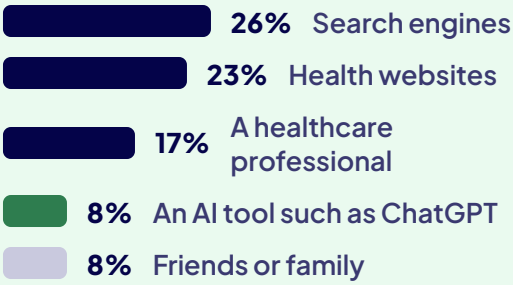
THE ONE-LINE VERSION

Google is still where nearly everyone starts. But a search is far less likely to end on your website than it was two years ago, so being the answer matters more than being the link.

What it means for a clinic

Clinics are in an unusual position. Patients research their health with AI more than almost any other subject, yet when it comes to choosing who to see, they still go local, and they still go to Google. Both halves of that matter.

WHERE UK ADULTS GO FIRST FOR HEALTH INFORMATION



Among millennials, the group most likely to be paying for private treatment, AI is the first port of call for **13%**. Understanding symptoms and researching a condition are the two most common uses. YouGov, 2,100 UK adults, July 2026

FINDING A LOCAL BUSINESS

45% used an AI tool for a local business recommendation in the last year. The year before it was 6%

71% still used Google Search at some point in their most recent local search. Only 8% started with AI

BrightLocal Local Consumer Review Survey and Consumer Search Behavior 2026, 1,227 consumers

What we see across our own clients

Blog posts earn AI impressions, not patients

A good article on knee pain gets cited by AI a lot. Almost all of it is for people nowhere near the clinic. Local information is what turns into bookings.

Symptom searches rise the further you are from a city

In towns and rural areas patients search the problem ("heel pain"). In cities they search the treatment ("sports massage"). That changes what you write and what you advertise.

"Ranking number one" means less every year

With an AI answer, ads and a map above the first blue link, no single position wins the patient any more. Visibility across all of them does.

Our position, in one sentence: good local SEO and good AI optimisation are the same job. Authenticity and genuine local credibility win both, and anyone selling you a separate "AI SEO" package is selling you the same work twice.

What is coming in 2027, and a word about forecasts

In February 2024 Gartner predicted traditional search volume would fall 25% by 2026. It did not happen. Google still handles about 90% of searches. We mention this because anyone claiming to know exactly what 2027 looks like is guessing, us included. What follows is direction of travel, not prophecy.

AI answers become the default, not the exception

Google's AI Mode passed a billion monthly users in 2026 by Google's own count. Expect the full-page AI answer to spread from informational searches ("is my knee pain serious") into local ones ("physio near me open Saturday"). The clinic that AI names first gets the call.

Ads move inside the AI answer

Google already shows ads in AI Overviews and AI Mode, and is pushing advertisers towards AI-driven campaign types. Clinics running well-structured Google Ads will appear in AI answers; clinics relying on organic alone may find the free space shrinking.

Assistants start booking, not just recommending

The next step is an assistant that finds a clinic, checks availability and books the slot. That rewards clinics with online booking that machines can read, accurate opening hours everywhere, and prices that are published rather than "on request".

Trust signals get weighted more heavily, not less

AI systems are cautious with health. They favour sources with named, qualified clinicians, consistent details across the web, real reviews and a track record. The anonymous clinic website with no named staff is the one that disappears.

SO WHAT SHOULD A CLINIC DO IN 2027?

Not panic, and not pay for a magic bullet. The clinics that will do well in AI search are the ones that are already doing the fundamentals properly: a complete and accurate Google Business Profile, a steady flow of real reviews, a website that says plainly who you are, where you are and what you treat, and advertising that is measured in appointments. The next two pages are the checklist.

Optimising your clinic for AI: the checklist

AI assistants do not crawl the web the way you imagine. They lean on the same sources Google trusts, and they are nervous about health. So the job is to be unambiguous about who you are, provably credible, and consistent everywhere. In rough priority order:

1. **Get your Google Business Profile complete and kept current**
   Every service listed, every clinician named, hours right including bank holidays, photos from this year, and posts going out. It is the single source AI leans on most for "near me" answers.

2. **Build a steady flow of specific reviews**
   AI reads reviews for the words in them, not just the stars. "Helped my frozen shoulder in four sessions" is worth more than "great service". Ask patients to mention the treatment and the outcome.

3. **Say the same thing everywhere**
   Name, address, phone, opening hours and services identical on your website, Google, Apple, Bing, Facebook, Instagram and the directories. Inconsistency makes a machine unsure you exist, so it recommends someone else.

4. **Put named, qualified people on the website**
   Photos, full names, registration numbers (HCPC, GOsC, GCC, NMC, GMC), qualifications and what each person treats. Health answers get held to a higher standard, and an anonymous clinic fails it.

5. **Write pages that answer the local question plainly**
   One page per service, each stating what it is, who it is for, what it costs, how long it takes and where you are. Short direct paragraphs and a few real FAQs. Written for a patient in your town, not for a search engine.

6. **Add structured data and an llms.txt file**
   Schema markup tells machines in their own language that you are a physiotherapy clinic at this address with these practitioners and prices. A short llms.txt file does the same for AI crawlers. Invisible to patients, useful to robots.

7. **Be mentioned where AI already looks**
   Professional body listings, local press, the sports club you sponsor, the GP practice that refers to you. Citations from sources that already have authority are how an assistant decides you are real and reputable.

8. **Make it bookable by a machine**
   Online booking that works without a phone call, published prices, and a booking link on your Google profile. When assistants start booking appointments, this is the difference between being chosen and being skipped.

Notice what is not on the list. No tricks, no "AI keywords", no secret tool. All eight are things a good clinic would do anyway. Every one of them is in our free Clinic Local SEO Runbook at **broxbourne.marketing/clinic-local-seo-runbook**, 167 tasks in the order we do them.

Tracking whether any of it is working

Nobody can tell you precisely how many patients an AI assistant sent you; the tools are young and the data is partial. But five measures together give a reliable enough picture, if you watch the direction rather than the decimal places.

MEASURE 1

AI Mode data in Google Search Console

Google now folds AI Overview and AI Mode appearances into your Search Console performance data. It is a crude gauge: it shows you are being seen in AI results, not that anyone booked. Useful as a trend line, useless as a sales report.

MEASURE 2

AI referrals in Google Analytics

Visits that arrive from chatgpt.com, gemini.google.com, perplexity.ai, copilot.microsoft.com and claude.ai can be grouped into one channel in GA4. Small numbers for most clinics today, but watch them month on month and look at what those visitors do.

MEASURE 3

A monthly prompt check

Once a month, ask ChatGPT, Gemini and Google AI Mode the questions a patient would ask: "best physio in [town] for back pain", "osteopath near [postcode] open Saturday". Note who gets named and in what order. Ten minutes, and the most honest test there is.

MEASURE 4

Ask every new patient how they found you

On the booking form and at reception, with "AI assistant such as ChatGPT" as one of the options. Low-tech, imperfect, and still the only measure that connects AI directly to a person in your treatment room.

MEASURE 5

Branded searches and direct visits

When an assistant recommends you, most people do not click a link. They open Google and type your clinic's name, or go straight to your website. A rise in searches for your name and in direct traffic, with no other explanation, is often AI working in the background.

What a sensible monthly scorecard looks like

MEASURE	SOURCE	WATCH FOR	HOW OFTEN
AI appearances	Search Console	Trend up	Monthly
AI referral visits and bookings	GA4	Conversion rate	Monthly
Named in AI answers (10 prompts)	Manual check	Count and position	Monthly
"How did you hear about us: AI"	Booking form	Share of new patients	Monthly
Brand searches and direct visits	Search Console, GA4	Trend up	Monthly

Our clients see all of this in the Broxbourne App alongside their rankings, map grid and Google Ads, updated daily. We report on the numbers that matter and we are upfront when the best available number is a proxy rather than a patient.

Local SEO: being the clinic Google and AI recommend

Local SEO is the work that gets your clinic into the map, the AI answer and the first page for the searches people in your area actually make. It is slow, unglamorous and the most durable thing you can do. There is no secret to it. We publish our whole method for free.

WHAT THE WORK INVOLVES

01 Google Business Profile built out and managed every month

02 Apple Business Connect and Bing Places, which feed Siri and Copilot

03 Citations and directory listings, audited and corrected

04 A service page for every treatment, written for your town

05 Technical fixes: speed, titles, schema, llms.txt, indexing

06 A review system your front desk will actually use

07 Local links and mentions from places that already have authority

08 Monthly Search Console health check and rank tracking on a map grid

Not every task happens every month. It is a thorough approach, not a fixed list, and it changes as Google changes.

FREE, NO SIGN-UP

The Clinic Local SEO Runbook

167 tasks across 8 stages, in the order we do them, with your progress saved as you tick them off. Plenty of clinics use it to do the work themselves. That is fine by us.

broxbourne.marketing/clinic-local-seo-runbook

14 to 42 km²

Hicks Health's map pack coverage before and after. That is the area in which Google shows the clinic in the top three for its main searches.

What we will not promise you

A number one ranking
Nobody can guarantee one. Anyone who does is guessing with your money.

Results in four weeks
Local SEO compounds. Three to six months is when it starts to show.

A magic bullet
No secret, no proprietary system. Everything is written in your app, check it against anyone.

That a click is a patient
We track calls, forms and bookings, and say so when a number is a proxy.

Who does it: Chris and Jessica, between them, by hand. No offshore team, no account manager in the middle. You message whoever did the work.

Google Ads: measured in appointments, not clicks

Ads are the fastest way to put your clinic in front of someone who is in pain right now, and increasingly the way to appear inside Google's AI answers too. They are also the easiest place to waste money. The difference is in the detail, and in being honest about the numbers.

CLINICAL MASSAGE LONDON
£13.05
per booked appointment, on treatments worth about £87. £248 spend in March 2026

MEDSTEAD PHYSICAL HEALTH
£17.47
per booked appointment from Google Ads

INJURY & PERFORMANCE CLINIC
£20.05
per booked appointment from Google Ads

HOW WE RUN AN ACCOUNT

Conversion tracking first. Calls, forms and online bookings wired up and tested before a penny is spent. If we cannot measure it, we do not run it.

Tight geography. Ads shown to the postcodes patients actually travel from, not a 20-mile circle.

Conditions before treatments, outside cities. In towns and rural areas people search their symptom. In cities they search the treatment. The campaign is built to match.

Weekly search-term reviews. Every week we look at what people typed and cut the waste. It is where most of the gains come from.

Landing pages that match the ad. One page per campaign, with the price, the clinician and a booking button above the fold.

HONEST TIMESCALES

Results normally show anywhere from two weeks to two or three months. Some accounts take a few months to become properly profitable. We will not promise you patients this month, and we will tell you early if the numbers say it is not going to work.

HONEST BUDGETS

Small budgets can work: £248 a month produced the result above. But a high-ticket cosmetic treatment in a competitive city can need several thousand a month before ads are worth running at all. We will say which you are before you start.

The Clinic Google Ads Runbook

Our full process, free, from account set-up and tracking to the weekly and monthly checks. Use it yourself or use it to check us.

broxbourne.marketing/clinic-google-ads-runbook

Who does it: Chris, personally. Ads are part of a monthly package rather than a separate contract, because a quiet month on Ads is a good month to spend the hours on your website or listings instead.

Social media, honestly

We are going to be unusual here and tell you that for most clinics, social media is not where new patients come from. Google is. Social is where existing patients, referrers and your local community decide what they think of you. That is still worth doing, as long as you do it for the right reasons and at the right cost.

WHAT IT IS GOOD FOR

Proof you are real. A patient who found you on Google will look at your Instagram before booking. A page last updated in 2024 costs you that booking.

Keeping patients coming back. Reminders about the services they have not tried, the new clinician, the Saturday clinic.

Local relationships. The running club, the rugby team, the GP surgery, the school. Social is where those connections become visible.

AI, indirectly. Consistent, named, local activity on Facebook and Instagram is another signal that you are who you say you are.

WHAT IT IS NOT GOOD FOR

Replacing search. Someone with a bad back on a Tuesday night searches, they do not scroll. Spend on search first.

Going viral. A video seen by 200,000 people in Manchester does nothing for a clinic in Stroud. Reach is not the measure; local bookings are.

Justifying a big monthly fee. Agencies that sell social as a standalone retainer are usually selling you content for content's sake.

What works for clinics, in our experience

Faces, not stock photos

The clinician explaining one thing in 30 seconds to camera beats any graphic. People book people.

Short, local, regular

Two or three posts a week that mention your town, your patients' sports and your real opening hours.

Reuse everything

One service page becomes a reel, a Google post and an email. Write once, publish four times.

HOW WE HANDLE IT

We do not sell social media as a standalone service, because we do not think you should buy it that way. Where it fits a clinic, it goes inside the monthly package, with the hours agreed as part of the plan, and we start with a conversation about what social is for in your particular practice. Sometimes the honest answer is "keep it ticking over yourself and spend the hours on Google instead".

CASE STUDY

The Arbour Clinic, Stroud

An established osteopathy clinic in a Gloucestershire market town, with a good reputation locally and a website that Google largely ignored. The brief was simple: more new patients from search, without spending a fortune on ads.

550%
more new patients from Google within four months

#1
for "osteopath stroud", the search that matters most

2x
weekly revenue compared with before the work began

WHAT WE DID

01 Rebuilt the Google Business Profile from scratch: every service, every practitioner, new photos, weekly posts.

02 Wrote a proper page for each condition and treatment, in plain English, for people in Stroud and the surrounding villages.

03 Fixed the technical basics: speed, titles, structured data, broken listings across the directories.

04 Set up a simple review routine for the front desk, asking patients to mention the treatment and the result.

05 Tracked everything: rankings on a map grid, calls, forms and bookings, visible to the clinic in their app every day.

WHY IT WORKED

Nothing clever. The clinic already had the two things that cannot be manufactured, good practitioners and happy patients. The work was making that visible to Google in the way Google wants to see it, consistently, for long enough. The same signals that moved the rankings are the ones AI assistants now weigh when they recommend a local clinic, which is why the result has held.

HONESTY NOTE

Stroud is a town, not a city. The same work in central London takes longer and costs more, because the competition is fiercer. We will tell you which situation you are in before you start.

The full case study, with the month-by-month numbers and what we spent, is on our website. We publish the spend because a result without the cost is only half a result.

broxbourne.marketing/case-studies

RESULTS

Real clinics, real numbers

Every figure here is one the clinic owner can see in their own app and you could check with them. None are rounded up, none are "up to", and where a number depends on a month or a spend we say which.

CLINICAL MASSAGE LONDON

£13.05

per booked appointment from Google Ads, on treatments worth about £87. £248 spend in March 2026, a 1,653% return on ad spend.

POPLAR OSTEOPATHY

Top 3

citywide for its main searches, with a 1,900% return on Google Ads spend.

MEDSTEAD PHYSICAL HEALTH

£17.47

per booked appointment from Google Ads, for a village clinic where patients search their symptoms rather than a treatment.

HICKS HEALTH

14 to 42 km²

of local map pack coverage, tripling the area in which Google shows the clinic in its top three, plus multiple number one rankings.

INJURY & PERFORMANCE CLINIC

£20.05

per booked appointment from Google Ads.

HUTCHINSON HEALTH

4x

the catchment area covered in the local map pack, and a 719% return on Google Ads spend.

A NOTE ON WHAT THESE NUMBERS MEAN

Return on ad spend compares the value of appointments booked with what was spent on ads in the same period. It does not include our fee, so it flatters the picture, and we say so. Cost per booked appointment is the cleaner measure, which is why it is the one we lead with and the one you will see in your app.

WHAT CLINIC OWNERS SAY

Don't take our word for it



4.5 out of 5 on Trustpilot



"Absolute top class service. Cannot recommend highly enough. Not only the quality of the performance in my business, but the humble, informative, authentic nature of Chris and the team."

Rick Porter, The Woodford Physio



"An absolute game changer for my business. Strong results and excellent return on investment. I cannot recommend highly enough."

Niro Sriskandarajah, Sphere Osteopathic Clinic



"Our rankings improved within weeks and they are always looking to do more to help and support you and your business."

Victoria Kelly, Grosvenor Street Physio

Every review, including the ones that are not five stars, is on Trustpilot. We would rather you read those too.

uk.trustpilot.com/review/broxbourne.marketing

ABOUT US

Two people, clinics only, nothing hidden

Broxbourne Marketing is Chris and Jessica. We market medical and wellness clinics, everything from laser hair removal to private GPs, and nothing else. There is no account manager between you and the person doing the work, and nothing we do is a secret: it is written down in your app and in the runbooks we publish for free.



Chris Dann

DIRECTOR

Runs the Google Ads accounts and shares the search and website work. Has written for Osteopathy Today and Co-Kinetic and been a guest on the Osteobiz podcast. Outside work Chris enjoys yoga, gym and ballet class.



Jessica Arora

MARKETING MANAGER

Shares the search and website work with Chris and manages social media. Holds an MSc in digital marketing and is speaking alongside Chris at this year's Therapy Show. Outside work Jessica enjoys video games and shopping.

THE BROXBOURNE APP

No agency should be a black box.

Every client installs our app on their phone or desktop. It shows every minute we spent, who spent it and what on; the strategy and the current action items; a record of every meeting and everything agreed; and your rankings, map grid, Search Console, Google Business Profile and Ads, updated daily. Ask us for a demonstration on the stand.

WHAT IT COSTS

You buy hours and every one of them appears in the work log. Packages are tailored to the clinic, agreed together, and start at **£850 a month for 10 hours**, with 20 and 30 hour packages for busier clinics and clinic groups. Meetings, the app and your SEO, Ads and AI reports are included and not taken from your hours. All prices include VAT. No long contract, no exit fee.

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Osteobiz
Podcast guest

Clinic Marketing News, every week

Our free weekly email: what changed in Google, AI and local search this week and what, if anything, it means for your clinic. A two-minute read, one-click unsubscribe, and we never pass your address on. Sign up at broxbourne.marketing or on the stand.

Try us for free.

As a Therapy Show 2026 attendee, you can experience working with Broxbourne Marketing completely free. Not a sales call dressed up as a review: actual work, on your actual clinic. Places are limited and you need to sign up before 1 December 2026.

1

An onboarding and strategy session

We listen to where your clinic is now, what is working and what is not, and tell you honestly what we would do first and why. You keep the plan whatever you decide.

2

Four hours of work, on us

On your website, your SEO or your Google Ads, whichever will make the biggest difference. No changes are made without your approval, and every minute is recorded in your Broxbourne App alongside your SEO and Google Ads reporting.

3

No obligation and no pressure

If you want to carry on afterwards, we agree a package together. If you don't, you keep the work and we part as friends. It is simply a chance to experience a better way to do clinic marketing.

Sign up on stand D52 or at broxbourne.marketing/try-us-for-free before 1 December 2026.

Already with another agency? Ask us about moving. We deal with your current agency on your behalf and handle the switch, you keep ownership of everything, and there is no exit fee if you ever leave us.

SIGN UP

THE TRANSPARENT MARKETING AGENCY

Let's talk about your clinic.

No slides, no pitch. We listen to where you are now, what is working and what is not, say honestly what we would do next, and explain where we could help. Plenty of people take the advice away and get on with it themselves. That is fine by us.

GET IN TOUCH

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This guide, the sources behind it and our talk slides
broxbourne.marketing/age-of-ai

The Clinic Local SEO Runbook and the Clinic Google Ads Runbook
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