



YOUR FREE DIGITAL HEALTH REPORT

Kirsten Smith Veterinary Physiotherapy

A complete analysis of your online presence — where you stand today, what it is costing you, and exactly how to fix it.

Prepared for	Kirsten Smith
Business	Kirsten Smith Veterinary Physiotherapy
Location	Rosudgeon, Penzance, Cornwall
Date	25 March 2026
Prepared by	Jonny Shapland — Build My Service

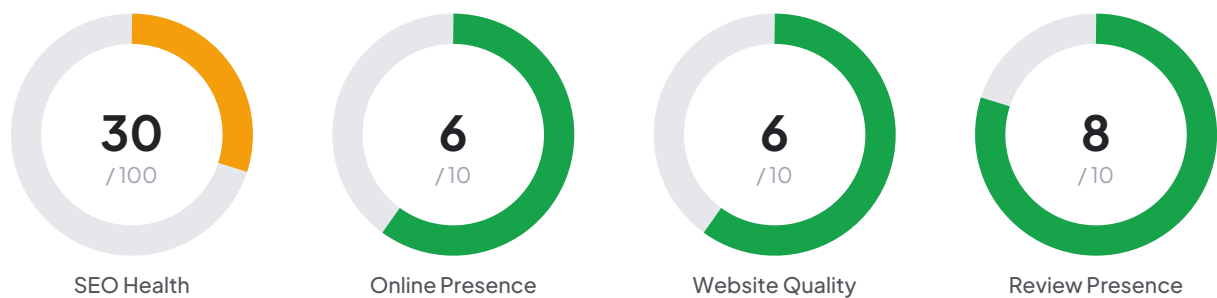
Why is this free?

[Alex Hormozi said that to build a great business, you have to give some of your best stuff away for free. So that is what we are doing.](#)

We have audited Kirsten Smith Veterinary Physiotherapy's entire online presence — your website, SEO, social media, local search, AI readiness, and website performance. This report is yours to keep regardless of whether you ever work with us. Every recommendation is actionable, and the quick wins section has steps you can take this week for free.

buildmyservice.co.uk

Your Scores at a Glance



What this means: Kirsten Smith Veterinary Physiotherapy is in a strong position compared to most small businesses we audit. You have a perfect 5.0 star rating from 31 Google reviews, an active Facebook page with 675 followers and 13 recommendations, and an Instagram account with 538 followers and 58 posts of real treatment content. Your GBP is claimed, confirmed, and has your website linked. You even have an llms.txt file for AI crawlers. That is a genuine head start. But there are gaps holding you back: your website phone number (07411 268085) does not match the one on your Google Business Profile and Facebook (07510 271832), you have 7 broken links in your footer pointing to /undefined, your mobile site takes 14 seconds to load, and you have zero schema markup. Most critically, you only have 2 service pages (Canine and Equine) when you offer at least 7 distinct services. Dedicated pages for arthritis treatment, radiofrequency therapy, and post-surgical rehabilitation would capture searches that currently go to competitors.

1 SEO Health Check

Your SEO score is **30/100**. This is based on a comprehensive audit of your Google Business Profile, website structure, local SEO signals, schema markup, and review presence. Here is how each area scored:

Category	Score	Status
Google Indexed Pages	30 / 100	Site is indexed for brand name and service pages are appearing
Google Business Profile	70 / 100	GBP exists with 31 reviews at 5.0 stars — excellent. But phone number mismatch with website
Service Pages	25 / 100	Only 2 service pages (Canine + Equine) despite offering 7+ distinct services
Area Pages	0 / 100	No dedicated area pages despite serving Penzance, Bodmin, Truro, Falmouth, St Austell
Schema Markup	0 / 100	Zero schema markup — no LocalBusiness, VeterinaryService, or FAQ structured data

Category	Score	Status
Reviews	80 / 100	31 Google reviews at 5.0 + 13 Facebook reviews at 5/5 — excellent social proof

Problem: Two different phone numbers are confusing Google and your clients

1. Your website shows 07411 268085. Your Google Business Profile and Facebook both show 07510 271832.
2. If a vet refers a client and they Google your name, they see 07510 271832 on the GBP panel. Then they visit your website and see a different number. That looks unprofessional.
3. Google cross-references your phone number across platforms. Mismatches reduce trust and can hurt local rankings.
4. Pick ONE number and use it everywhere — website, GBP, Facebook, Instagram bio, Yell listing, and any other directory.
5. If you use two numbers (one for the clinic, one mobile), set the secondary as a secondary number on GBP — never as the primary.

Problem: You offer 7+ services but only have 2 service pages

1. Your website has a 'Canine' page and an 'Equine' page. But within canine alone, you offer: general physio, arthritis treatment, radiofrequency therapy (Winback), and injury prevention.
2. When someone searches 'dog arthritis treatment cornwall' or 'radiofrequency therapy dogs', Google needs a dedicated page about that specific service to rank you for it.
3. Your footer already lists these as separate links — but they all point to /undefined (broken). This means the intent was there but the pages were never built.
4. Create individual pages for: Canine Arthritis Treatment, Canine Radiofrequency Therapy, Canine Injury Prevention, Equine Winback Radiofrequency, Equine Massage Therapy, Post-Surgical Rehabilitation.
5. Each page needs 500+ words explaining the service, who it is for, what to expect, and a clear 'Book Assessment' CTA.
6. You already have excellent case study content on Facebook and Instagram — repurpose those before/after stories onto the relevant service pages.

Problem: No area pages despite covering all of Cornwall

1. Your GBP lists service areas including Bodmin, Truro, Falmouth, St Austell, and Liskeard. You also visit Vets4Pets Bodmin every other Wednesday.
2. But your website has zero area-specific pages. Someone searching 'dog physio Bodmin' or 'vet physiotherapy Truro' will not find you.
3. Create pages for each key area: 'Dog Physiotherapy Penzance', 'Canine Physio Bodmin', 'Veterinary Physiotherapy Truro', etc.
4. Mention specific clinics you visit (Vets4Pets Bodmin), local landmarks, and area-specific availability.
5. Cornwall is a big county. Area pages turn one website into a presence in every town you serve.

Problem: 7 broken links in your footer

1. Your footer has links to individual service pages that all point to /undefined — they go nowhere.
2. Broken links: Canine Veterinary Physiotherapy, Canine Arthritis Treatment, Canine Radiofrequency Therapy, Canine Injury Prevention, Equine Veterinary Physiotherapy, Equine Winback Radiofrequency, Equine Massage Therapy.

3. This is likely a GHL configuration issue where the pages were planned but never created or the URLs were never set.
4. Fix this by either creating the pages these links should point to (recommended), or removing the broken links from the footer until the pages are ready.
5. Google crawls footers and follows these links. Broken links waste your crawl budget and send a negative quality signal.

Quick Fix: The single most impactful thing you can do this week is fix the phone number mismatch and the 7 broken footer links. The phone fix takes 10 minutes. Fixing the footer links in GHL takes 15 minutes. Both immediately improve how Google and clients perceive your business.

Keyword Opportunities

These are real search terms people in your area are using. Your current position for all of them is not ranking.

Search Term	Monthly Searches	Your Position	Competition
dog physiotherapy near me	500-1,000	Not verified	Medium
animal physio near me	10-100	Not ranking	Low
dog hydrotherapy cornwall	10-100	Not ranking	Low
dog mobility problems	10-100	Not ranking	Low
vet physiotherapist near me	10-100	Not ranking	Low
veterinary physiotherapy cornwall	10-50	Not ranking	Low
dog physiotherapy cornwall	10-50	Not ranking	Low
canine physiotherapy cornwall	10-50	Not ranking	Low
equine physiotherapy cornwall	10-50	Not ranking	Low
dog physio cornwall	10-50	Not ranking	Low

2 Social Media Health Check

Social media is not just about posting — it is about proving you are active, professional, and trustworthy. Here is how each platform scores:

Platform	Handle	Score	Status
Facebook	Kirsten Smith Veterinary Physiotherapy	7 / 10	675 followers, 13 reviews (5/5), active (12 March), before/after content, Reels
Instagram	@kirsten.vet.physio	6 / 10	538 followers, 58 posts, treatment photos, testimonials highlight, BSc bio

Platform	Handle	Score	Status
LinkedIn	Kirsten Smith (personal)	2 / 10	40+ followers, personal profile only — no company page
TikTok	None	0 / 10	No presence — massive missed opportunity for animal treatment content
YouTube	None	0 / 10	No presence

Problem: Your social content is excellent but your website does not reflect it

1. You post genuine before/after treatment cases on Facebook and Instagram. The British Bulldog post-TPLO case, the horse treatment videos — this is exactly the kind of content that builds trust and converts.
2. But none of this content appears on your website. Your Case Studies page exists but may not showcase these stories in a way Google can index.
3. Repurpose your best 5-10 Facebook/Instagram case studies as detailed website case study pages. Include the animal's name, condition, treatment approach, timeline, and outcome.
4. Each case study becomes a rankable page: 'TPLO Rehabilitation — Rhonda the British Bulldog' ranks for 'TPLO rehabilitation dog cornwall'.
5. Embed your Facebook/Instagram treatment videos on the relevant service pages. Google values pages with video content.

Problem: TikTok is your biggest untapped opportunity

1. Animal treatment content is one of the most engaging categories on TikTok and Instagram Reels. Dog owners share content about their pets constantly.
2. You are already creating video content for Facebook (treatment demonstrations, before/after cases). These same videos would perform well on TikTok.
3. A 30-second clip of a dog regaining mobility after physio, or a horse having Winback radiofrequency therapy, could reach thousands of local pet owners.
4. Cornwall-specific hashtags (#CornwallDogs, #CornwallHorses) combined with treatment hashtags (#DogPhysio, #VetPhysio) target exactly your audience.
5. Even 2-3 short TikToks per week would establish presence in a space where virtually no vet physiotherapists in Cornwall are active.

3 AI Readiness Check

AI Readiness Score: **3/10**. AI-powered search (ChatGPT, Gemini, Perplexity, Copilot) is growing rapidly. When someone asks an AI 'who is the best veterinary physiotherapy near Rosudgeon, Penzance, Cornwall?', the AI needs structured data, citations, and brand signals to recommend you. Right now, it has almost nothing to work with.

AI Ranking Factor	Your Status	Impact
Structured Data (Schema)	None	Zero schema markup — no LocalBusiness, VeterinaryService, or FAQ structured data
AI Crawler Access	All allowed	Robots.txt exists but is empty. All AI crawlers permitted by default

AI Ranking Factor	Your Status	Impact
llms.txt	Present (612KB)	An llms.txt file exists — unusual and positive. Gives AI crawlers structured business information
Content Citability	Moderate	Service pages exist but need more depth for AI to extract specific answers
Review Signals	Strong	31 Google reviews at 5.0 stars + 13 Facebook reviews — strong signals for AI recommendations
Brand Mentions	Moderate	Facebook, Instagram, Yell, Wooflinks, Vets4Pets Bodmin — multiple third-party mentions

Problem: When someone asks an AI 'who does dog physiotherapy in Cornwall?', the AI looks for businesses with Google reviews, structured data, directory listings, and detailed service descriptions. Your 31 reviews and active social presence give you a genuine advantage here. But without schema markup and deeper service page content, AI cannot easily extract and cite your specific expertise.

1. Add VeterinaryService and LocalBusiness schema markup — this tells AI exactly what treatments you offer, where you operate, and your qualifications.
2. Your llms.txt file is a great foundation — verify it contains accurate, up-to-date business information and service descriptions.
3. Create FAQ content on service pages answering questions like 'How much does dog physiotherapy cost in Cornwall?' and 'Does my dog need a vet referral for physio?' — these are exactly what AI assistants answer.
4. Your 31 Google reviews are a powerful trust signal. AI references star ratings and review sentiment when recommending local businesses.
5. Get listed on more directories (RAMP, ACPAT directory, Bark, FreeIndex) — third-party mentions help AI verify your legitimacy.
6. Create detailed case study pages with specific outcomes — AI loves citing specific examples like 'British Bulldog recovered mobility after TPLO surgery with 8 weeks of physiotherapy'.

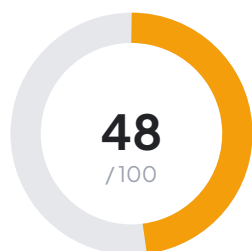
Why this matters right now: AI search is growing fast. When someone asks Siri, ChatGPT, or Google AI to find a veterinary physiotherapist in Cornwall, it recommends businesses it can verify through reviews, structured data, and consistent online presence. Your 31 reviews at 5.0 stars put you in a strong position — but schema markup and deeper content would lock it in.

“If you are thinking 'nobody is searching for a dog physio using AI' — you are probably right today. But 12 months from now? Pet owners already ask AI for vet recommendations. The businesses that set up their online presence properly now will be the ones AI recommends. You are closer to being AI-ready than you think — you just need the technical pieces in place.

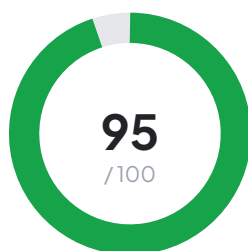
— Jonny

4 Website Performance

We ran your website through Google PageSpeed Insights — the same tool Google uses to measure user experience. These scores directly impact your search rankings.



Performance (Mobile)



Accessibility



Best Practices

Core Web Vitals

Metric	Value	Rating
First Contentful Paint (FCP)	9.5 seconds (mobile)	Poor — should be under 1.8s. This is the time until the first content appears
Largest Contentful Paint (LCP)	14.3 seconds (mobile)	Critical — should be under 2.5s. Your hero image is taking far too long to load
Total Blocking Time (TBT)	230ms (mobile)	Acceptable — under the 200ms ideal but close
Cumulative Layout Shift (CLS)	0.114 (mobile)	Needs Improvement — just over the 0.1 'good' threshold
Desktop Performance	54/100	Moderate — desktop LCP is good (1.3s) but TBT and CLS need work

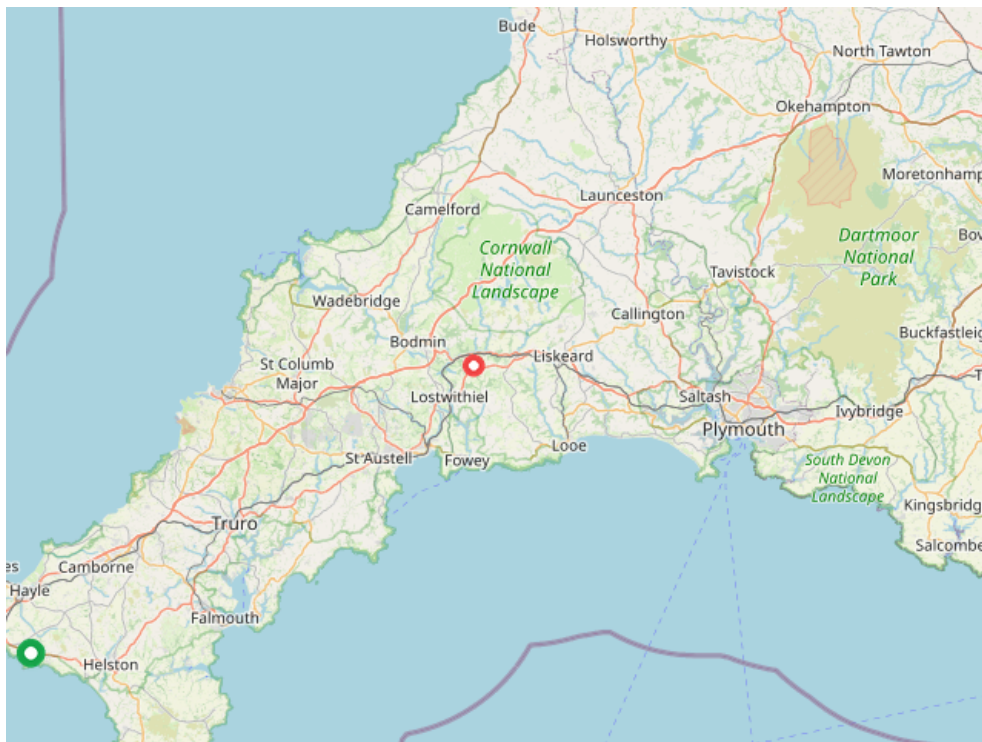
What this means: Your website takes over 14 seconds to fully load on a mobile phone. Google considers anything over 2.5 seconds 'poor'. Picture a pet owner whose dog has just had surgery — they are searching for a physiotherapist on their phone, worried and in a hurry. If your site takes 14 seconds to load, they will hit the back button and call whoever loads next. The fix is compressing your images (especially the hero section) and optimising how JavaScript loads — your GHG site likely has large unoptimised photos that are slowing everything down.

5 Local SEO Intelligence

This section goes beyond the standard audit. These are the ranking factors that most agencies either do not know about or get wrong.

Your Service Area Map

■ Your business ■ Service areas ■ Competitors



What Actually Matters for Local Ranking (2026)

#	Ranking Factor	Why It Matters
1	Primary GBP category	Your category is 'Physiotherapist' — consider whether 'Animal Physical Therapist' or 'Veterinary Care' is more specific and available.
2	Proximity to searcher	Your clinic is in Rosudgeon, between Penzance and Helston. You also visit Bodmin regularly. The GBP pin is correctly placed.
3	Keywords in business title	Your trading name contains 'Veterinary Physiotherapy' — naturally keyword-rich. Good.
4	Extended business hours	GBP shows closing at 6pm. If you sometimes work later, extend the hours. Being 'open' during a search boosts ranking.
5	Google rating 4.5+	You have a perfect 5.0 from 31 reviews — exceptional. Maintain this and keep collecting reviews consistently.
6	All 9 GBP category slots filled	You likely have 1-2 categories. Add: Animal Physical Therapist, Pet Service, Veterinary Care.
7	Review recency	Check your latest review dates. If reviews are clustered, ask clients after every session to maintain consistent flow.
8	Website linked to GBP	Your website IS linked — good. But the phone number mismatch undermines this connection.

What Does NOT Matter (Myth-Busts)

- **Keywords in your GBP description do NOT impact ranking** — write it for humans and AI, not the algorithm.
- **Google Posts do NOT directly impact ranking** — useful for engagement and showing you are active, not a ranking signal.

- **Setting service areas has ZERO ranking impact** — it only affects where your profile is visible, not how it ranks.
- **Geotagging photos manually is useless** — Google strips location data on upload. Take photos at the clinic with your phone instead.
- **Review bursts hurt you** — do NOT email all past clients once every 6 months. Ask after every session, consistently.

Your Local SEO Game Plan

- **You have the reviews that competitors wish they had:** 31 reviews at 5.0 stars is exceptional for a niche service. Keep this momentum going with a review request after every session.
- **Service pages are your biggest SEO lever:** Creating dedicated pages for each treatment (arthritis, radiofrequency, post-surgical rehab) gives Google something to rank for each specific search query.
- **Area pages capture the whole county:** 'Dog physio Bodmin', 'Vet physiotherapy Truro', 'Canine rehab Falmouth' — each needs its own page. Mention your Vets4Pets Bodmin visits on the Bodmin page.
- **Case studies are SEO gold in your niche:** Each detailed case study becomes a rankable page. 'TPLO Rehabilitation Cornwall' or 'Dog Arthritis Treatment Success Story' attracts both Google traffic and builds massive trust.
- **Professional body listings:** Ensure you are listed on RAMP (Register of Animal Musculoskeletal Practitioners), NAVP directory, ACPAT if applicable, and any other vet physio registers. These are high-authority backlinks.

6 The Real Cost

Being invisible online is not free — it has a real cost measured in jobs you never hear about, calls you never receive, and contracts that go to competitors with better online presence.

Phone number mismatch

Your website shows 07411 268085, but your Google Business Profile and Facebook both show 07510 271832. When a vet refers a client and they Google you, they see one number on Google and a different one on your website. This erodes trust at the exact moment when a worried pet owner needs to feel confident about calling you.

7 broken footer links

Seven service links in your footer point to /undefined — they go nowhere. Every time Google crawls your site, it finds these broken links and records them as errors. Every time a visitor clicks one, they get a 404 page. Both hurt your SEO and your credibility.

Only 2 service pages for 7+ services

You offer canine arthritis treatment, radiofrequency therapy, post-surgical rehabilitation, equine massage, and more — but someone searching for these specific services will not find a page about them on your website. Each missing service page is a missed opportunity to rank for searches your competitors are also missing.

14-second mobile load time

Your website takes 14.3 seconds to fully load on mobile. Google considers anything over 2.5 seconds 'poor'. A pet owner searching for help with their dog after surgery is anxious and scrolling quickly — if your site does not load in 3 seconds, they move on.

No area pages

You serve all of Cornwall and visit Bodmin regularly, but your website has zero area-specific content. Someone in Truro searching 'dog physiotherapy Truro' will not find you. Every town you serve without an area page is a town where you are invisible to local searches.

Projected Impact Timeline

Timeframe	What Changes	Expected Outcome
30 days	Phone number standardised, 7 broken links fixed, 3 new service pages live, schema markup added, email link fixed	Cleaner technical foundation, better Google signals, more rankable pages
90 days	All 7 service pages live, 5 area pages created, 10+ case study pages, blog content started, page speed optimised	Ranking for specific treatment terms across Cornwall, capturing niche searches
6 months	Full area coverage, 50+ reviews, TikTok/Reels strategy active, directory blitz complete, FAQ content live	Dominant local presence for vet physio in Cornwall. Consistent referral flow from both vets and direct searches

The bottom line: You have already built a strong business with excellent reviews and an active social presence. Your website just needs to catch up with the reputation you have already earned offline. Fix the technical issues, build the service and area pages, and the leads will follow.

7 Your Action Plan

Everything above can feel overwhelming. So here it is broken down into what to do first, what to do this month, and what needs professional help.

Do This Week (Free, High Impact)

#	Action	How	Time
1	Fix phone number mismatch	Choose ONE number, update website + GBP + Facebook + Instagram bio to match	20 min
2	Fix 7 broken footer links	In GHL, either create the service pages or remove the broken /undefined links	15 min

#	Action	How	Time
3	Fix broken email link in footer	Footer mailto link says 'Mail' instead of info@kirstenvetphysio.co.uk	5 min
4	Add secondary GBP categories	Add: Animal Physical Therapist, Pet Service, Veterinary Care	10 min
5	Ask 5 recent clients for Google reviews	Text them the direct review link from your GBP dashboard	10 min

Do This Month (Some Technical)

#	Action	How	Time
1	Create 5 individual service pages	Canine Arthritis Treatment, Radiofrequency Therapy, Post-Surgical Rehab, Equine Winback, Equine Massage	4 hrs
2	Create 3 area pages	Dog Physio Penzance, Canine Physio Bodmin, Vet Physiotherapy Truro	3 hrs
3	Publish 5 detailed case study pages	Repurpose your best Facebook/Instagram before/after cases with full stories	3 hrs
4	Add schema markup	LocalBusiness + VeterinaryService on homepage, Service schema on each service page	2 hrs
5	Submit to professional directories	RAMP, NAVP directory, Bark, FreeIndex, Yell (if not already), Wooflinks	1 hr

Longer Term (Professional Help Recommended)

1. Create area+service combination pages: 'Dog Arthritis Treatment Bodmin', 'Equine Physiotherapy Truro', 'Post-Surgery Dog Rehab Cornwall'.
2. Start TikTok/Instagram Reels with short treatment clips — animal rehab content is perfect for short-form video.
3. Build a FAQ page answering common questions: costs, vet referral process, what to expect at first session, how many sessions needed.
4. Publish monthly blog content targeting long-tail keywords: 'Signs your dog needs physiotherapy', 'TPLO recovery timeline for dogs', 'When to start physio after cruciate surgery'.
5. Create a 'For Vets' page specifically for referring veterinarians with your qualifications, treatment approach, and referral form.

“I know — that is a lot of steps. But here is the good news: you have already done the hardest part. 31 five-star Google reviews, 675 Facebook followers, and a genuine reputation across Cornwall — that cannot be built overnight, and you have it. Everything on this list is just making sure your website reflects the reputation you have already earned.

— Jonny

8 What You Have Going For You

This report has been heavy on what needs fixing. But let us be clear — you have serious advantages that most competitors do not:

31 Google reviews at a perfect 5.0 stars: This is exceptional for any local business, let alone a niche service like vet physio. Your clients clearly love your work. This is your single strongest online asset.

675 Facebook followers with 13 recommendations at 5/5: Your Facebook page is actively engaging with real treatment content — before/after cases, treatment videos, case studies. This builds trust better than any marketing campaign.

538 Instagram followers with 58 posts of genuine content: Treatment photos, testimonials highlights, real clinical work. This is authentic content that demonstrates expertise.

BSc (Hons) + NAVP membership: Formal qualifications in a field where many practitioners lack them. This should be prominently displayed on every page, your GBP, and every directory listing.

Clinic + mobile service model: Home clinic in Rosudgeon plus regular visits to Vets4Pets Bodmin gives you coverage across West and Central Cornwall. This dual presence is a competitive advantage.

Vet referral network already established: Vets4Pets Bodmin promotes you as their independent physiotherapist. This professional endorsement is worth more than any ad campaign.

llms.txt file already in place: You already have an llms.txt file for AI crawlers — most businesses have never heard of this. You are ahead on AI readiness fundamentals.

Competitor Comparison

Factor	Kirsten Smith Veterinary Physiotherapy	Typical Local Competitor
Google Reviews	31 (5.0 stars)	Most competitors have 5-15 reviews
Facebook	675 followers, 13 reviews	Varies — 100-300 followers typical
Instagram	538 followers, 58 posts	Most have <100 followers or no IG
Service Pages	2 (Canine + Equine)	Most have 1-3 service pages
Area Pages	None	None — no competitor has area pages
Qualifications	BSc (Hons), NAVP	Mix of qualified and unqualified practitioners
Schema Markup	None	None — opportunity for first mover

The market is beatable. The Cornwall veterinary physiotherapy market is small but growing. Few practitioners have professional websites, and none are doing serious local SEO with service pages, area pages, or schema markup. Your 31 Google reviews put you significantly ahead of most competitors on trust signals. The main opportunity is translating your strong offline reputation and social presence into website content that Google can rank. In a niche this small, being the first to properly optimise a website means dominating the market.

What Happens Next

This report is yours. No strings attached. The action steps are real, the quick wins are free, and everything in here is based on actual data — not guesswork.

If you want help implementing any of this, that is what we do. We build the website, set up the SEO, create the content, and manage the ongoing optimisation. One monthly fee, no long contracts, and you own everything we build.

No pressure. No hard sell. If you do nothing with this report, you are still better informed than 95% of your competitors. But if you want to move fast, we are ready to start.

“Right now I am building my reputation, which means you are getting the best deal I will ever offer. £197/month for work that most agencies bill thousands for. I am basically scamming myself. But I would rather have 5 brilliant case studies than 50 average ones — and helping Cornwall's top-rated vet physiotherapist dominate local search is exactly the kind of case study I want.

— Jonny

“For our first 5 clients, the full SEO setup — Google Business Profile optimisation, schema markup, directory submissions, area pages — is included free. Normally agencies charge £1,000-3,000 per month for this alone. I am including it because the results speak louder than any testimonial I could write.

— Jonny

Book a Free Strategy Call

15 minutes. No obligation. We will walk through this report together and answer any questions you have.

start.buildmyservice.co.uk/call

Or message Jonny directly — he does not bite

“Give away your best stuff for free. The people who can do it themselves were never going to pay you anyway. The ones who cannot will.”

— Alex Hormozi

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