



## **Spearleaf Links Profile Freshness to Chiropractor SEO Results**

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Google has announced no broad core update or spam update so far in August, yet third-party rank-tracking tools and search practitioner communities have logged distinct waves of ranking movement, clustered around August 1 to 3, August 5 to 6, and again around August 12 to 13. Spearleaf is using the unannounced volatility to make a point to chiropractic practice owners about what actually differs between profiles that hold position through a shift and profiles that slip.

Unannounced volatility is not unusual and is frequently misread. When a practice loses two positions in the map pack during a week with no named update, the common response is to look for something broken. Usually nothing is broken. Ranking systems adjust continuously between named updates, and a profile that has not changed in months is competing against profiles that have.

Freshness is the variable practice owners most often treat as optional. A Google Business Profile is commonly set up once, filled in thoroughly, and then left alone on the theory that the information is still

accurate. Accuracy and activity are different signals. A profile with current hours, a full service list, and no new photos, posts, or review replies in six months is accurate and inactive at the same time.

The components that constitute activity are unglamorous and largely within a practice's control. New photographs of the actual premises, staff, and equipment. Posts that say something specific rather than filling a slot. Replies to reviews, including the positive ones, which are the replies most often skipped. Answers written into the questions section rather than left for a stranger to answer. Service and attribute lists revisited when the practice actually changes what it offers. Spearleaf details profile work at [spearleaf.com/local-seo](https://spearleaf.com/local-seo).

"A chiropractor calls in August, says they dropped two spots, and wants to know what Google changed," said Joshua Albanese, owner of Spearleaf. "Often the answer is that Google changed less than the competition did. The practice down the road added twenty photos and answered every review since spring, and this practice has not touched the profile since the day it was built. That is not an algorithm problem."

The agency cautions against the opposite overcorrection, which it sees just as often. A practice told that activity matters begins posting weekly filler with no information in it, uploading stock imagery rather than photographs of the actual clinic, and replying to reviews with the same sentence. That produces motion without substance, and it is visible to patients reading the profile even where it registers as activity.

For chiropractic practices specifically, the agency suggests the photo category is the most underused. Patients evaluating a clinic want to see the treatment rooms, the equipment, the parking situation, and the people who work there. Those images do double duty, since they are also the practice's only opportunity to show what it looks like before someone decides whether to call.

The other recommendation is patience with the diagnosis. A single week of movement is noise, and reacting to it by changing everything at once removes any ability to tell what worked. The agency's guidance is to look at a rolling window rather than a snapshot, and to keep the profile active as a routine rather than as a response. Spearleaf's profile checklist is at <https://spearleaf.com/industries/chiropractor/seo/>.

Practices that have not logged into their profile since it was created are advised to start with the audit rather than with activity, since hours, service lists, and categories drift out of date quietly and a stale fact does more damage than a missing photo.

Chiropractic practices and other local businesses can review the agency's local search work at

spearleaf.com.

About Spearleaf Spearleaf is a local SEO and AI search optimization agency in Fort Myers, FL, founded by Joshua Albanese. The agency helps local service businesses rank in the Google Map Pack and earn citations from AI assistants including ChatGPT, Perplexity, Gemini, and Claude, through organic content, Google Business Profile optimization, reputation management, web design, and customer reactivation campaigns. Engagements run month to month after an initial term.

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## Spearleaf

*Spearleaf is a local SEO and AI search optimization agency in Fort Myers, FL. We help local businesses rank in Google Maps, earn AI citations, and grow organically through content, schema, and technical SEO.*

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