

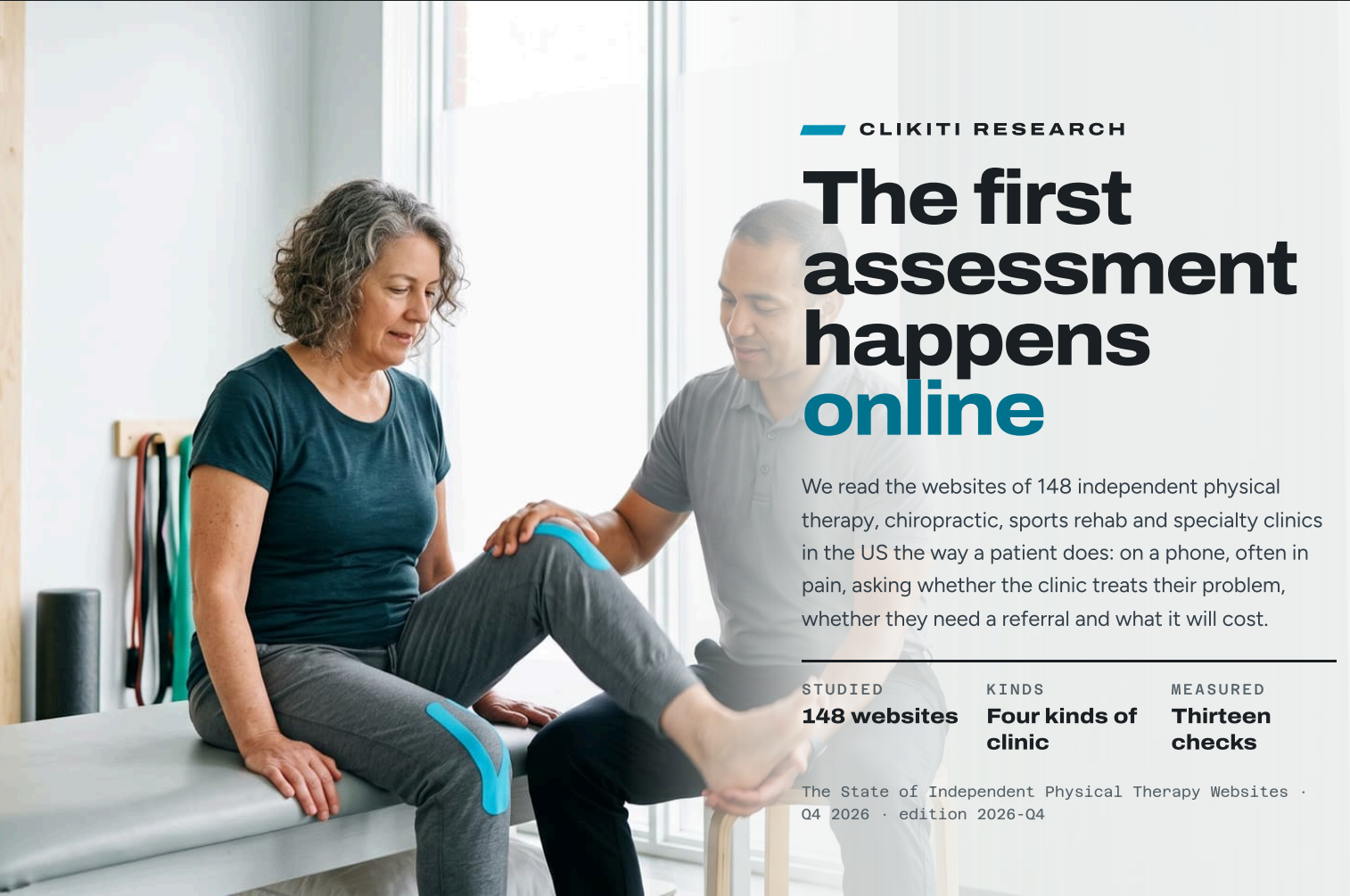
The State of Independent Physical Therapy Websites 2026



82%

clinics don't show a self-pay price for a visit or session

ALSO INSIDE: Four clinics, read closely · Best in class · What this means for agencies



CLIKITI RESEARCH

The first assessment happens online

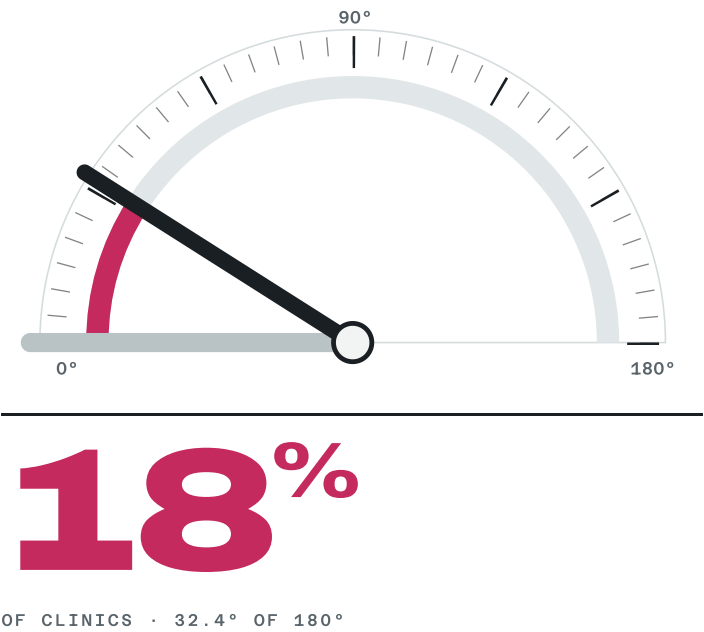
We read the websites of 148 independent physical therapy, chiropractic, sports rehab and specialty clinics in the US the way a patient does: on a phone, often in pain, asking whether the clinic treats their problem, whether they need a referral and what it will cost.

STUDIED
148 websites

KINDS
Four kinds of clinic

MEASURED
Thirteen checks

The State of Independent Physical Therapy Websites · Q4 2026 · edition 2026-Q4



THE HEADLINE

of the 148 clinic websites in this study answer the patient's question “What if I pay myself?”

Only 18% of the 148 independent physical therapy and chiropractic websites Clikiti scanned in Q4 2026 answer “What if I pay myself?” Margin of error ±8.1 points at 95% confidence.

00	Summary of findings	01	What patients ask	02	How the four kinds of clinic compare	03	Four clinics, up close

04	The patients left out	05	Method in brief	06	What this means for agencies	A	Methodology
B	Clinics in this study						

SUMMARY OF FINDINGS

Patients ask nine things. The median clinic answers four.

Across 148 independent clinic websites, the median site answers four of the nine patient questions this edition tests. 27% say a patient can come in without a referral; 18% show a self-pay price.¹

Reading note

Figures come from automated scans of 148 independent clinic websites in the US. Results are anonymous except one best-in-class clinic. Margin of error: ±8.1 points at 95% confidence for a share of all 148 sites (Outpatient physical therapy ±16.3, Chiropractic ±14.3, Sports and orthopedic rehab ±19.2, Massage, wellness and pelvic health ±15.7). Notes are at the end.

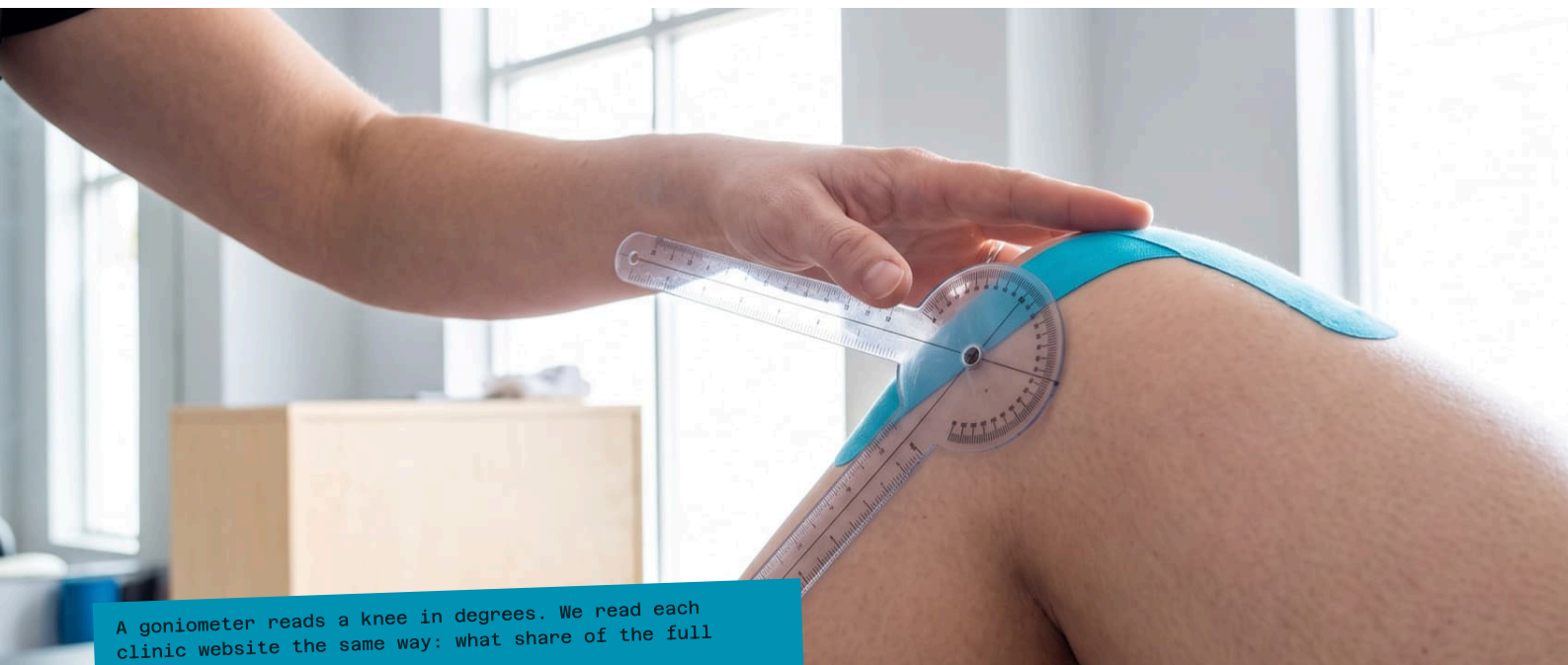
76 /100 Median website score across all 148 clinics.	4 /9 patient questions answered by the median clinic's site.	84 % answer the most-answered question: "Do you treat my problem?"	80 % have text that fails the WCAG contrast minimum.
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By kind of clinic, outpatient physical therapy has the highest median score (78) and chiropractic the lowest (74), against 76 for all 148.

The least-answered question is "What if I pay myself?" (18% of clinics). The most-answered is "Do you treat my problem?" (84%).

2 of 148 clinics answer all nine questions.

The most common technical failure is loads in under 2.5 s on a phone, failed by 91% of clinics (Core Web Vitals · LCP).



What a patient can find out before calling

We turned nine questions people ask before they book a physical therapist or chiropractor into nine checks, then read each site for an answer a patient in pain could find on a phone.

Share of all 148 websites answering each question · a full half-circle = 100% · magenta = fewer than a third

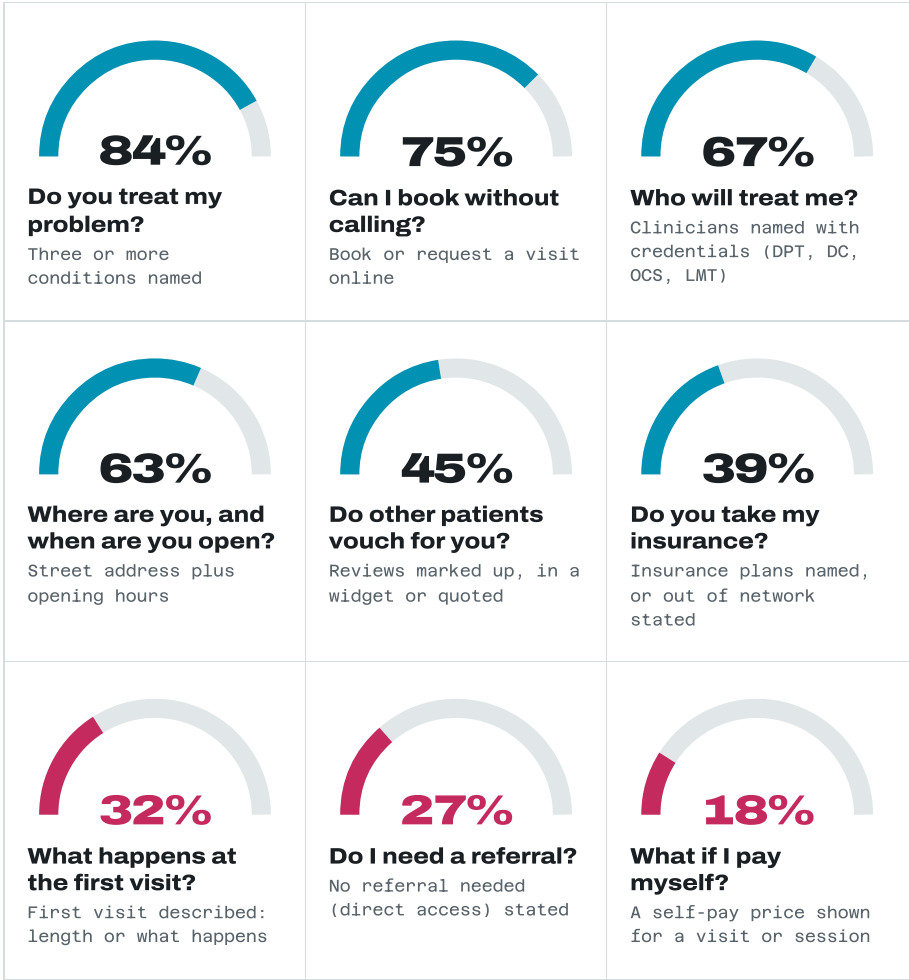


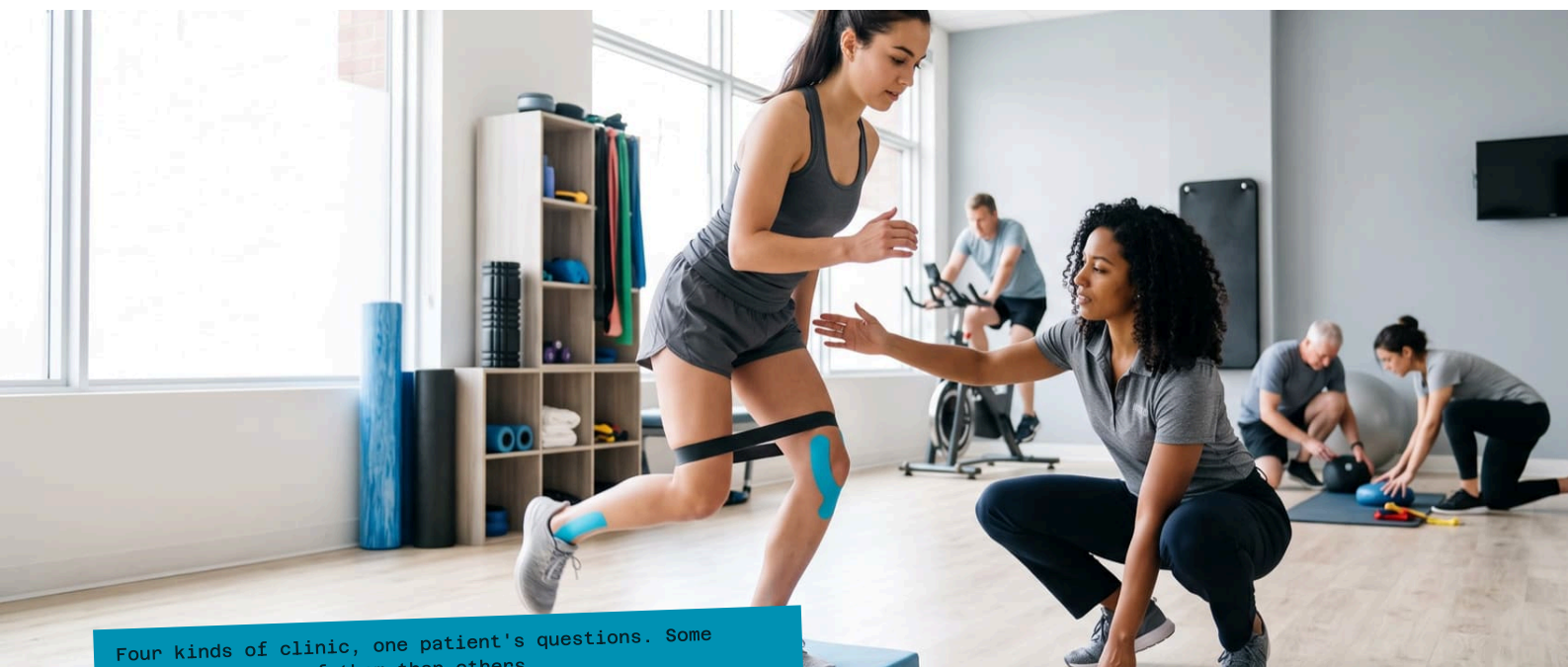
Figure 1. Share of sites that answer each question on the home page or a page it links to, read from the served HTML. Sorted from least to most answered.



Day three of a bad back. He is reading clinic websites before he calls anyone.

“What if I pay myself?”

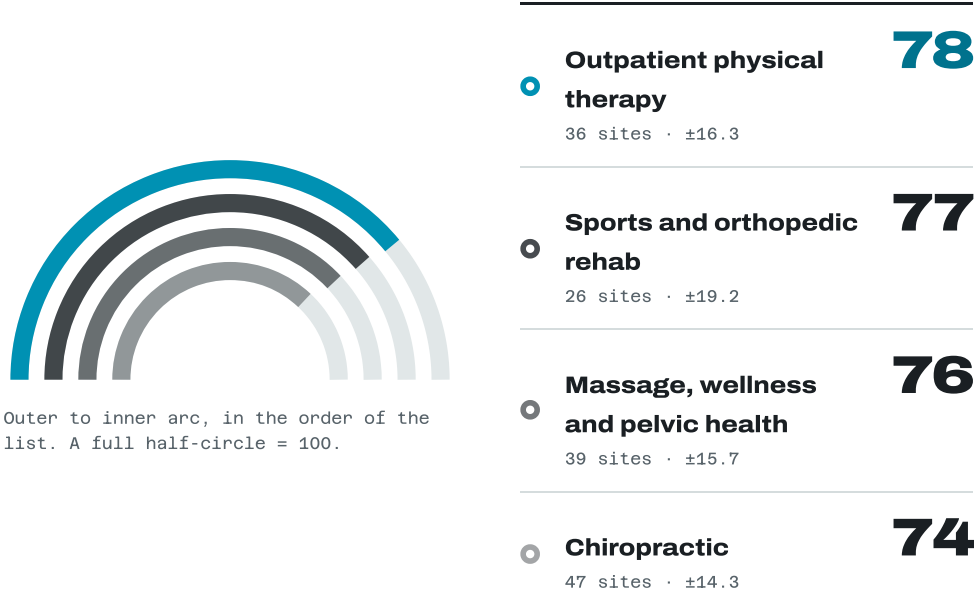
The patient question clinics answer least: 18% of 148 sites



Four kinds of clinic, one patient's questions. Some answer far more of them than others.

Four kinds of clinic, side by side

Outpatient physical therapy (36): median score 78, no referral needed stated on 28%, online booking on 61%. Chiropractic (47): median score 74, no referral needed stated on 13%, online booking on 83%. Sports and orthopedic rehab (26): median score 77, no referral needed stated on 50%, online booking on 73%. Massage, wellness and pelvic health (39): median score 76, no referral needed stated on 28%, online booking on 79%.



Where each website scores

Overall website score out of 100, one dot per site; the cyan rule is each group's median

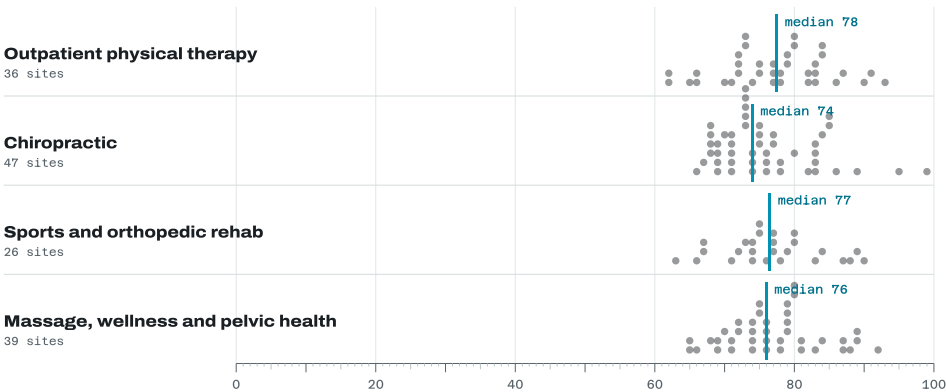


Figure 2. Overall website score out of 100, one dot per site. The cyan rule marks each group's median.

On scoring

The score is Clikiti's overall website score (rubric v2): usability 30%, speed 25%, accessibility 25%, SEO 10%, trust 10%. It measures the website, not the clinic. The patient-question checks are reported separately and do not feed it.²

Four clinics, up close

Four real sites from this edition, one strong, two in the middle and one weak. Each photograph shows the kind of moment its findings describe; the clinic itself stays anonymous. The number is the overall website score; each dot is one check, filled when the site passes it.

01



ASSESSMENT 01

A chiropractic practice in the Northeast

89 / 100



Answers 9 of 9 patient questions. Falls short on text contrast.

02



ASSESSMENT 02

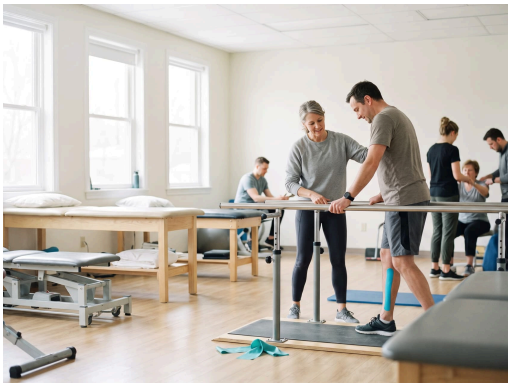
A chiropractic practice in the Midwest

78 / 100



Answers 5 of 9 patient questions. Falls short on clinician credentials, whether a referral is needed, a self-pay price and 4 more.

03



ASSESSMENT 03

A chiropractic practice in the West

78 / 100



Answers 4 of 9 patient questions. Falls short on clinician credentials, insurance accepted, what happens at the first visit and 5 more.

04



ASSESSMENT 04

A massage, wellness or pelvic-health clinic in the West

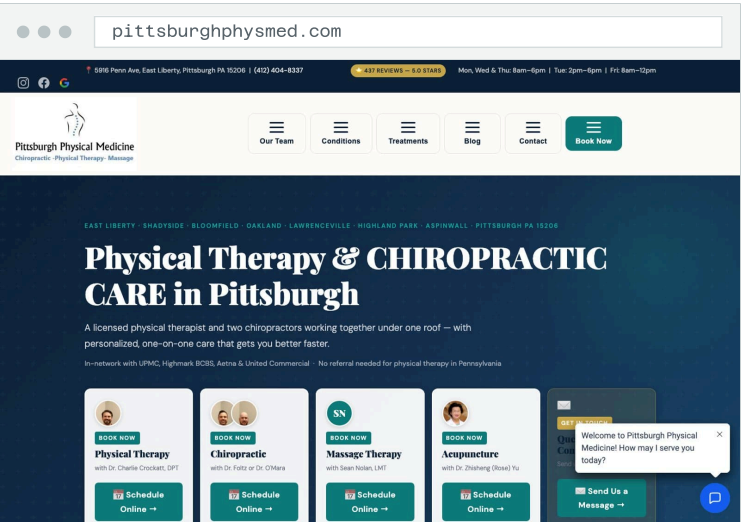
72 / 100



Answers 0 of 9 patient questions. Falls short on address and hours, conditions treated, online booking and 9 more.

Pittsburgh Physical Medicine

Chiropractic, Pittsburgh, PA. It answers 9 of the 9 patient questions this edition tests, loads fast on phones and describes its images; like most sites in this study, it has yet to pass text contrast (WCAG 1.4.3). Its overall website score is 89/100. Named as a positive example; every other site in this report is anonymous.



The home page as published, captured 2026-10-15. Visit pittsburghphysmed.com

WHAT IT DOES WELL

- Street address plus opening hours
- Three or more conditions named
- Book or request a visit online
- Clinicians named with credentials (DPT, DC, OCS, LMT)
- Insurance plans named, or out of network stated
- First visit described: length or what happens
- No referral needed (direct access) stated
- A self-pay price shown for a visit or session
- Reviews marked up, in a widget or quoted
- Real phone visitors see the main content in 1.2 s (Chrome UX Report, 75th percentile; good is 2.5 s or less)
- Every image has a text description (WCAG 1.1.1)
- Clikiti pillar scores of 90 or more: usability 94, accessibility 91, SEO 97

The patients left out

Many patients are recovering from surgery, a fall or a stroke. A patient using a screen reader, a keyboard or an old phone is still a patient. These checks measure whether the site lets them in.³

CHECK	STANDARD	FAIL
Loads in under 2.5 s on a phone	Core Web Vitals · LCP	91%
Text contrast passes 4.5:1	WCAG 1.4.3	80%
Physiotherapy, MedicalBusiness or health-business structured data	Schema.org · MedicalBusiness	78%
Images have text descriptions	WCAG 1.1.1	14%

Table 1. Technical checks, share of the 148 sites that fail each one.



Recovery happens at home. Small buttons and low-contrast text stop these patients first.

How the sites were read



The **first evaluation**. Mostly listening and measuring. Few sites say so.

STEP 1 · ALL 148 SITES Read The home page and up to eight pages it links to (conditions, new patients, insurance and rates, team, about, reviews, booking, contact), read as a server delivers them. The patient questions are answered here, by fixed published rules (Appendix A4).	STEP 2 · ALL 148 SITES Measure Google Lighthouse (PageSpeed Insights) in a phone and a desktop render, with Chrome UX Report field data where it exists: load time, contrast and image descriptions. Repeatable.	STEP 3 · ALL 148 SITES, SCORE ONLY Review An expert usability review of each home page against Nielsen's heuristics, used only in the usability part of the score. Every issue must name the heuristic, a severity and the element, or it is dropped.
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SCOPE

This study examines how independent clinics present themselves on the web, not the quality of their care, their clinicians or their prices.

FOR AGENCIES AND FREELANCERS

What this means for agencies

what to fix first, and how to pitch it



For small agencies and freelancers who sell websites to independent physical therapy and chiropractic clinics. We scanned 148 of their websites: 0% score under 60 out of 100, and 83% leave at least three of the questions patients ask unanswered. Here is where the winnable work is, which problems to lead a pitch with, and how to show them without days of spec design.

Who is realistic to win

Chiropractic are the most winnable: the lowest median score in this report (74 out of 100), and 0% of them score under 60. Their problems are visible, specific and fixable by a small team.

TYPE	SITES	MEDIAN	UNDER 60
Outpatient physical therapy	36	78	0%
Chiropractic	47	74	0%
Sports and orthopedic rehab	26	77	0%
Massage, wellness and pelvic health	39	76	0%

Score out of 100. "Under 60" is the share of sites that miss most of what a patient looks for.

5 problems to lead a pitch with

91%

Loads in under 2.5 s on a phone

BUILD

Resize and compress the hero image or video, defer booking and chat scripts, aim for under 2.5 s on a phone.
"Your home page takes several seconds to appear on the phone of someone in pain."

82%

What if I pay myself?

CONTENT

Publish the self-pay rate the front desk already quotes: the first evaluation and a follow-up visit, or a package price.
"Patients with high deductibles want to know what a visit costs. Your site gives them no number at all."

80%

Text contrast passes 4.5:1

QUICK FIX

Raise text contrast to at least 4.5:1 in the theme: white text on photographs and pale grey body text are the usual failures.
"Parts of the site are hard to read, and it is a WCAG failure."

78%

Physiotherapy, MedicalBusiness or health-business structured data

QUICK FIX

Add Physiotherapy or MedicalBusiness structured data (Chiropractic for chiropractors) with the address, phone and hours.
"Search engines and assistants have to guess what kind of clinic you are and when you are open."

73%

Do I need a referral?

QUICK FIX

Say on the home page and the new-patient page whether a patient can come in without a doctor's referral, and any limits the state or the plan sets.
"Many patients think they need a doctor first. Your site never tells them they can book you directly."

Share of sites with the problem. WCAG items are accessibility failures. Every check cites a standard in the method section.

How to show a prospect their problems, and a redesign

1

Lead with their problem, not your services

Open with one question the site fails, for example loads in under 2.5 s on a phone (91% of sites in this report miss it), and show the exact page where the answer should be.

2

Put a number on it

Compare their site with the sector: across 148 independent physical therapy, chiropractic, sports rehab and specialty clinics sites, the median scores 76 out of 100 and answers 5 of the 9 questions patients ask. A number travels further inside the client than an opinion.

3

Show the fix without days of spec work

A rough redesign that answers those questions persuades better than a proposal, but it usually costs a designer a day or two per prospect. You can sketch it by hand, or use Clikiti: the scan is free and shows any site's problems in about a minute, and paid plans draft a redesign of the home page from the prospect's own brand, from about \$2.33 per pitch.

— FOR AGENCIES

Show every clinic what its patients see

Clikiti reads a clinic's site the way a patient does, states what it found, and generates the redesign you present before the first call.

SEE YOUR MARKET ON CLIKITI

Methodology

How this study was designed, who was included, what was measured and how far the results can be relied on. It is written so that an agency can share it with a clinic owner who wants to check the evidence behind a pitch.

148 websites studied	4 types of organisation	42 states	±8.1 points, margin of error at 95%	2026- 10-15 date the sites were read
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A1. The research question

When a patient with a sore back, a stiff knee or a sports injury looks an independent clinic up online, usually on a phone, can they find out where it is and when it is open, whether it treats their problem, whether it takes their insurance, what a visit costs if they pay themselves, whether they need a doctor's referral, whether they can book online, who will treat them and with what credentials, what happens at the first visit, and whether other patients vouch for it?

Population. Independently owned US clinics with one to three locations and their own website, in four groups: outpatient physical therapy, chiropractic, sports and orthopedic rehab, and massage, wellness and pelvic-health specialists. These are the clinics a small or mid-size web agency can realistically win as clients.

A2. Who was studied

The sample was built from local search listings, city by city, then screened so that every site in it is one an independent agency could realistically win.

SOURCE	WHAT IT CONTRIBUTES	SITES
Local search, physical therapy	Independent outpatient physical therapy clinics found in local search results, city by city	86
Local search, chiropractic	Independent chiropractic practices found in local search results, city by city	52
Local search, sports and orthopedic rehab	Independent sports medicine, orthopedic and performance physical therapy clinics found in local search results, city by city	27
Local search, massage, wellness and pelvic health	Independent massage therapy studios, wellness clinics and pelvic-health or women's-health physical therapy specialists found in local search results, city by city	38

INCLUDED

- An independently owned clinic or practice with one to three locations in one state and its own website (not a directory, booking marketplace or social profile)
- Based in the United States

EXCLUDED

- Hospital and health-system outpatient departments
- National and regional chains and franchises (for example ATI, Athletico, Select Physical Therapy, Concentra, NovaCare, Upstream, Results, Ivy Rehab, BenchMark, Professional Physical Therapy, FYZICAL, The Joint Chiropractic, HealthSource, 100% Chiropractic, Massage Envy, Hand &

- Home page responds and shows the clinic it claims to be (each home page title was checked before scanning)
- Stone) and any clinic with four or more locations or in several states
- Directories, marketplaces and lead-generation pages (Yelp, Healthgrades, Zocdoc, WebPT listings)
- Parked, placeholder, password-protected, hijacked or unreachable sites, and duplicates

FROM LIST TO SAMPLE						SITES
Candidates listed						171
Removed at screening: the site refused automated visitors (7)						−7
Removed at screening: no response, or no page served to automated visitors (5)						−5
Removed at screening: parked or placeholder (3)						−3
Removed at editorial review: two clinics with four or more locations and a duplicate of another clinic (3)						−3
Cohort						153
REGION (US CENSUS)	OUTPATIENT	PHYSICAL THERAPY	CHIROPRACTIC	SPORTS AND ORTHOPEDIC REHAB	MASSAGE, WELLNESS AND PELVIC HEALTH	ALL
Northeast		9	12	9	10	40
Midwest		8	8	6	10	32
South		7	16	8	8	39
West		12	11	3	11	37
All regions		36	47	26	39	148

A3. How the sites were read

Pages. The home page, then for each of eight topics (conditions and services, new patients and first visit, insurance and rates, team, about, reviews, booking, contact) the best-matching link on the home page.

Speed and accessibility. Google PageSpeed Insights (Lighthouse) on a mid-range phone profile and on desktop, plus Chrome UX Report data from real visitors over the previous 28 days where Google publishes it for the site.

Crawler conduct. One request at a time to each site, at least 400 ms apart, at most nine pages per site; robots.txt is read and obeyed for every page requested; a site that refuses is left out and never retried. The crawler identifies itself as Mozilla/5.0 (compatible; ClikitiResearch/1.0; +https://clikiti.com) .

A4. What was measured

9 questions patients in pain ask before they call or book, answered from what each site publishes, and 4 technical checks against published standards. A check passes only when the rule below is met; anything the crawler cannot confirm counts as not answered.

QUESTION	COUNTS AS ANSWERED WHEN	STANDARD
Where are you, and when are you open? Street address plus opening hours	Any page read states a street address and opening hours (a day and a time range, or clock times right after a day name).	Clikiti patient question 1 of 9
Do you treat my problem? Three or more conditions named	Three or more distinct conditions or injuries are named on the home, conditions, about or new-patient page (for example low back pain, sciatica, ACL rehab, vertigo, pelvic pain).	Clikiti patient question 2 of 9
Can I book without calling? Book or request a visit online	A link, button or embedded scheduler lets the visitor book or request a visit or a free consultation online (a phone link does not count; a scheduling service counts only when the link leaves the clinic's own site).	Clikiti patient question 3 of 9
Who will treat me? Clinicians named with credentials (DPT, DC, OCS, LMT)	A clinician is named with a professional credential after the name (DPT, DC, OCS, SCS, ATC, CSCS, LMT and similar; a bare PT only after a comma, as in 'Jane Doe, PT'), or a named doctor's degree, board certification or title as a chiropractic physician is spelled out.	Clikiti patient question 4 of 9
Do you take my insurance? Insurance plans named, or out of network stated	At least one insurance plan or payer is named (Medicare, Blue Cross, Aetna and so on), or the clinic says it is out of network or takes no insurance.	Clikiti patient question 5 of 9
What happens at the first visit? First visit described: length or what happens	The first visit or initial evaluation is described with its length, or with at least two specific things it involves (what to wear or bring, intake paperwork, the health history, the examination or assessment, the treatment plan, a home exercise program).	Clikiti patient question 6 of 9
Do I need a referral? No referral needed (direct access) stated	The site says a patient can come in without a doctor's referral or prescription, or names direct access in the context of referrals or state law.	Clikiti patient question 7 of 9
What if I pay myself? A self-pay price shown for a visit or session	A dollar price is shown for a visit, session, evaluation, treatment length or package (discounts, gift cards, copays, deductibles, cancellation and no-show fees, and market-wide price ranges do not count).	Clikiti patient question 8 of 9
Do other patients vouch for you? Reviews marked up, in a widget or quoted	Patient reviews are marked up for search engines (Review or AggregateRating structured data), shown through a review widget, or at least two patient testimonials are quoted.	Clikiti patient question 9 of 9
TECHNICAL CHECKS		
Loads in under 2.5 s on a phone Loads in under 2.5 s on a phone	Real visitors on phones see the main content within 2.5 seconds (Chrome UX Report, 75th percentile). Where Google publishes no visitor data, the phone lab test is used.	Core Web Vitals · LCP
Text contrast passes 4.5:1 Text contrast passes 4.5:1	No text on the home page fails the WCAG 1.4.3 minimum contrast of 4.5:1, in either the phone or desktop test.	WCAG 1.4.3
Images have text descriptions Images have text descriptions	Every meaningful image on the home page has a text description (WCAG 1.1.1).	WCAG 1.1.1
Physiotherapy, MedicalBusiness or health-business structured data Physiotherapy, MedicalBusiness or health-business structured data	The site describes the clinic to search engines with Physiotherapy, MedicalBusiness, MedicalClinic, chiropractic or health-and-beauty business structured data.	Schema.org · MedicalBusiness

A5. The website score

Each site's overall score (0 to 100) is Clikiti's website score, rubric 2.0.0. It measures the website, not the clinic, and the patient questions above do not feed it. It is a weighted mean of five pillars:

PILLAR	WEIGHT	BASED ON
Usability	30%	Checks of the home page for broken links and images, and an expert review of the page as rendered on a phone and on a desktop screen, against Jakob Nielsen's ten usability heuristics. Each issue must name the heuristic, a severity on the Nielsen Norman Group scale and the exact element or wording; issues without all three are discarded, and two independent passes must agree.
Speed	25%	Google Lighthouse on a mid-range phone (60%) and on desktop (20%), and real-visitor Core Web Vitals from the Chrome UX Report (20%) where available.
Accessibility	25%	Google Lighthouse accessibility audits (70%) and Clikiti's own WCAG checks of the served page (30%).
Search	10%	Google Lighthouse SEO audits (60%) and Clikiti's own search checks of the served page (40%).
Trust	10%	Google Lighthouse best-practice audits (40%) and security header checks (60%).

Within a pillar, each issue costs points by severity (critical, high, medium, low) and by how many times it occurs; issues based on judgement count at 70% of measured ones, and duplicates of the same root cause count once. On the four clinic profiles, the number out of 100 is this overall score, and each dot is one check in its group: filled when the site passes it, hollow when it does not.

A6. Precision

With 148 sites, a share reported for the whole sample is precise to within ± 8.1 percentage points at 95% confidence (worst case, a 50% share; $1.96 \times \sqrt{(0.25/n)}$). By type: outpatient physical therapy ± 16.3 (n = 36); chiropractic ± 14.3 (n = 47); sports and orthopedic rehab ± 19.2 (n = 26); massage, wellness and pelvic health ± 15.7 (n = 39). Differences between types smaller than these margins should be read as similar. Percentages are rounded to whole numbers; medians are the middle value of the sites in a group.

A7. Quality control

- Every home page in the cohort was fetched and its title checked against the listed clinic before scanning, and every home page was checked for gambling, pharmacy, adult and crypto spam
- Detection rules were checked against the evidence they record for a sample of clinics in every group, and revised before the final run
- Every published figure is recomputed from the data at build time, and a statement in the text that the data does not support stops the build
- Results are published only after automated checks for missing data, anonymity, accessibility of the report itself and the margin of error statement pass

A8. Limitations

- A point-in-time snapshot: sites change, and a site may have improved or declined since it was read.
- Only public pages were read: the home page and pages it links to. Patient portals, intake forms and multi-step booking flows were not tested.

- Answers are read from the page as a server delivers it. Content that only appears after scripts run in the browser (some schedulers and review widgets) is not seen, which the study counts as a gap a search engine or a slow phone would also meet.
- 15 candidates blocked, did not answer or were parked when screened and are not in the study; sites behind such protection may differ from those studied.
- Direct access rules differ by state and by payer; the study records whether a site tells patients, not whether a patient in that state may legally come in without a referral.
- The study reports what a website shows. It does not judge any treatment, clinician or price, or compliance with any licensing, billing or health-privacy rule.
- Automated accessibility tests find only part of what WCAG covers; keyboard and screen-reader use need a manual audit.
- The sample is a structured list of real, independent clinics, not a random draw. Margins of error are given as a guide to precision, not as a guarantee that the results hold for every clinic in the country.

A9. Data, licence and corrections

The aggregate results are published as CSV and JSON beside this report under the Creative Commons Attribution 4.0 licence: you may reuse, adapt and share them, including in client proposals, with a credit to Clikiti and a link. No per-site results are published. Corrections and removal requests are reviewed and answered personally; see the end of this report.

Clinics in this study

The 148 websites in this edition, by type. This list says who was scanned and nothing more: results in this report are shown only in aggregate or anonymously.

Outpatient physical therapy (36)

Advanced Physical Therapy
Fresno, CA

Albany Physical Therapy
Albany, NY

Arizona Physical Therapy
Tucson, AZ

Aspire Physical Therapy
Bend, OR

Axis Physical Therapy and Rehab
Eugene, OR

Bauman Physical Therapy & Wellness
Lexington, KY

Blue Rose Physical Therapy
North Little Rock, AR

Bodyworks Physical Therapy
Fargo, ND

Brigham Physical Therapy
Wichita, KS

Connecticut Physical Therapy Specialists
West Hartford, CT

Day One Physical Therapy and Wellness
San Antonio, TX

Dynamic Physical Therapy
Colorado Springs, CO

East Sacramento Physical Therapy
Sacramento, CA

Eileen Riehman PT (Asheville Myofascial
Release PT)
Asheville, NC

Empower Physical Therapy & Wellness
Rochester, NY

Exercise Sport Physical Therapy
Kansas City, MO

Gaffney Physical Therapy
Cranston, RI

Gordon Physical Therapy
Spokane, WA

Integrated Physical Therapy & Sports Medicine
Des Moines, IA

Kinetic Physical Therapy
Baton Rouge, LA

Milestone Physical Therapy & Training
Indianapolis, IN

Momentum Physical Therapy
Burlington, VT

Mountain View Therapy Services
Albuquerque, NM

Physical Therapy Associates Spokane
Spokane, WA

Pinyon Physical Therapy
Salt Lake City, UT

Portland Integrative Physical Therapy
Portland, ME

Priority Physical Therapy
Allentown, PA

ProRehab Center
Fargo, ND

Regain Physical Therapy
Pittsford, NY

Rehab With Roni
Chattanooga, TN

Revival Physical Therapy
Minneapolis, MN

SJ Hands On Physical Therapy
Fresno, CA

South Boise Physical Therapy
Boise, ID

Timberlane Physical Therapy
Burlington, VT

Via Physical Therapy
Madison, WI

Vitality Therapy & Performance
Tulsa, OK

Chiropractic (47)

A. Bastecki Chiropractic & Wellness Center
Lexington, KY

Alpine Chiropractic Clinic
Colorado Springs, CO

Back2Strength Chiropractic
Eugene, OR

Boulevard Chiropractic & Wellness Center
West Hartford, CT

Brighton Chiropractic Office
Rochester, NY

Charleston Chiropractic Center
Mount Pleasant, SC

Chiropractic Health Center
Reno, NV

CitySide Chiropractic Center
Providence, RI

Civano Chiropractic Clinic
Tucson, AZ

Columbus Chiropractic Center West
Columbus, OH

Crux Chiropractic
Chattanooga, TN

Dominion Chiropractic Clinic
Richmond, VA

Elevation Spine Center
Bend, OR

Elite Back and Body
Indianapolis, IN

Family Wellness Chiropractic
Birmingham, AL

Fischer Chiropractic Center
Trenton, NJ

Fisher Chiropractic
Sacramento, CA

Grant Chiropractic and Wellness Center
Billings, MT

Hayes Chiropractic Center
Portland, ME

Healing Hands Chiropractic & Weight Loss
Worcester, MA

Hemmett Health & Chiropractic
South Burlington, VT

Integrated Chiropractic and Rehab Sioux Falls, SD	Progressive Spine & Rehab Center Manchester, NH	Tampa Spine and Wellness Tampa, FL
Jumpp Chiropractic Manchester, NH	Pure Health Chiropractic Minneapolis, MN	Thrive Chiropractic Boise, ID
Kirk Chiropractic Savannah, GA	Rathmann Chiropractic Clinic Baton Rouge, LA	TonalSpine Chiropractic Chattanooga, TN
Madison Chiropractic North Madison, WI	Salt Lake Sports Chiropractic Salt Lake City, UT	Tracy and Keim Chiropractic Eugene, OR
Network Family Chiropractic Asheville, NC	Savannah Chiropractic Center Savannah, GA	West Omaha Chiropractic and Sports Injury Clinic Omaha, NE
OMNE Chiropractic Omaha, NE	Skinner Chiropractic Lexington, KY	Westside Chiropractic Grand Rapids, MI
Pelphrey Chiropractic Lexington, KY	Sports & Spinal Wellness Center Albany, NY	Wetherington Chiropractic Clinic Savannah, GA
Performance Care Clinic Tulsa, OK	Stanley Chiropractic and Acupuncture Clinic Billings, MT	Worcester Family Chiropractic Worcester, MA
Pittsburgh Physical Medicine Pittsburgh, PA	Tampa Active Health Tampa, FL	

Sports and orthopedic rehab (26)

Anti-Fragile Physical Therapy Asheville, NC	Engine Room Performance Physical Therapy Portland, ME	Recovery-N-Motion Physical Therapy + Wellness Charleston, SC
Apex Performance Grand Rapids, MI	Enhance Performance Therapy Des Moines, IA	Repsher Physical Therapy Albany, NY
Austin Sports Therapy Austin, TX	Indy Muscle & Joint Clinic Indianapolis, IN	RunWell Clinic Richmond, VA
Birmingham Physical Therapy & Sports Medicine Vestavia Hills, AL	Langford Sports and Physical Therapy Albuquerque, NM	Steady State Health Portland, ME
Burlington Physical Therapy Burlington, VT	PhysioFIT Bend, OR	The Rehab Docs Charleston, SC
C.O.R.E. Physical Therapy and Sports Performance Omaha, NE	Pittsburgh Performance Physical Therapy Pittsburgh, PA	The Training Room Austin, TX
CoreFit Chiropractic Allentown, PA	Princeton Chiropractic and Sports Rehab Princeton, NJ	The Way Physical Therapy Columbus, OH
Dirigo Physical Therapy & Performance Portland, ME	Recharge Physical Therapy & Wellness Fargo, ND	Voltex Physical Therapy Austin, TX
	Recovery Sports Therapy Worcester, MA	Zona Physical Therapy Boise, ID

Massage, wellness and pelvic health (39)

About Touch Massage Eugene, OR	Cara Lyon Physical Therapy South Portland, ME	Elementum Massage Billings, MT
Active Body Needs Therapeutic Massage and Wellness Des Moines, IA	Charleston Pelvic Health Charleston, SC	enCORE Therapy Kansas City, MO
Adapt Physical Therapy Wichita, KS	Columbus Pelvic Floor Physical Therapy Columbus, OH	Evolve Physical Therapy of Rochester Pittsford, NY
All Bodies Physical Therapy and Wellness Sacramento, CA	Core Strong Physical Therapy Columbus, OH	Femme Focus PT Kansas City, MO

Healing Space PT Princeton, NJ	NM Pelvic Health Physical Therapy Albuquerque, NM	Stratton Rehabilitation San Antonio, TX
Keystone Pelvic Health Albany, NY	Orthohands Massage and Bodywork Providence, RI	Thai Tranquility Bodywork Providence, RI
Kindred Physical Therapy Spokane, WA	PM Method Physical Therapy Mountain Brook, AL	The Haven Massage Therapy Colorado Springs, CO
Kos Physiotherapy + Wellness Minneapolis, MN	Reno Massage and Wellness Reno, NV	The Pelvic Method Chattanooga, TN
Lady Bits Physical Therapy Sacramento, CA	Restorations Physical Therapy Pittsburgh, PA	The Pelvic PT Burlington, VT
Massage Studio of Kansas City Kansas City, MO	Revival Massage & Bodyworks Providence, RI	The TMJ and Airway PT Tampa, FL
Miles Pelvic Therapy Bend, OR	Revive Myofascial Release Little Rock, AR	Uplift Pelvic Health and Wellness Salt Lake City, UT
Mind Body Pelvis Princeton, NJ	RVA Holistic PT Richmond, VA	Urban Massage Grand Rapids, MI
Mindful Movement Physical Therapies Salt Lake City, UT	Sharp Ortho & Pelvic Health Physical Therapy Birmingham, AL	Wildflower Physical Therapy & Wellness Indianapolis, IN

DISCLAIMER

About this study

This report is based on automated scans of publicly available home pages, and pages they link to, run on 2026-10-15. Its findings are a point-in-time technical snapshot of each website. They are not a judgement of any clinic's care, any clinician's skill or anyone's prices, and automated checks may contain errors. This report is not a judgement of the quality of any treatment, clinician or price, and it does not assess compliance with any licensing, billing or health-privacy rule. Klikiti is not affiliated with, and does not endorse, any clinic listed here; trademarks belong to their owners. The report is provided “as is” under CC BY 4.0, without warranty of any kind. Every person in this report's photographs is AI-generated; none is a real person. The one clinic screenshot is the featured clinic's own home page, shown unaltered.

REMOVE MY CLINIC FROM THIS STUDY

We review every request and reply when it's done; removed clinics are excluded from future editions.

NOTES

1. Every figure is computed from the scan data for this edition: 148 of 153 sites in the cohort, scanned 2026-10-15 to 2026-10-15. Margin of error: ± 8.1 points at 95% confidence for a share of all 148 sites (Outpatient physical therapy ± 16.3 , Chiropractic ± 14.3 , Sports and orthopedic rehab ± 19.2 , Massage, wellness and pelvic health ± 15.7). Left out: 1 (not scanned), 4 (no mobile Lighthouse result). Results are not attributed to named clinics, except the best in class; elsewhere each is shown as its kind of clinic and a number. The appendix lists who was scanned.
2. Thirteen checks: nine patient questions, plus loads in under 2.5 s on a phone; text contrast passes 4.5:1; images have text descriptions; physiotherapy, MedicalBusiness or health-business structured data.

- 3. Standards: Loads in under 2.5 s on a phone (Core Web Vitals · LCP); Text contrast passes 4.5:1 (WCAG 1.4.3); Images have text descriptions (WCAG 1.1.1); Physiotherapy, MedicalBusiness or health-business structured data (Schema.org · MedicalBusiness).
- 4. Scanned October 2026.
- 5. Photographs are illustrations created with generative AI for this report (Google Gemini); every person shown is fictional. The one website screenshot is the best-in-class clinic's own home page. The usability review in A5 is carried out by an automated vision model (Google Gemini) under the rules stated there.

Take it, quote it, share it

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Only 18% of the 148 independent physical therapy and chiropractic clinic websites we scanned show a self-pay price for a visit or session. The report, the method and the aggregate numbers are open: use them in your pitches, posts and proposals.

Download the PDF	A4
Read as Markdown	text, for people and AI
Aggregate data	CSV · no site named
Aggregate data	JSON · no site named

Cite (APA)

Clikiti. (2026, October 15). The state of independent physical therapy websites 2026 (Q4 2026) [Report]. <https://clikiti.com/research/physio/2026-q4>

Embed the chart

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<figure style="margin:0;max-width:720px"><a href="https://clikiti.com/research/physio"></a><figcaption style="font:13px/1.4 sans-serif">Source: <a href="https://clikiti.com/research/physio">Clikiti, The State of Independent Physical Therapy Websites 2026 </a> (Q4 2026). <a href="https://creativecommons.org/licenses/by/4.0/" rel="license">CC BY 4.0</a>.</figcaption></figure>
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148 sites · scanned October 2026 · margin of error up to ±8.1 percentage points at 95% confidence.

Clikiti · Research from automated scans, CC BY 4.0 · Aggregate figures; no business is named in the data.

Research Benchmarks Gallery Free scan Privacy