

Competitor Analysis

perthharbourphysio.com.au

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Queries tested 8

Summary

Physiotherapy in Perth is a crowded market, but the part of it Perth Harbour Physio competes in, Fremantle and the western suburbs, is less crowded than the eastern corridor. Two established local clinics dominate Fremantle search results, and a multi-location group based in Subiaco absorbs a lot of the broader Perth demand. Below them sit two smaller clinics with narrower focuses, and one newer operator winning on social media rather than SEO.

I tested eight search queries a prospective patient would realistically use. Perth Harbour Physio appeared on the first page for two of them, "physio fremantle" (position 7) and "womens health physio fremantle" (position 5). It did not appear for any of the higher-value condition or funding queries, like "sports physio fremantle", "NDIS physio perth", or "post-acl rehab perth". The Local Pack ("Map results") tells a similar story: the clinic ranks for branded searches and not much else.

The gap to close is not product-related. The clinic's range of services, practitioner depth, and location are all competitive. The gap is content, reviews, and technical SEO. Two of the three are visible from the other reports in this audit. The third, reviews, is a sustained operational priority rather than a one-off fix.

- **First-page visibility for two branded-adjacent queries.** Everything else in the non-brand and condition-specific space is blank.
- **Two established Fremantle clinics own the local pack.** Both have 15+ years in operation and Google review counts in the 150 to 280 range.
- **One high-growth threat.** A Subiaco-based multi-location group with strong content and 40+ practitioners is expanding into Fremantle referrals.
- **A real opening in NDIS and condition-specific content.** No competitor in the area writes usefully about NDIS physio or specific rehab journeys.

How this was done

Eight search queries were run against Google in April 2026 from a Fremantle-based, non-personalised Chrome session. Both organic results and Local Pack listings were captured. Competitors were then identified by appearance in the top 10 for at least three queries, crawled for technical SEO signals, content volume, schema markup, review counts, and visible trust signals. Each one was placed on a threat level based on service overlap, geographic proximity, and momentum.

Local search results vary by device and exact location. The data below represents a single point in time from one location. Treat positions as directional.

Market snapshot

2 / 8

QUERIES WHERE YOU
RANK P.1

0 / 8

LOCAL PACK
PLACEMENTS

47

GOOGLE REVIEWS
(VS 150+ RIVALS)

6

DIRECT PERTH
COMPETITORS

The competitive landscape

Fremantle-local establishment. Two clinics with 15 to 20 years in operation. Strong review profiles (150 to 280 reviews), tight community relationships (local sports clubs, GP referrers). These are the default recommendation from GPs and physios in the area.

Multi-location Perth groups. One large group with five clinics across Perth, 40+ practitioners, and active content marketing. Not Fremantle-based but serves the market through referral and reputation. Also the one competitor actively publishing long-form content.

Specialist niche clinics. Sports-only and women's health-only clinics each attract a specific patient type. Less direct competition on the broad query, but real competition on condition-specific searches.

Emerging players. One tech-forward solo practitioner winning on Instagram and TikTok rather than search. Small SEO footprint, big social audience.

Where the opening is: none of the six writes genuinely useful NDIS content, and only one writes condition-specific blog posts at any depth. A focused content programme could close the gap in 12 months.

Search visibility

You rank for branded-adjacent queries, not much else

"Physio fremantle" (position 7) and "womens health physio fremantle" (position 5) are the two first-page appearances. Both are low-intent and partially branded. The higher-value queries, the ones where a patient has a specific need and no existing preference, return rivals every time.

SEARCH QUERY	YOUR POSITION	LOCAL PACK?	WHO RANKS AHEAD
physio fremantle	#7 (organic)	Not in pack	Competitors A, B, C in Local Pack. Organic: B, A, HealthEngine, WhatClinic, D, A (branch)
sports physio fremantle	Not top 20	Not in pack	Competitor D, Competitor A, Competitor B
womens health physio fremantle	#5 (organic)	Not in pack	Competitor E, Competitor B, Competitor A, HealthEngine
NDIS physio perth	Not top 20	N/A	Competitor C, NDIS provider directories, Competitor A
post acl rehab physio perth	Not top 20	N/A	Competitor C, hospital outpatient pages, academic content
pelvic floor physio perth	Not top 20	Not in pack	Competitor E, Competitor C, private hospital pages
dry needling fremantle	Not top 20	Not in pack	Competitor B, Competitor A, acupuncture clinics
workcover physio perth	Not top 20	N/A	Competitor C, WorkCover WA directory, Competitor F

What this means in practice: patients searching for a specific condition or funding type almost never see this clinic. The people who do find it are those who already know the name, or those searching generically enough that the clinic surfaces as "another physio in Fremantle".

Competitor profiles

Competitor A · High threat, Fremantle

Positioning. A long-established Fremantle clinic, 18 years in operation, eight practitioners across two treatment rooms plus a small gym. Known to local GPs. Services cover musculoskeletal physio, sports, women's health, and hydrotherapy (via a partnership with a nearby pool). No NDIS registration.

- 283 Google reviews, 4.8 average
- Website is Rank Math-optimised with proper meta descriptions, LocalBusiness schema, and Physiotherapist subtype
- Active blog, 60+ posts, mostly 400 to 700 words, inconsistent publishing
- HotDoc and HealthEngine integrations
- GP referrer newsletter (print and email) still a meaningful channel
- Author bylines on blog posts with linked practitioner bios

Why they matter: Competitor A is the default Fremantle physio in the minds of local GPs and long-term residents. They have real schema, real reviews, and a serviceable blog. Beating them requires outperforming on content depth and filling the gaps (NDIS, specific conditions) that they've chosen not to cover.

Competitor B · High threat, East Fremantle

Positioning. 15 years in operation, six practitioners, two treatment rooms. Slightly smaller than Competitor A but with a more polished web presence. Strong community involvement: sponsor of a local footy club, visible at community events. Publishes more consistently than Competitor A but with shallower content.

- 167 Google reviews, 4.9 average
- Fast, modern website (clearly a recent rebuild)
- Full schema stack including FAQPage on service pages
- Instagram audience of 3,200 with regular reels of rehab exercises
- Cliniko booking, HICAPS, Medicare, private health, no NDIS
- Limited long-form content but good short video content

Why they matter: Competitor B has better technical SEO than the clinic you're assessing. They also have the stronger social presence locally. Where they're beatable is depth of condition content and NDIS coverage.

Competitor C · High threat, Perth-wide group

Positioning. Multi-location group with five Perth clinics (Subiaco, Joondalup, Mandurah, Cannington, Midland), 40+ practitioners. Not Fremantle-based but takes Fremantle-adjacent referrals and dominates broad Perth-level queries. The one competitor with a genuinely strong content operation.

- 500+ reviews across locations, 4.7 average
- Clean technical SEO, schema on every page, LocalBusiness with multi-location markup
- 100+ blog posts, regularly publishing 1,200+ word condition-specific guides
- Full NDIS registration, clearly presented NDIS landing page with 1,800+ words
- Employs a dedicated marketing lead
- Active in SEO, Google Ads, Facebook Ads, and podcast sponsorship

Why they matter: Competitor C is the benchmark for what "good" looks like digitally. They outrank everyone on condition-specific and NDIS queries. They have the budget to play everywhere. The realistic goal isn't to beat them on broad queries; it's to beat them locally for Fremantle-specific intent and to compete on niche conditions they haven't prioritised.

Competitor D · Moderate threat, sports-only specialist

Positioning. Two-location sports physio clinic with an AFL club affiliation and a named sports medicine doctor on staff. Stronger on branding than SEO.

- 89 reviews, 4.9 average
- Polished website but light on depth: thin service pages, no FAQ content
- Schema on homepage only
- AFL affiliation provides credible trust signal and referral flow
- Higher price point (no bulk billing, premium brand)

How they affect you: Competitor D takes the sports physio segment's "premium" bucket. They're not beating Perth Harbour Physio on content depth or range, but they own the sports positioning in people's minds. Countering this requires visibly investing in sports physio content authored by John Carter.

Competitor E · Moderate threat, women's health specialist

Positioning. Single-location women's health clinic in North Fremantle. Three practitioners, all female, all specialising in pelvic floor, pre/postnatal, and menopause-related care. Narrow focus, strong trust in the segment.

- 112 reviews, 4.9 average
- Niche authority drives referrals from obstetricians and midwives
- Website is dated but content is good
- Publishes 500-800 word posts specifically about pelvic floor and postnatal recovery
- No schema

How they affect you: Competitor E sets the standard locally for women's health physio. Mel Harrison's expertise is comparable, but the clinic's general-practice framing means women's health patients tend to default to the specialist. A dedicated landing page for women's health, with Mel's byline and deeper content, would help.

Competitor F · Lower threat, tech-forward solo operator

Positioning. One physiotherapist in Cottesloe with an active Instagram and TikTok presence. Strong social brand, minimal SEO. Attracts a younger demographic.

- 34 Google reviews, 5.0 average
- Website is a single-page bio linking to Cliniko
- Instagram audience of 18,000 through exercise demo videos
- Less scalable (one practitioner)

Watch this. Competitor F isn't competing on search today but is building an audience that converts into patients without needing to search. If they expand or hire, the dynamics shift. A light social content cadence (Mel or John repurposing clinic content to reels) would provide some defence.

Feature comparison

FACTOR	YOU	COMP A	COMP B	COMP C	COMP D	COMP E
Google review count	47	283	167	500+ (group)	89	112
Google avg rating	4.8	4.8	4.9	4.7	4.9	4.9
Years in operation	7	18	15	22 (group)	9	11
Practitioners	4	8	6	40+	6 across 2 sites	3
Sports physio	Yes	Yes	Yes	Yes	Specialist	No
Women's health	Yes	Yes	No	Yes	No	Specialist
NDIS registered	Yes	No	No	Yes	No	No
WorkCover	Yes	Yes	Yes	Yes	Yes	Yes
Schema markup	None	Full	Full + FAQ	Full	Homepage only	None
Blog depth	22 short posts	60+ short-medium	Short + video	100+ in-depth	Thin	Medium-depth niche
Instagram reach	Low	Low	3.2K	8K	6K	18K
GP referrer strength	Medium	High	High	High	Medium (AFL)	High (obs/midwives)

Reading this table: the clinic's service coverage is broader than A, B, D, and E (especially with NDIS registration, which none of A, B, D, or E carry). The gap is on visibility signals: reviews, content depth, technical SEO, and social reach. Product-wise you're competitive. Marketing-wise you're behind.

What Perth Harbour Physio has going for it

NDIS registration is rare among direct competitors

Neither of the two biggest Fremantle competitors (A and B) is NDIS-registered. Competitor C is, but they're Subiaco-based with broad branding that doesn't speak specifically to NDIS participants. This leaves real headroom. A dedicated NDIS landing page written for plan managers, support coordinators, and participants themselves is the single highest-leverage content piece the clinic could publish.

Action: NDIS becomes a visible pillar of the brand. Put it in the header menu (it's currently buried three clicks deep). Build out the page to 1,500+ words. Get listed on Clickability and Leap In provider directories.

Full range of services under one roof

Sports, women's health, dry needling, rehab, NDIS, WorkCover, general musculoskeletal. Of the six competitors, only A and C offer this breadth, and C isn't Fremantle-local. For a GP who wants a single referral relationship rather than a network of specialists, this is genuinely valuable.

Practitioner depth

Four practitioners with named specialties. Sarah's sports and post-op focus, John's sports and running rehab, Mel's women's health, David's NDIS and MSK. This is a clearer team structure than most clinics at this size.

Location and accessibility

Queen Victoria St is a good Fremantle location. On-site parking, close to public transport, accessible. None of the competitors have a meaningfully better physical location within the Fremantle market.

Cliniko booking

Already in place and working. Patients who reach the site can book themselves in without a call. Competitor D still requires a form submission. Small advantage, but real.

Where the gaps are

Review count is a fraction of the established competitors

47 Google reviews against A's 283 and B's 167. At a 4.8 average, the quality is fine; the volume isn't. Review count is both a ranking factor and a trust signal for users. The fix is operational rather than technical: a systematic ask-for-reviews process at the end of each patient's episode of care. A Cliniko automation sending a Google review request two days after discharge would close this gap in 12 to 18 months.

No NDIS content on the site despite being NDIS-registered

The clinic accepts NDIS but the site treats it as a footnote. One thin service page, no blog content about NDIS, no testimonials from NDIS participants, no content aimed at support coordinators or plan managers. This is the biggest missed opportunity in the audit.

Blog content is short and topic-scattered

22 posts averaging 420 words. No editorial calendar visible. No pattern of authority-building around specific conditions. Competitor C publishes 1,500+ word pieces monthly and the results show.

No social proof on the website itself

47 Google reviews exist but none are surfaced on the site. No testimonials on service pages. No case studies. Rivals with fewer reviews feature quotes prominently. Adding three or four rotating testimonials per service page would lift perceived credibility without needing more actual reviews.

Local Pack absence

The clinic doesn't appear in the Local Pack for "physio fremantle", despite being in Fremantle. That's usually a Google Business Profile optimisation issue more than a website issue: categories, services listed, photos, opening hours, Q&A section, and consistency between GBP and the website. A quick GBP optimisation pass would likely move Local Pack rankings within weeks.

No content differentiation for sports vs general musculoskeletal

Sports is listed as a service but the sports physio page reads like the general physio page with a different title. For patients comparing Perth Harbour Physio against sports-specialty Competitor D, there's nothing on the site that signals real sports expertise. Case studies of actual return-to-sport outcomes (with permission) would change this significantly.

GP referrer communication is informal

Competitor A runs a quarterly GP referrer newsletter. Competitor C has a GP portal with downloadable referral forms. Perth Harbour Physio appears to rely on ad hoc phone contact. A simple GP page with downloadable referral form, treatment summary templates, and quarterly clinical updates would strengthen the existing referral flow.

Strategic recommendations

1. Build out NDIS as a visible pillar

This is the clearest competitive opening in the audit. Move NDIS into the main navigation. Rewrite the NDIS page to 1,500+ words covering services, home visits, report types, practical guidance for support coordinators, and clear information about plan-managed, self-managed, and NDIA-managed billing. Get listed on Clickability and Leap In. Publish two or three NDIS-focused blog posts in the next six months. None of the local competitors are doing this well.

2. Set up a systematic review request process

Google reviews remain one of the highest-leverage inputs to local ranking and patient decision-making. A Cliniko automated email two days after a patient's final session, with a direct link to leave a Google review, typically lifts review volume by 60 to 80% within six months. Aim to match Competitor B's 167 reviews within 18 months, then Competitor A's 283 within three years.

3. Publish condition-specific authority content

One in-depth article per month, 1,200 to 1,800 words, authored by the physio who treats the condition. Topics chosen to match what patients actually ask. First six could include NDIS physio in Fremantle, pelvic floor recovery after a vaginal birth, plantar fasciitis, post-ACL rehab timelines, returning to running after a calf strain, and workers' compensation physio in WA.

4. Implement schema markup and technical SEO basics

Covered in detail in the Technical SEO report. Physiotherapist, Person, Service, and BreadcrumbList schema, plus meta descriptions and internal linking, are the three changes that close most of the technical gap against Competitors A, B, and C.

5. Optimise the Google Business Profile

A morning of GBP work: add all services individually, upload fresh photos of the clinic and team, post weekly updates for 12 weeks, answer the existing Q&A section, and make sure categories include the specific subtypes (Sports Medicine Clinic, Women's Health Clinic). This usually moves Local Pack rankings faster than any on-site change.

6. Surface reviews and testimonials on the website

Pull three to five strong Google reviews and feature them with permission on the homepage and each service page. Add practitioner-specific quotes to the team bios. The reviews exist; they just need to appear on the site instead of only on Google.

7. Rebuild the Sports Physio page as a differentiator

To compete with Competitor D's sports specialism, the sports physio page needs to look specialist. Include: a list of sports the clinic has treated patients from, a list of injuries regularly managed, John Carter's and Sarah Nguyen's specific sports credentials, one or two case studies (with patient permission) showing return-to-sport outcomes, and a short section on rehab programming philosophy.

8. Strengthen the women's health positioning against Competitor E

Mel Harrison is a capable women's health physio but the site doesn't signal that she's a specialist. A dedicated /womens-health/ landing page with Mel's byline, condition-specific content, testimonials, and clear information about private health and Medicare coverage would partly offset Competitor E's niche authority.

9. Build a GP referrer hub

Simple page titled "For GPs and Referrers". Include a downloadable referral form (with pre-filled clinic details), a PDF treatment summary template for complex cases, and a short paragraph on how the clinic handles communication with referrers. Email it to local GP clinics once it's live.

10. Establish a small social cadence

Not to compete with Competitor F's 18K audience, but to provide a defensive presence. One reel per week from either Mel or John demonstrating an exercise or explaining a concept. Repurpose into Instagram, TikTok, and the clinic blog. Takes an hour a week once set up.

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This is a sample report for a fictional clinic. Your audit will be tailored to your site's actual findings. jimmytech.com.au/seo-audit