TOPICAL WEBINAR FOR APA MEMBERS

An Educational Resource from TherapySites

The Guide to Honest Online Growth for Your Practice

November 8, 2024

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therapysites

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The content was created by TherapySites and does not reflect the views of APA or its editorial staff. Email advertising@apa.org to learn more.

ATTENDANCE

- No CE credit will be offered for this webinar.
- A “Certificate of Attendance” will be emailed to live attendees only.
- You must attend for 45 minutes to receive the certificate.

Bonus Giveaway:

Stay for the full presentation for a chance to receive a free 30-minute website consultation with TherapySites. Four lucky attendees will be selected at random!

RECORDING

- A recording of this presentation will be emailed to everyone in 2 weeks’ time.
- The recording will include the presentation slides.

HAVE A QUESTION?

- You are on mute. Communicate using the **Q&A box** in the webinar screen. Submit your questions for our speakers using the Q&A box.
- Presentation slides will be posted in the **chat box** of your webinar screen.

MARIO RIOS

SETH WEINER

PRESENTERS

- Mario Rios

Digital Marketing Expert, TherapySites

- Seth Weiner

Google Certified Expert, SEO Services Team, Internet Brands

Getting Found On Google - The Right Way

- Understanding the basics of SEO and why it’s a must-have for your practice website
- How negative SEO tactics can seriously harm your reputation
- Actionable steps with positive SEO tactics to increase reach and create tangible growth

Section 1
SEO Basics for Mental Health

Section 2
Positive vs Negative SEO Tactics

Section 3
Ethical Online Growth

Conclusion
Key Takeaways

Section 1: SEO Basics for Mental Health

- Revisiting the basics
- Must-have strategies for ranking your website
- Contrasted sample websites with SEO

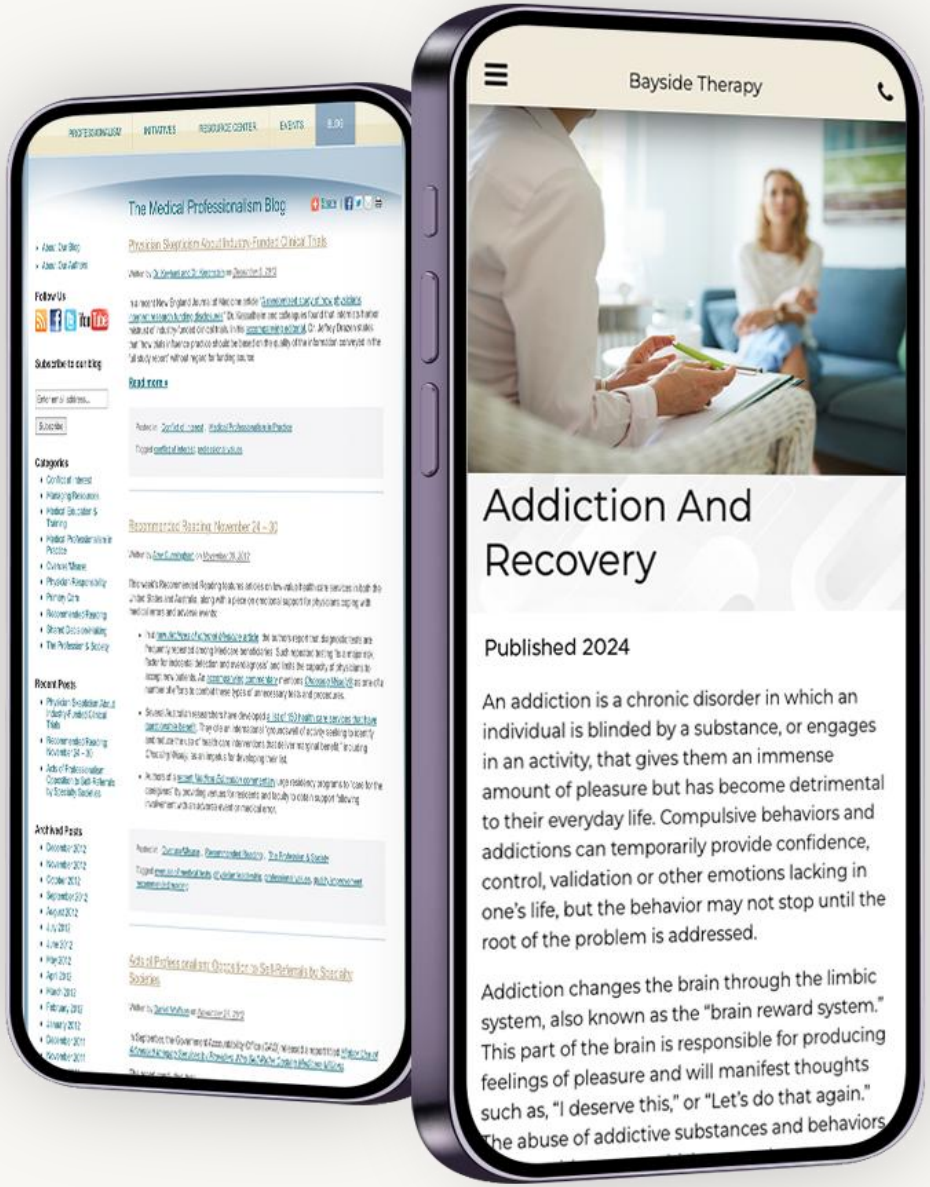
Revisiting SEO 101

- Consider keywords that fit your practice's treated conditions and areas serviced
- Use the same keywords within meta data in your website dashboard
- Include the keywords and locations serviced consistently throughout the content on your website
- For expedited results, consider pay-per-click campaigns such as Google Ads and Facebook Ads

Example Strategies

- **Example #1:** Jerard Daniels is using an **outdated website template** that does not respond well on mobile devices. He has extensive content on his website, but employs '**keyword stuffing**', a negative SEO tactic that purposely uses the same keyword in excess and without regard for the patient's experience reading the article. The website also **has not been updated since 2015**; Google's search engine results heavily prefer new, relevant content for search results and will bury outdated results so that they're far less visible..

- **Example #2:** Emily Taylor, LPCC takes time each month to ensure that her practice website is **updated to reflect current trends**. For example, sharing brand new blog posts about mental health awareness days, or new staff updates and how that expands their services offered. She also has carefully considered the **design of her site** so that even if a patient finds her on a tablet or cell phone, it can be **easily navigated** to find what they need, like the practice phone number, or 'Book an Appointment' button.



Section 1
SEO Basics for Mental Health

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Positive vs Negative SEO Tactics

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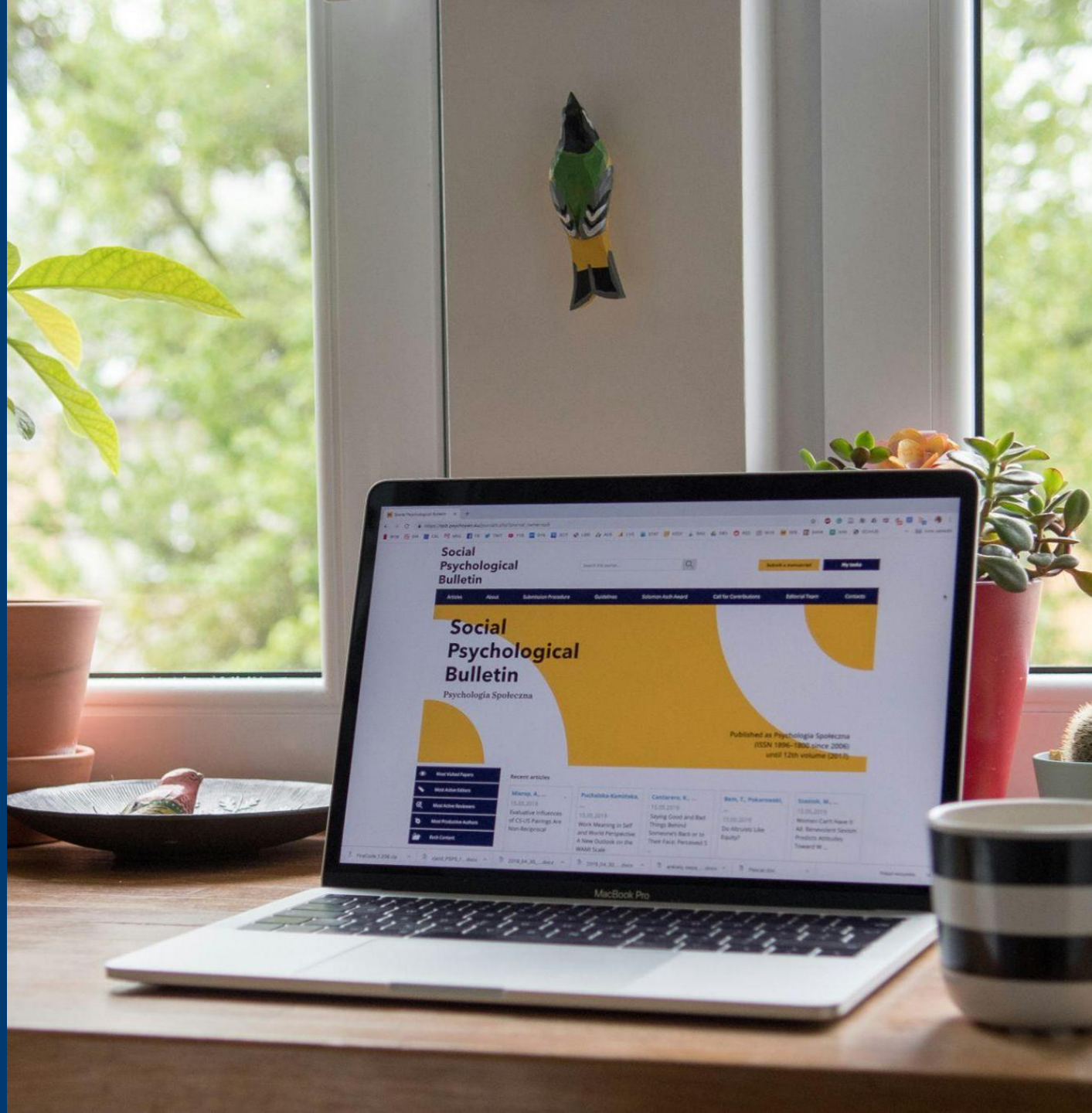
Section 2: The Power of Positive vs. Negative SEO Tactics

- Accurate content with purpose
- Quality over quantity
- Penalties for negative SEO tactics

Content with Purpose

- Consider your patient base when writing content
- Verify the information you share
- Avoid sensationalizing or ‘clickbait’
- Prioritize the quality of the content



How Google Rewards & Punishes SEO Tactics

- **DO:** Insert relevant keywords you want to rank for into your website content where they fit organically.
- **DON'T:** Use keyword stuffing to try and force search engines to notice your content; using the same keyword in excess will also read poorly to patients viewing your website.

- **DO:** Use alt text on the images appearing on your website for added relevancy in searches
- **DON'T:** Hide text or links within your website page script to manipulate your rankings, as search engines often harshly punish this deceptive tactic by taking your site out of its index.

- **DO:** Earn backlinks to your content by building a consistent update schedule of high quality content and sharing your resources with others.
- **DON'T:** Buy backlinks or associate with solicitors like Rhino Rank or BackLinkBoss as Google has strict guidelines around ranking websites using these links versus organically earned ones.

```
# Turn on the rewrite engine

RewriteEngine On
RewriteBase /
RewriteRule ^index\.php$ - [L]
RewriteCond %{REQUEST_FILENAME} !-f
RewriteCond %{REQUEST_FILENAME} !-d
RewriteRule . /index.php [L]

# Force HTTPS and WWW

RewriteCond %{HTTP_HOST} !^www\.(.*)$ [OR,NC]
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#

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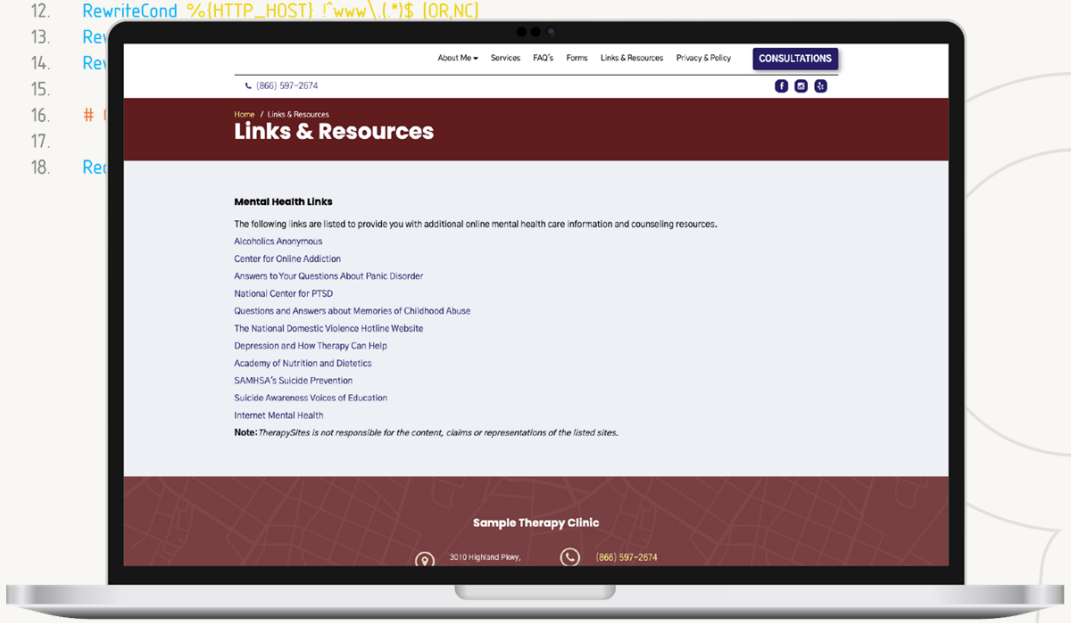

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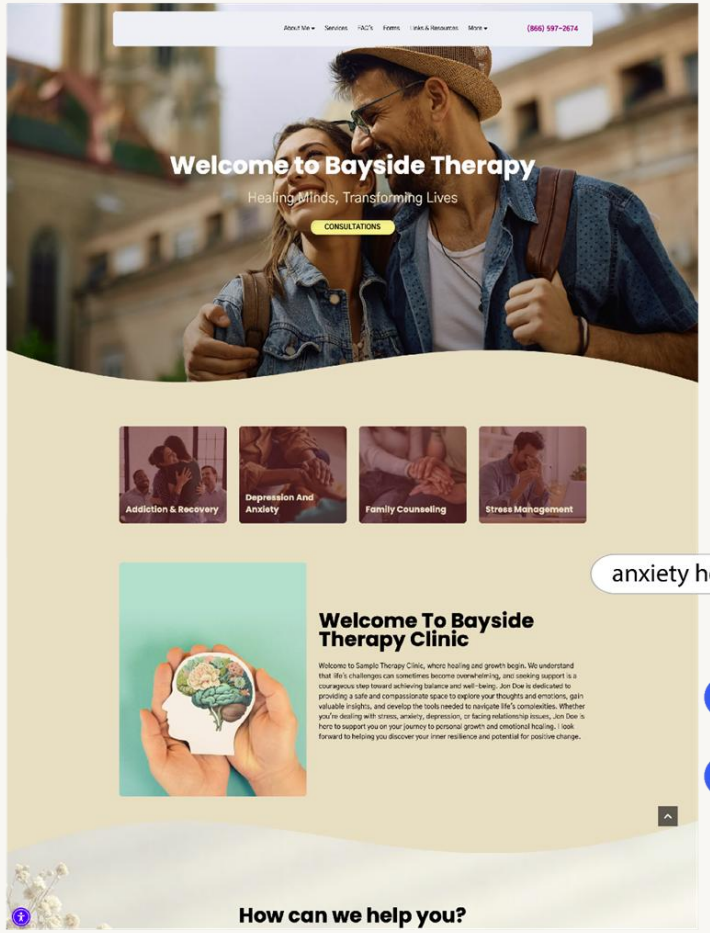
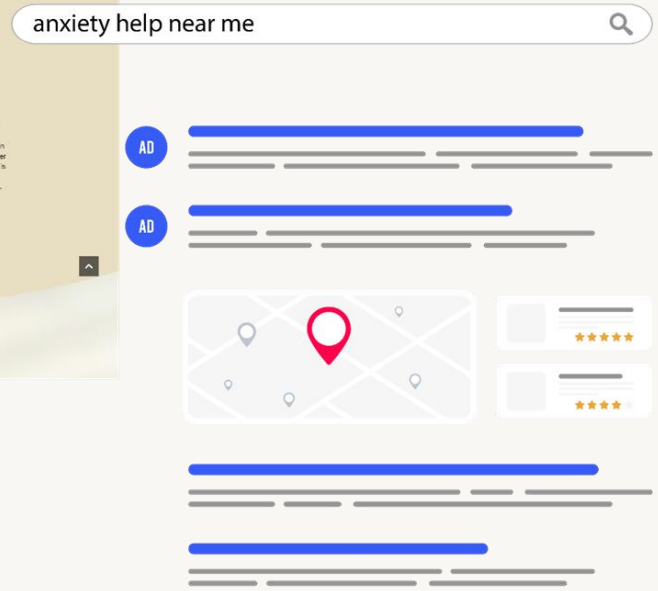
Section 3: Action Steps for Ethical Online Growth

- Keeping up with the constantly changing trends of search engine algorithms
- Investing in your website as a digital version of your practice

Conquering Google

- Use template-based design vs. extreme customization as templates receive regular updates to meet current search engine standards
- Keep your website updated regularly with blog posts & the most accurate information about your practice
- Ensure your website is secured with an SSL certificate & is mobile responsive





Your Website As An Investment

- 75% of people don’t go past the first page of search engine results
- Focus on specific pages to rank, such as *Home, About*, and *Contact* pages
- Navigate your website from a client’s perspective - how does it feel?
- Provide prospective clients a solid image of what you offer vs competitors

REMEMBER:

Even with a fantastic website, it's pointless if nobody can find it.

Webinar Key Takeaways

- Use focused keywords in the content of your website that are aligned with your specialties and the locations you serve.
- Keep your website updated consistently, even just once a month, with SEO-friendly content like blogs or practice updates.
- Be careful to not over-customize your website or hide keywords & links on it; this will avoid your site going out of date quickly, and keep search engines from de-indexing your practice.

Feeling Overwhelmed by SEO Do’s & Don'ts?

Your patients should be your priority, not managing your practice's online presence.

- Introducing TherapySites, take the first step to a stress-free practice.
  - *Receive 2 months free on any website package + a $100 Gift Card!*

Don’t Miss Out

Scan the Code or
Call/Text 630-427-6941

AUDIENCE Q&A

FINAL THOUGHTS

- A recording will be emailed to you in 2 weeks. It will include the presentation slides.
- Take our survey immediately after the webinar has concluded.

THANK YOU!

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