

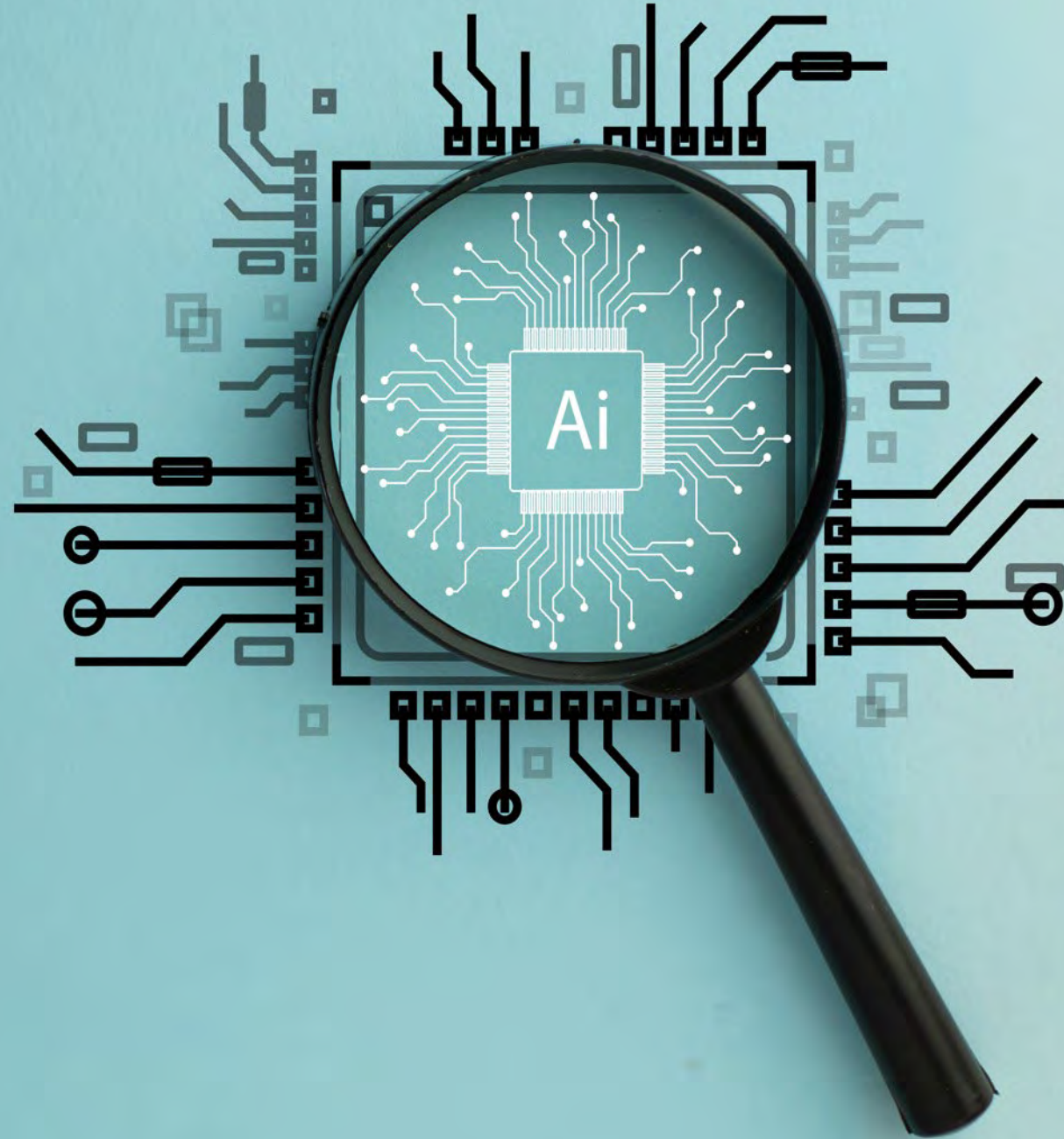
TOPICAL WEBINAR FOR APA MEMBERS

An Educational Resource from TherapySites

Reaching New Patients With Traditional & AI Search

April 15, 2026

PAID FOR BY



DISCLAIMERS

Mario Rios has a working relationship with TherapySites. As such, he has both a financial and intellectual interest in the webinar content. The purpose of this presentation is to provide a balanced view on how to reach new patients with traditional and AI search.

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

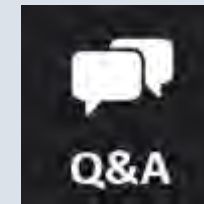
- No CE credit will be offered for this webinar.
- A “Certificate of Attendance” will be emailed to live attendees only.
- You must attend for 45 minutes to receive the certificate.

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. Attendees can view and upvote on submitted questions in the Q&A box to help presenters identify popular topics.
- Presentation slides will be posted in the **chat box** of your webinar screen.





MARIO RIOS

PRESENTER

■ Mario Rios

Digital Marketing Expert, TherapySites

With a decade of experience, Mario Rios has dedicated his career to empowering mental health professionals to reach their goals in their private practices. Mario's expertise lies in streamlining administrative tasks, crafting multi-state digital marketing strategies, and taking therapy practices to the next level.



Section 1

How Patients Find You

Section 2

4 Optimization Tips

Section 3

Ethical AI Usage

Conclusion

Key Takeaways

How Patients Find You Online

- How patients are finding mental health services
- The difference between traditional and AI search
- Why AI search is becoming more popular

The Current Search Landscape

For years, Google has been the top way patients found local mental health professionals. But today, AI-powered tools, such as ChatGPT, are rapidly changing how patients search.

*As of December 2025:

- Google: 95.4 billion monthly users
- ChatGPT: 5.2 billion monthly users

How Traditional Search Works

A user types in a phrase.
E.g. “psychologist tucson arizona”

The search engine gives them a list with links to websites.

The user combs through these websites to find the answer to their query.



How AI Search Works

A user types in a complete sentence or question.
E.g. "Who is the best psychologist in Tucson, Arizona?"

The AI platform considers any websites that relate to the user's query.

The platform generates a summary to give the user in response.

The diagram illustrates the AI search process. A central blue circle is surrounded by three white circles, each containing a category of search results. The background is a smartphone screen showing a search for "Who is the best therapist in Tucson, Arizona?".

Top Mental Health Centers

- **Soul Space:** Offers a holistic approach including acupuncture. It holds a 4.8 rating with 12 reviews.
- **Present Hope Therapy:** A 5-star rated center for anxiety, self-esteem, and life transition issues. They accept insurance.
- **Zen Institute:** Known for its Intensive Outpatient Program (IOP) and Taoism for a holistic wellness experience.
- **Entune Behavioral Health:** A multi-disciplinary clinic accepting various insurance plans, including AHCCCS and Medicare.

Highly-Rated Individual Therapists

- **Rachel**: A specialist in Imago Relationship Therapy, she is highly recommended for family and couples counseling, with reviews noting her "remarkable breakthroughs" in communication.
- **Rosie**: Noted for her gentle and conversational style, she uses evidence-based models like EFT and the Gottman Method to help individuals and couples.
- **Josephine**: Praised for her work with emotional trauma and "crippling" anxiety, patients highlight her ability to empower them with boundary-setting tools.

Specialized Providers

- **Trauma & EMDR:** Sherry Duce (perinatal/family), Aprille Newman (sexual/gender), and Luke Ryan (trauma/empowerment).
- **ADHD & Neurodivergence:** Dr. Savannah Wright (child/adolescent evaluations) and Sunrise Mental Health.
- **LGBTQIA+ Affirming:** Ty Gordon, Dominique Carillo, and D.R. Health.

The background screen shows a search for "Who is the best therapist in Tucson, Arizona?". It includes a summary stating that "best" is subjective and that several therapists and centers in Tucson are consistently highly rated. It also lists "Highly-Rated Individual Therapists" and "Specialized Providers" with brief descriptions and ratings.

Why AI Search Is Becoming Popular

With traditional search, patients have to look through a list with thousands of practices and visit each practice's website to determine which one is best for their therapy needs.

With AI search, much of the research has been done for patients, so they only have to look through a handful of practice recommendations.

Though more patients are turning to AI, Google is still the most popular search platform, which is why you want to optimize your practice's website to appear in both traditional and AI search results.



Section 1

How Patients Find You

Section 2

4 Optimization Tips

Section 3

Ethical AI Usage

Conclusion

Key Takeaways

Section 2: 4 Ways To Optimize Your Website for Search

- Build out your website
- Refresh your content regularly
- Write like a human
- Use skimmable formatting

Build Out Your Website

Demonstrate to Google and AI that you're a credible mental health practitioner by:

- Creating individual services pages for each of your specialties
- Writing blog posts about the mental health conditions you treat
- Adding other resources (e.g., educational videos)

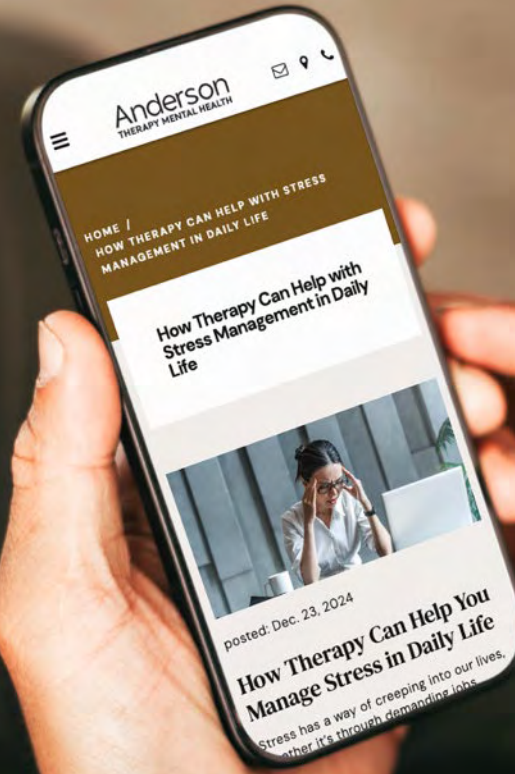


Refresh Your Content Regularly

Google and AI value recent information.

Add new content to your website on a regular basis. Shoot for a new blog post or educational resource every month.

Revisit existing content at least once a quarter to see if it needs updating.



Write Like a Human

Making your website easy to read can increase your chances of Google and AI understanding your content and pulling it to appear in search results.

Write like you would talk in a conversation. For example:

- Avoid medical jargon, unless you explain it.
- Use short, simple sentences.



Use Skimmable Formatting

Another way to make your content easy to understand is to break it into digestible pieces with:

- Bullet points
- Headings
- Short paragraphs (2-4 sentences)



How Therapy Can Help with Stress Management in Daily Life

What You Might Be Experiencing and How to Address It

Stress has a way of creeping into our lives, whether it's through demanding jobs, personal responsibilities, or the unexpected challenges life throws our way. While some stress can be motivating, too much of it can weigh heavily on your mental and physical health. If you've been feeling overwhelmed or stuck, therapy offers a powerful way to regain control and build resilience.

Therapists are trained to help you identify the sources of stress in your life and explore how they impact your thoughts, emotions, and behaviors. Often, we carry stress without fully understanding its roots or effects. Through open dialogue and thoughtful reflection, therapy provides the clarity needed to untangle the web of daily pressures.

Developing Healthy Coping Strategies

One of the most valuable aspects of therapy is learning how to cope with stress in a way that promotes long-term well-being. A therapist can guide you in replacing harmful habits, like avoidance or overworking, with healthy strategies such as mindfulness, boundary setting, or time management skills. These tools empower you to handle stressful situations more effectively, allowing you to move through life with greater ease and confidence.

Therapy also gives you a space to process emotions that might otherwise feel too heavy to face alone. By addressing these feelings in a supportive environment, you can let go of the tension that builds when emotions are suppressed or ignored.

Addressing the Physical Toll of Stress

Stress doesn't just affect your mind. It can take a toll on your body, too. The following are often linked to chronic stress:

- Headaches
- fatigue
- muscle tension
- changes in appetite
- changes in sleep patterns

Therapists can help you understand these physical manifestations and develop practices, such



Section 1

How Patients Find You

Section 2

4 Optimization Tips

Section 3

Ethical AI Usage

Conclusion

Key Takeaways

Section 3: Ethical AI Usage for Website Content Creation

- Ways to use AI for your practice website
- How to ensure accuracy with AI-generated content

What Can AI Be Used For?

AI can be just as useful to you as a mental health practitioner as it is for your patients.

Here are some potential AI use cases for your website:

- Coming up with potential topics to cover on your blog
- Refining a first draft of a blog post

AI Limitations

AI platforms can pull information from any website on the internet, including ones that aren't credible.

A study from the Columbia Journalism Review* concluded that more than 60% of AI responses provide inaccurate information.

Since you can't trust that everything they produce is factual, you should use your mental health expertise to write your own content.

You can feed your copy into an AI platform to help you with editing, but proofread any refinements it makes before you publish the content on your website.

*Source: https://www.cjr.org/tow_center/we-compared-eight-ai-search-engines-theyre-all-bad-at-citing-news.php



Section 1

How Patients Find You

Section 2

4 Optimization Tips

Section 3

Ethical AI Usage

Conclusion

Key Takeaways

Key Takeaways

- Patients find mental health professionals in two ways: traditional search and AI search
- How to appear in traditional and AI search: build out your website, update your content regularly, write like a human, use skimmable formatting
- AI is a useful tool for content refinement, but proofread the copy edits it suggests before publishing the content on your website

Feeling Overwhelmed? TherapySites Can Help!

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

Increase your online visibility with a:

***\$99 Website Design With Your First Month of
SEO and AIO Included***



Don't Miss Out

Scan the QR Code

Go to APAwebinar.com 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!

PAID FOR BY

