

**Webinar Title: The Update Effect: Reaching New Patients with Your Website**  
**Date/Time: Wednesday, October 1, 2025 at 1pm ET**

**Moderator:** Hello and welcome to today's webinar, The Update Effect: Reaching New Patients with Your Website. This topical webinar is paid for by TherapySites. TherapySites integrates professional website design, hosting, and content that is HIPAA compliant. The all-inclusive solutions come bundled with tools that make it simple for practitioners to manage their websites. Some important points before we get started.

Maria Rios has a working relationship with TherapySites. As such, she has both a financial and intellectual interest in the webinar content. The purpose of this presentation is to provide a balanced view on maintaining online practice visibility to patients while remaining ethically sound in the age of AI-generated content. APA does not endorse any products or services. The content was created by TherapySites and does not reflect the views of APA or its editorial staff. Email [advertising@apa.org](mailto:advertising@apa.org) to learn more.

Next, this program does not offer CE. However, we will email everyone watching live today a certificate of attendance. Certificates will only be issued to those who watch for a minimum of 45 minutes.

A recording of this presentation will be emailed to everyone in two weeks' time. The recording will include the presentation slides. During our time together, you will be on mute. You can communicate with us using the Q&A box located on your webinar screen. The Q&A is enabled for attendee interaction with submitted questions. Attendees can view all submitted questions and upvote those they find important. This helps the presenters identify questions that many attendees want answered. A link to the presentation slides will be posted in the chat box of your webinar screen. If you miss them, don't worry. We'll email them to you with the recording.

Now let me introduce our presenter. As a seasoned digital marketing expert with a decade of experience, Mario Rios has dedicated his career to empowering mental health professionals to reach their goals and their private practices. With an impressive track record of assisting thousands of mental health professionals, Mario's expertise lies in streamlining administrative tasks, crafting multi-state digital marketing strategies, unleashing the true potential of social media, and taking their practice to the next level. Welcome, Mario.

**Mario Rios:** Yes, thank you so very much. This is always exciting for me. I believe this is my fourth or fifth year in a row now being able to present for the APA. It's always a pleasure. I'm very passionate about the subject matter. It's always my pleasure to be able to open up this world to not only practitioners, but anybody that hasn't really grown up or gone to school for this level of tech, as this can be quite cumbersome for a lot of practitioners. I usually like to present in a way that I feel like even my own mother would understand. Trust me, I really have to break that down for her.

Being the tech guru in the family, I get plenty of phone calls all hours of the day and night with simple things that I find simple. Then I realize for a lot of people that these

things are something they're not accustomed to. Some of this will be a nice refresher for a lot of you, and some of this will be brand new information. Hopefully, you get something out of this. A quick kudos to everyone that is joining us today, or if you happen to view the webinar later. That means you care about your practice. It means you want to take the appropriate steps to grow your practice.

This is going to be one of the most advantageous ways to do it is all online. Long are the days of yellow pages and just focusing on referrals and local resources. Sit back and relax. We'll go through this together and give you some tips on how we can use the internet as a resource to help grow your practice.

We're going to break down this webinar in a few different areas here. The patient experience, how patients find you online. At the end of the day, it's what we all do in our day-to-day life is we're searching not only for mental health-related resources, but anything in general. Restaurants to go to, chiropractors, dentists, so on and so forth. It's a resource. What we want to do is make ourselves as visible as possible to get that proverbial name in the hat so that you are an option for a potential client. A patient that is looking for your services.

We're going to go through search engine inquiries and what that means and how it works. Search engine optimization, now that we know and understand how searches work, how can we optimize and really use that as an advantage for your practice. Then, a pretty hot topic since May of 2024, AI. How is AI integrated in all this? How does it affect you? How does it affect your websites? Advantage, disadvantage? We'll go into some of those elements as well.

To start this off, it's always important to figure out where this all stems from. What are we talking about when they're doing a search? How are they searching? What are they searching for? I always like to break it down to the absolute minimalistic approach here. We all use search engines every day for the most part. When we're looking for any type of resource, answer to a question. Who started that movie? Who did X, Y, Z? A lot of times, it's for resources in terms of services. Where can we go to fix my car? Where can we go to get braces for my child? Things along those lines.

A search engine is a service that we use that actually generates a result based on a specific algorithm or criteria. Some of the more common search engines that are used today, Google by far and away is the largest in scale. That's 80% of all searches are going to be done through Google. Followed by Bing, Yahoo, and DuckDuckGo. Those will relate to 99% of all searches. There's some one-off search engines out there, but those are going to be the main priority in terms of general searches by your patients.

What are they searching for? When we're looking for subject matter, it's almost as simple as X, Y, Z near me, psychologist near me, therapist near me, chiropractor near me, or chiropractor zip code. That's how most of us do our general searching. That's the way that the internet's designed. When you're looking for a pizza restaurant to go to, or sushi, or insert restaurant type here, traditionally, Google's always going to recommend resources that are going to be close to you in proximity. They're not going to recommend a pizza joint eight hours away.

What they do is they work on general criteria on whatever zip code you're closest to. They'll use their algorithm to populate your results or those options. Then they leave it open to you to circumnavigate that based on preferences and what exactly you're searching for. Now, each search engine has their own algorithm in how they determine what populates in a search. It's generally broken down into a few different areas. Most notably, it's going to be what they call how established your online presence is.

What that is, it's what the general public would perceive of you or your practice. There are specific ways to establish an online presence. Traditionally, with their algorithm, it's usually broken down into website-based material. Do you have a standalone website to market the goods or services that you're providing? Listings and directories. Anywhere that your name or the name of your practice is affiliated. Psychology Today, WebMD, Doctor.com, Vitals, CareShare. You name it.

Then it's going to be what the general public perceives or comments about your practice. Whether it be testimonials, Google reviews, Facebook reviews, Yelp. Anywhere that the general public has the opportunity to leave a result, to leave a note, so to speak. Google uses that foundation to help build results based on how they feel what you're looking for. Going back to the food analogy-- and I'm going to use a lot of analogies today. Hopefully, you guys are okay with that.

Going back to the pizza, if you start looking for pizza restaurants and Google's recommending tacos, Google's not doing its job. Their job is to

provide you the best answers and resources for exactly what you're searching for.

Now, a good chunk of this starts with optimizing a website presence. Now, why is that important? Having a standalone virtual commercial, so to speak, for your practice is very important because it instills a level of confidence. It's the year 2025. It's almost an expectation at this point. It becomes almost like a red flag if you're looking for a good or service and you can't find a website to navigate. At this point in the tech world, it's unusual. Having a website is about 40% of the way that you're going to be able to optimize your online presence. It's going to make it a lot easier.

The website is a tool for you. It's not just a resource for your patients, but it's a resource for Google to help identify who you are and what you do. Now, there are other ways to establish an online presence without having a website. It's not a requirement by any way, shape, or form. You still have your directories. You can still get listed on Psychology Today and those types of resources. However, having a standalone entity is really what will help you stand out. With directories, it's all focused on zip code.

The good news is if they know your name, of course, your Psychology Today profile will populate. Your other directories and profiles, and affiliations will populate because they searched for your name. The main goal here is to obtain new patients to bring in new interest to your practice. They're not going to know your name unless, of course, their insurance referral, then they probably will. However, what we're gearing for or what we're targeting here are those people that are just searching.

They don't have an insurance recommendation. They don't have a referral. They are going online using the internet as a resource to help make a decision. With your website, there's two sections to your website. There is the back end of your website, and then there's the front end. The back end, I like to say, is more of the-- think of it like the engine of the car. It's underneath the hood. You can't exactly see it, but it is the thing that moves your car or vehicle forward.

There's other pieces involved, but that main engine is the piece that's going to keep the car moving forward. I'm going to get into some sections of how to optimize your website. Some tips and tricks, but a couple bullet points here, and we'll go into this a little bit deeper because I don't want to get too technical. It's really easy when we're talking about the behind-the-scenes side of your website to get into what a meta tag and description is. It's not necessarily something that you really have to be an expert on in terms of knowing what you want to be found for.

When you are creating a website or creating an online presence, once you publish that website, meaning you're done designing it, you're done getting your basic information on the website, now you're ready for it to go online. You're ready for Google to what they call scan or crawl. In our field, we call it an indexing. What they do is they'll send two different bots. The first bot is going to scan the back end of your website. That is the coding. That is the foundation that your website is built on. There's things like Squarespace, Wix, GoDaddy, those types of website builders.

Now, if you're using those types of services and you're not familiar with the coding, the back end, it's going to be really hard to navigate. You're really going to have to do a lot of research on what a meta tag is, a keyword, a description. Basically, what it is, it's a nerd talk, as I like to call it, for Google to quickly help Google identify the type of website this is without even covering the front end, which is your content. All it really does, this bot's job, is to scan the coding, all the crazy scribbles that you see, and it's going to help Google identify how it may possibly recommend this website and for what reasons.

When you're optimizing or focusing on this side as you're building a website, you want to consider using keywords that fit your practices, treated conditions, and areas served. What that means is you really want to focus on the specialties of what you do, what you feel like your ideal patient is going to be typing into Google to find you. That is important to really translate throughout the entire website. A few years ago, there was a big push for just creating one landing page with your information that went away last year. I'll get into that in a little bit here during the presentation.

What we really want to focus on is consistency throughout your website, who you are, what you do, and what you treat. Those are going to be the most important aspects to focus on when deciding keywords or phrases that describe who you are as a practitioner. Now, you want to ensure that your locations are being targeted correctly as well. Now, in the mental health field, it is a nice advantage with services like PSYPACT and multi-state licensing that allow us the ability to see patients outside of your local area.

10 years ago, you could really only target within a 20-mile radius as long as you're comfortable with doing some sort of tele-visit, and they're comfortable doing the visit. We're not necessarily restricted to just locally anymore. However, how do we market

that? How can we help ensure that we're getting found on a more statewide level, multi-state level? There are ways to do that. What you really want to do is hone in on your primary location first. It's like planting a seed. You want to plant the seed and allow those roots to spread underneath to help populate into different areas.

I always like to say it's baby steps. When you're focusing on multiple locations, multiple areas, you ultimately want to really hone in on your local area first, which can be identified by a zip code, so you don't have to have a physical address. It's always a lot of concerns with a lot of practitioners as well. I work from home. I don't have a physical office. Well, that's not required anymore. Now we can really hone in on a specific zip code, but at that point, you really want to ensure that you're truly optimizing in that area first as a priority.

You're going to hear me say SEO throughout this presentation, and what that stands for is search engine optimization. It's that algorithm that Google uses. They gather all that information to help identify what results to populate for what you're searching for. They're really good at their job. Traditionally, you're going to get appropriate answers for what you're looking for. Anything with search engine optimization is all organic. It's not instantaneous. It's not quick. It's not an overnight fix. It's something that will take time to build because you're doing it organically.

On the last bullet point here, you can see for expedited results, you can consider pay-per-click advertising via Google, Facebook, et cetera. Now that's a little bit different than search engine optimization because it's not necessarily an organic result. It's a paid result. I'm sure you all know what I'm referring to. When you're doing a search at the very top of the screen, you're going to see your sponsored or ad results. Those companies are paying to be there. They're allocating a certain amount of funds to generate that response in hopes that it will spark interest, and you're reaching out.

There are little cheat codes, of course, to speed things along, but it does not focus on SEO. The disadvantage to a paid advertising is once those funds run out, there is nothing organically keeping the practice there. It's basically like starting over. Now, the front end of your website has become far more relevant since May of 2024. If I had to guess, everybody viewing this today or in the future has probably done a Google search in the past year, since May.

Now, if you've done that, you've probably noticed at the very top of the screen, once you do a search, there is an AI response that almost instantly garners a response to whatever you're looking for at the very top of the screen.

That is called AI Overviews. That got introduced May of 2024. It's evolved a couple different times since then, so it's a work in progress for sure. Ultimately, what ends up happening is much like a service like ChatGPT, which I'm sure a lot of you are familiar with.

The way it can calculate a response so quickly is because they have a huge, and I mean huge, archive of information on any topic you can think of. Where they get that information is from online resources and articles, so websites. Every 60 to 90 days, Google sends that second bot to scan the front-end of your website. Happens automatically. Nobody can control that. Google controls it only. They're not scanning

coding. All they're scanning for is new information, so new content that's on your website.

That is the only way that that archive can grow is if they scan new information to be able to present to us, the searchers. One of the most valuable pieces on a practice in terms of search engines from that point forward is going to be the content. Not only is that going to help generate the response from AI Overviews, which as you know, they always show you where they're getting the resources from and present the website to click on. They also get that information from blog posts, links and resources, descriptions of treatments, things along those lines.

All that content that's being presented to Google and AI Overviews is stored and ready for the next scan to get even more information, so they can stay ahead of the game, stay ahead of the trend, stay ahead of what people are searching for. Search engines reward updated websites. Websites used to be a set-it-and-forget-it type deal. I've been in the field going into my 13th year now, and 10-plus years of it strictly for the mental health field. Even when I started with therapy sites, SEO and search engines wasn't necessarily a huge indicator.

Because less than 50% of small businesses had a website to represent their practice, not just in the mental health field, but across the board. In 2025, it's nearly 90% of small businesses have an online presence, have a website, have directories, have social media. It's a lot harder to stand out now than it was in the past. There's a lot more options for a potential searcher now. We're talking millions and millions of options. When 10 years ago, they might have had hundreds upon thousands of options. There's definitely been a shift in the amount of websites that are in our network.

Google and the search engines are consistently looking for new information. If you're able to provide new information, if you're able to update the coding, if you're able to update the overall look in cosmetics of your website. Then those are all things that Google's going to be looking for as they enter that criteria into their algorithm to help them determine who to recommend. We're going to go into how you guys can navigate this and some steps that you can take to help with your SEO, to help with your website, and your online presence.

Some tips that we recommend that we highly encourage looking into as consistently as possible. Starting a blog or updating your existing one, very important. At least three or four times a day, I'm working with somebody that has a blog, kudos to them, but it's a blog from 2021 or 2019. Create individual service pages for your specialties. That's going to be very important, which we'll get into here in a moment. Provide resources, both internal and external, not only for your patients, but for Google as well. Connect and share your social medias and directories to your website.

Starting off, the hardest thing for a lot of practitioners is to remain and stay consistent with updating content. Now, traditionally, it's always recommended every 30 days to add some more content to your website. Statistically, that's probably going to keep you ahead of the curve, but that's really hard to do. Not very few practitioners that I get the privilege of speaking to have an hour, two hours to lend to sit on a computer

and think about their website. What I've been recommending here recently is every 60 to 90 days, let's do something with our website.

The analogy I like to use with your website is think of your website as a gym membership. You have your gym membership, that's step one. That's your entry level into getting in shape. You did it, you went, you signed up, you gave them your credit card, but now you only go once a month. It's going to be a little bit harder to achieve your fitness goals if you're not using the tools inside the gym. You can pat yourself on the back, you got the membership, but you're not going quite consistently. You're not getting results.

Now you have those people that get that membership, and they go to the gym three, four, five times a week, they're going to have a far easier time hitting their fitness goals because they're using the tools. Think of your website as that gym membership. Now we have to start using those tools. We have to start working out that website so that we can essentially get to where we want to be when we're talking about an online presence. The hardest thing, time. The easiest way to be able to provide content to your website would be in the form of a blog. Blog was really big 10 years ago.

I'm sure you all, if you've had a website since then, you've heard of it until your ears bleed. "Oh, just do a blog, start a blog, start a blog." It was very important then, but it's even more important now, now that AI overviews has taken place. When we're talking about content, sure, a lot of this is for your patients, but a lot of this information that we're providing is really for Google because we want them to recommend you. We want to bring that person to your website. I always hear, well, I don't want to clutter my website.

It's the year 2025, nobody's going to go to my website to read a novel, and you're 100% correct. They're not. Yes, I don't. I'm sure nobody here wants to read a huge book on specific information, especially when you're looking for a service. If you're looking to get knowledge in a specific subject, absolutely. At the same time, what we're really looking for is an action, a call to action. We want them to actually encourage them to want to connect with you. If we're running out of space on our website, a blog is the easiest way to be able to provide content.

That will get indexed, just like any information that you're adding to your website. Now, here, update the blog no less than once a month. Like I mentioned, 60 to 90 days is going to be that sweet spot, just to be a bit more realistic. If you can do it every month, by all means, that is the chef's kiss for sure. Now, a way to make your life a little bit easier. I'm sure most of you have heard of ChatGPT. If you haven't heard of ChatGPT, it's a great resource to use for practitioners. For the general public that just have a hard time articulating thoughts in written words.

I'm guessing you're all very good at what you do. You can talk about your subject matter directly to your client, but sometimes you have a hard time really navigating a website and getting your point across with written words. ChatGPT is a service that you can use. You can literally type any subject matter you want. Write me an article about X, Y, Z, and they will write you a thought-out article about X, Y, Z. As we get into the AI section of this, we'll go over some more details on how that takes place. Feel free to use ChatGPT as a resource.

That is what it is there for, is to help save you a little bit of time. Yes, I guess we have an example too. Create five SEO headlines for a blog post about the benefits of clinical psychology. Write \$1,000-word blog post using SEO keyword complex PTSD. They will present you a response, and then you have the ability to obviously edit that response. It's an easy way to be able to provide SEO-rich content to your website without spending a full day trying to navigate that resource there.

Prior to booking an appointment, a patient wants to feel like they can trust you. Going back to using

your website as a virtual commercial. The website has to represent you and your practice to the fullest. The way that you would speak to this individual should be the way that the information is being presented from your website. You don't want a bait-and-switch type tactic. You really want to hone in and represent the services that you're providing, your approach, what you use, what tools you're currently using to help them with whatever issues that they're having.

The easiest way to ultimately appease the search engines is to create individual pages for your dedicated services. I like to call them your specialties, your bread and butter services, what your ideal client is going to be searching for. Maybe you only want to do psych evaluations, or maybe you only want to do X, Y, Z. At the end of the day, being able to provide a page of content is very crucial for SEO because the way that search engines work, they don't just index your homepage, which a lot of people think, "Oh, it's only the homepage."

Not the case at all. Every page of your website will get indexed individually, meaning that bot is going to scan all the information on that specific page. If all that information is dedicated strictly to that service, you are now setting yourself up for success, especially with AI overviews, because they will have a synopsis of exactly what you're referring to and your treatment method for that particular service. We're always going to recommend not just one service page. I do this, I do this, I do this, I do this. That was great in the past.

Now we want to get more detailed on the services that you're providing and your plan of action, or your steps that you're going to take to help them achieve their goals. It's easy to broadcast through your website. Give them that extra reason to want to reach out to you. Describing conditions can also help patients feel that you understand what they're experiencing. That's a big piece of this is they want to know before they even talk to you that this is probably going to be a good fit. Let me contact this doctor.

Patients appreciate resources and recommendations. You find a book or article you enjoyed from a trusted source, share it. Why this is important and why it's going to be important to use the resources that you are particularly fond of as a tool is there's a thing called backlinks that's also integrated into search engine optimization. Any information that you can present as a resource, as a guide, as a steps, or a plan of action that you can present on your website is considered a backlink. Which means you're linking another website to your website, or you're linking an article to your website.

That actually helps your SEO. Google sees that this is a resource subject, and they're seeing that you're providing a resource. It's a little cog in this wheel here of their algorithm that is allowing them to know and understand that you are a resource for the general public. They'll be more likely to essentially recommend your website because you're providing a ton of not only information on your website, but you're providing a lot of trusted resources through your website as well. With that being said, it's also important to link any-- not only directories like Psychology Today and affiliates, partnerships.

Anything that you or your practice is affiliated with, partnered with, has relations with, it's always important to get that subject on the website. You want to be able to create a lot of backlinks and vice versa. Let's make sure we have our website link in our Psychology Today profile, in our TherapyDen profile, in our WebMD profile, Vitals, Zocdoc. You always want to have an easy navigation right back to your website that is considered a backlink. Anywhere the link of your website is represented on the internet helps increase your SEO score.

Share, share, share. Please have the link of your website in your emails, your signatures. Create QR codes. Sounds super complicated? It's literally a right-click of your mouse, and you can create a QR code for your website. It is that easy. Sharing your link to both internal and external resources is a huge tool that you can use to help increase your SEO.

Sharing downloadable whitepaper, PDFs, guidebooks, podcasts, webinars. Anything that you feel is going to be not only valuable to represent you and your practice, but provide a resource of information to a potential patient as well. It's always a good idea to have those available resources for them, just to even get more educated on what they feel like they're doing. What their condition is, things along those lines.

As of July 2025, there are 5.41 billion social media users around the world. I believe it's over a billion social media users online and active on a day-to-day basis, which the 5.4 billion constitutes for about 65.7% of the population. Now, social media is a great tool to use to help with your online presence. Is it a valuable resource to obtain new patients? Probably not. Very few people are going to go to Instagram to look for a service, especially in the mental health-related field.

Facebook, a little bit different because the number of groups of mental health-related resources and groups that are available on Facebook, it can be used as a tool. What we find, social media helps grow your brand, helps grow awareness to you and your practice. Having a social media account, whether you're with it or against it, and I would say it's probably a 55% for, and then another 45% anti-social media, integrating with your practice.

Even if 1% of those billion users are looking for mental health-related resources, that's still hundreds of thousands of different resources and opportunities for us to ultimately broadcast your practice, have that as an option, has your name in the hat. We want to create a brand recognition. Somebody finds you on social media, we want them to be able to click that link to get to your website.

To meet patients where they're at, setting up social media accounts on Facebook and Instagram, those are probably going to be two of the more popular in terms of

mental health-related resources. Of course, you have things like X and TikTok, both have their ups and downs. What we find is that Facebook is probably going to be your primary resource. Then followed by Instagram.

Now that we have an account, it's still important to keep it as active as your website. According to Facebook, I think they said almost, I think it was like 45% of users that create account for their practice have the account created and then just never post to it at all. What kind of impression do you think that sets? They see that your account was created in 2023, but you've never posted anything to it. They're going to probably think that you're not in business or you're not there as a resource anymore, so move on.

We want to keep your accounts active if you decide social media is going to be a good option for you and your practice. Even on a weekly basis, as hard as that may seem, by just being able to provide some general information about subject matter that is most relatable to you and your practice, it's going to go a long way. It builds that brand, it builds that trust, it allows people to further explore options with you, the practitioner. Easy ways to two birds and one stone this situation as well is if you're updating your social media account with new information, copy-paste right into a blog, right on your website, vice versa.

Two birds, one stone. Now you're taking care of both areas of this without having to dedicate too much more time. There are features and services out there that allow you to stream them. If you post to your Facebook account, it'll automatically post to your website, vice versa. Really help save on some time. As long as we're providing content for the general public, that's really all that matters. It's there for a resource. It's there to inform the general public about what you do, what you serve, and your methodologies.

All right, so let's get to the fun part.

AI has really blown up over the past probably three or-- maybe about four years. The use of AI, especially in businesses, has gone up tremendously. In this section, we're going to go over how AI is trained to create content, ensuring accuracy in service description and patient resources, AI image generation, headshots, some other tools that we can use AI for other than just content.

I mentioned ChatGPT a little bit earlier, and that's probably the chatbot that the general public is most made aware of. There are literally probably 100 different chat resources now, AI generations. ChatGPT got implemented and really took effect three to four years ago. It became a vital resource for a lot of people. Then you may have noticed it died down a little bit. A couple of years back, because a lot of people were taking advantage of this information, of the resources that ChatGPT was providing, not proofreading anything, and just posting it on their website as truth.

That can be a very dangerous game. AI or artificial intelligence are computer systems that leverage machine learning algorithms and natural language processing to create text, images, or other medias. You can literally use AI for just about anything. You want to create a commercial, you want to post content, you want to update a headshot. You can even use AI, ChatGPT, Google Overviews to pretty much get information on anything that you'd like and present that information.

Now, the downfall, public school system, or any type of school system, of course, a lot of teachers were running into copy-paste. "Oh, there's my essay, Ms. Rios. Here's everything that we have that came from us." Well, the downfall with that method is we can literally just copy-paste, put it into ChatGPT, and you're going to see it was exact replication. What you may not know about these AI services is they're all based on servers of information. If you and I both type something into ChatGPT, exact same question, the results that we're going to get are going to be nearly identical.

There may be a few differences, but at the end of the day, they're pulling from the same information of servers. You're going to get a nearly identical response, regardless of what you're searching for, if you're searching for the same subject matter. Now, the way that you ask the question or ask the bots to present the information will alter a little bit. If you're literally, hey, create me an essay on Moby-Dick, it's going to be the same information because they only have a certain amount of server information that they can present.

ChatGPT, they collect all that data from existing resources, websites, articles, subject matter, all that gets stored, just like I mentioned earlier, into an archive that allows them to quickly generate a response. It's so crazy how quick you can get a response. You're talking three seconds and you're having a resource of information. It's important to take note that AI is still being developed. It can pull from resources, including places, satirical websites that aren't meant to be taken seriously.

That is another downfall of ChatGPT and the other bots, is that the information that they're getting from, they don't know how to know if it's for truth or not. They're going to compare it to the rest of the information that they have and present you the best result. At the same time, they're not looking at the totality of where this information came from. It's not a credible resource. They're not only just grabbing information that they can verify, they're getting that information based off of what's presented to them.

It's another one of those elements where you really have to be careful and really proofread what you're presenting, especially if you're using those resources to come up with content. Ensuring the prompts that you provide include all the context if needed to return a positive, accurate result. Once again, that goes back to translating through your website how you want to be represented. If you're using these \$20 words that were presented to you from ChatGPT, but you're not using them in session, it just doesn't really make a whole lot of sense.

Proofread and verify. When using AI resources, OpenAI, ChatGPT, like I said, there's a smorgasbord of them now. It is absolutely essential to proofread the copy. You are the experts in this field. You cannot take what AI is presenting you as the truth. Now, can you edit it? Absolutely. Can you add to it? Absolutely. It's still saving you time. It's presenting you a viable option of a resource. I'm always going to encourage, don't just copy-paste into a website, into a email, into a blog.

You really have to make it your own. Custom content outweighs AI content 100 times out of 100. Even just altering, adding to proofreading, that's only going to help your SEO scores because it's going to look more natural content. Studies by the

*Columbia Journalism Review* concluded that more than 60% of their queries using chatbots such as Perplexity and Grok 3 failed to provide accurate information.

AI models are consistently improving the resources they pull from to combat errors, but in the medical field, patients rely on your expertise and accuracy. You are the trusted resource. We have to make sure that the information that you're providing is of value. AI can save you a lot of time, greatly enhancing your online presence, just to ensure you research all your AI content and adjust it accordingly before sharing with your patients, like we went over. It is a great tool to use. We can't stress this enough. It is there to make our lives easier.

Even in the tech field, it's there to help us compare what we're coming up with. First, what AI is coming up with. What's going to be more accurate? What's going to generate a better result? When you're using these types of services, treat it like HIPAA. Treat it like your APA regulations. Go through it 100%. Ensure that you're using accurate information throughout that process because it can be a real time-saver. It can be a real advantage to your practice. It can also, at the same time, completely misrepresent services that you're providing, your techniques, your approach. We want to make sure everything is consistent throughout.

What else can AI be used for other than content? Oddly enough, you can create a website with AI. You can create an actual commercial. I listened to a podcast that was 100% generated by AI. It sounded like two real people talking. It's insane. It's really hard to tell other than some errors in text where they mispronounced a word, things like that, that are obvious. They might say CO instead of SEO. That's usually a pretty good giveaway. A podcast can be created.

I could be an AI bot right now. You're not 100% sure, right? I'm real, I promise. Ultimately, you can create AI for professional headshots, which is interesting. A lot of times I have conversations, "Well, I don't have an updated picture. I don't want to have to get one and put it on there, hire a professional photo shoot." You don't have to do that anymore. I can promise you that. An AI bot can take a regular picture of you and glamify it for you. That's another good time-saver. With AI, it's just the beginning, unfortunately or fortunately, however you want to look at it. AI is going to be introduced and used in just about every industry, every service, entertainment, you name it, it is there. Only evolving and adapting over time.

Some quick takeaways. I'm going to go through this really quickly. I want to give us some time here for questions. You guys always usually have some awesome questions, so it's always more than my pleasure to go through those. Search engine use complex algorithms to rank websites to appear to patients when they search for care. Use content to maximize your search. Four action items after this webinar, blog post, treatment pages, resources and links, social media. AI is an excellent tool for efficiency, exercise due diligence, and triple-check results against verified resources.

Now, I know it's a lot of information. I can literally talk about this for hours. Unfortunately, we only get one hour. I'm sure there's a lot of questions

It can be daunting. It can be quite overwhelming for a lot of practices, especially if you're doing this on your own. At the end of the day, that's one of the hardest parts, is to focus on patients and then focus on, now I'm done with work, I just worked 10

hours, whatever the case may be, now I've got to hop on my website and add content because that Mario guy told me it's important.

It's hard to do, but outside of therapy sites, there are services out there to help take this work off of your shoulders. There are ways that you can make your life easy using AI as a tool. If you're so inclined, you're looking at options, you want to take this work off of your own shoulders, feel free to scan the QR code below. That'll get you access to me. You can text or call this line at the bottom as well. Feel free. Don't hesitate to reach out. I will be more than happy to answer questions, even if you're not interested in getting a website. I don't care. I love what I do. I love this field. I love working with mental health professionals. It'll be more than my pleasure to help out.

I'm going to go ahead and get into some quick Q&As. We have a little bit of time here to go over some. Let's see what we got here. All right. Is SEO going away due to clicks that are less important with the advent of AI searches? Not really. Kind of the opposite. SEO is becoming a little bit more important now than it would have been maybe four or five years ago because of AI overviews, because of ChatGPT looking for new information to be able to present.

It helps your quality score. It helps your overall SEO. It helps establish your online presence. Continue to focus on SEO and other resources that you have, websites, directories, social media presence. Those are all things that are only going to help you over the grand scheme of things.

How do we do SEO on different platforms, and how is it different than things like Psychology Today, or how do I manage this on my own? Services like Psychology Today, WebMD, Doctors.com, Zocdoc, Headway, Alma, Grow Therapy, you name it, those are all directory services. Meaning that your information is being presented with every other practitioner's information that is in your general area.

When they're just doing an organic search, X, Y, Z near me, if your name isn't typed into that search, then the Psychology Today is going to populate. The Headway is going to populate. Those things are going to populate. Why SEO is important is because that is a standalone commercial for yourself and your practice. Now, when they're typing in X, Y, Z near me, now your dedicated website has that opportunity to be populated alongside Psychology Today and those big companies.

You have to remember, a lot of the real estate is being taken up by a lot of those larger companies. There's so many of those platforms out there now. Headway, I named a bunch of them as an example. It's a lot harder to stand out above the crowd now than it would be pre-pandemic, I guess we could say. Headway wasn't a thing. Alma wasn't a thing. Grow Therapy wasn't a thing. Those things became relevant as teletherapy, telecounseling, telecommunications became more viable.

How can a website attract not just more patients but the right ones? That is going back to your target services, the keywords that you want to focus on. The primary services that matter the most to your practice. That is the best way to truly market and target the types of people that are finding your website. Of course, general searches you still want to be populated for, because you don't want to be invisible. At the same time, it's going to be very important that you are essentially highlighting the services that matter the most to you.

What do you feel that your ideal patient is going to be typing into Google to find you? Those are the keywords, or we used to call these buzzwords back in the day. Those are the ones that you really want to hone in on, as they will put an area of importance. The more that those are listed throughout your website, the more likelihood that the search engines are going to recommend you based off of that specific search.

All right, let's see here. Do Google ads pay off? Is their return on investment worth the cost? Now, if you can offset the cost of your ads with new patients, obviously, that is a win-win. The main goal, of course, you're running a business. Of course, you're doing this to help people, but you're also doing this to grow your practice and make your life-- this is what you're doing for a living. The cost of ads are very expensive because you're paying for that marketing. You're paying for that advertising.

Google is guaranteeing you that your response will be populated when someone is searching for X, Y, and Z because you're paying for it. It can get very, very costly. We're talking thousands of dollars on a monthly basis based on what you're looking to market. It can be very, very beneficial to the practice. At the same time, if you're running this on your own, you're not familiar with what you're doing, it can be a very big setback.

A lot of upfront costs for minimal results, you're not going to be able to run ads for very long. Of course, you're not going to think it was worth the investment. If the ad campaign is what they're called, is run correctly, and it is targeting the right patients that you're looking for, it is the most advantageous thing that you can do for your practice using dollars. For sure.

All right, let's see here. If you have a keyword in the metadata but not on the website, will it be picked up by Google? Yes, it's two separate bots. Ultimately, the metadata, it will be picked up by that particular bot. The second bot that's just scanning the front end, it doesn't help you. What you're adding to your metadata is what you want to keep consistent with the information that you're presenting on your website, so that you're helping out both areas, the front end and the back end. I'm always going to encourage to use the same data descriptions, your metatags, your titles, your keywords, your alt text. Have it all consistent to the information that you're presenting.

I think that is all the time that I have, unfortunately, for questions. I know there's a few more in here. I would love to get to each and every one of these, I promise. Like I said, feel free to reach out to me directly. That will be the conclusion of my webinar. I want to greatly, greatly thank you for attending. Listen to me ramble about this nerd stuff here for an hour. It's been more than my pleasure, and I can't wait for you to join me next year.

**Moderator:** Thank you so much for joining us, Mario Rios. Thank you to all our listeners for your participation. We'd also like to thank TherapySites for making this webinar possible. A recording of this presentation will be emailed to everyone in two weeks' time. The recording will include the presentation slides. As soon as the webinar has ended, a short survey will appear on your screen. Please take the

survey and give us your feedback. We thank you for your attention and hope you have a great day.

**[00:58:05] [END OF AUDIO]**