

APA | Webinar

Supercharge Your Presence

How to Use SEO, Google Ads to Attract Search Traffic

Presenter: Daniel Wendler, MA

October 2, 2018 | 4:30 PM – 5:30 PM ET

THE WEBINAR WILL BEGIN MOMENTARILY



AMERICAN
PSYCHOLOGICAL
ASSOCIATION

Welcome

- Today's webinar will discuss, How to Use SEO, Google Ads to Attract Search Traffic
- Creating a personal website is a great step to building an online professional presence, but it doesn't stop there. Next, you need to attract visitors to your site.

Discussion Topics

- Search Engine Optimization (SEO), what is it and how do you find SEO success when you're not super tech-savvy.
- The pros and cons of Google Ads advertising (and some basic tips).
- How to create a search strategy that fits your values and your overall goals, instead of feeling like something you "should" do.

DISCLAIMER

- APA does not endorse any products or services. The views expressed in this presentation are those of the presenters and do not reflect the views or policies of the American Psychological Association.
- No CE credit will be offered for this webinar.
- A “Certificate of Attendance” will be emailed to live attendees only.

LOGISTICS

- You are on mute
- Download handouts at anytime
- Webinar recording after the session



HAVE A QUESTION?

- While you won't be able to talk during the webinar, please submit your questions for Daniel Wendler by using the "Questions" field located in the webinar control panel.



Daniel Wendler M.A



- PsyD Student at George Fox University
- Doctoral Intern at University of Houston CAPS
- Founder of MarketingforTherapists.org
- Author of *Clicking With Clients: Online Marketing For Private Practice Therapists*

Introduction To SEO



SEO Questions

- What does SEO stand for?
- What is SEO good for?
- Why focus on SEO?



Do You Need SEO?

- If you don't care about traffic – No!
- If you have another traffic strategy – No!
- Otherwise – Yes!



What Kind of Traffic?

- Begin with the end in mind
- What is the most important goal of your website?
- Organize your SEO strategy around achieving that goal



How Do You Do SEO?



What NOT To Do

- DON'T write for a robot
 - Assume a human audience
- DON'T assume “If you build it, they will come”
 - Be strategic about where you spend your time
- DON'T get discouraged
 - You can figure this out!



You Are What You EAT

- E - Expertise
- A - Authority
- T - Trustworthiness



You Are What You EAT

- E - Create high-quality, helpful content
- A- Receive backlinks from reputable sources
- T - Demonstrate your credibility and trustworthiness



Content Creation

- Long enough to answer the question
 - Usually 800-1200 words
- Reliable information
 - Links to reputable sources
 - Author's credentials are displayed
- Helpful and trustworthy
 - Not spammy or deceptive
 - Well-written
 - Informative



Content Strategy

- What are the core questions your audience is asking?
- How do you provide a genuinely helpful answer?
- How do you demonstrate the credibility of that answer?



What is Family Therapy?

Most individual therapy (or counseling) is all about helping someone overcome their personal struggles. **Family Therapy** is a specialty form of treatment that incorporates the entire family system, rather than just one person.

Families will meet privately with a specially-trained Family Therapist to have safe and open conversations about their issues. Family Therapists listen for underlying themes, notice patterns of communication, and identify the roles that different family members may take on. These insights are then used collaboratively and compassionately to help the family work on their problem: as a team in a way that **avoids shaming and blaming** individual members.

Effective Family Therapy often takes time and investment from the group. Often, Family Therapists will also give some sort of at-home assignments for family members to do between sessions. These are designed to promote growth through practice in “real world” situations.

What Does Family Therapy Address?

Every family has their own challenges to face, and many families feel overwhelmed and stuck in their problems. Here at Family Connections Therapy, we tend to see **four main categories** of family issues:



Getting Backlinks

- Get links from relevant sites
- Get links from reputable sites
- Get links that highlight your services



Backlink Strategy

- Partnerships
 - Colleagues
 - Local organizations
- Guest posting
 - Psychotherapy blogs
 - General content sites
- Content marketing
 - Create a helpful resource
 - Spread the word!



Where To Guest Post?

- [Psychcentral.com/about/submissions/](https://psychcentral.com/about/submissions/)
- [Psychologytoday.com/us/writers-guidelines](https://psychologytoday.com/us/writers-guidelines)
- [Time2track.com/blog/write-for-us/](https://time2track.com/blog/write-for-us/)
- [Qz.com/635686/the-complete-guide-to-writing-for-quartz-ideas/](https://qz.com/635686/the-complete-guide-to-writing-for-quartz-ideas/)
- [Huffingtonpost.com/entry/how-to-pitch-huffpost-opinion-personal_us_5a5e0726e4b0fcbc3a1388f0](https://huffingtonpost.com/entry/how-to-pitch-huffpost-opinion-personal_us_5a5e0726e4b0fcbc3a1388f0)
- Search for “TOPIC guest post” or “Write for PUBLICATION”



Credibility

- Show you are real and credible
 - About page with education and credentials
 - Include links to LinkedIn, ResearchGate, etc.
- Demonstrate reliability
 - Discuss your expertise
 - Keep material up to date.
- Credible sources:
 - <https://www.div12.org/>
 - <http://www.apa.org/practice/guidelines/index.aspx>
 - <https://www.cochranelibrary.com>





Dr. X is a clinical psychologist and co-founder of Example Psychological, PLLC. She is licensed by the X State Board of Examiners of Psychologists; Certified as a Sex Therapist by the American Association of Sexuality Educators, Counselors, and Therapists (AASECT); Level 2 Trained in Gottman Method Couples Therapy; and a Gottman 7 Principles Program Educator.



She has over 23 years of experience in a variety of settings, including private practice, emergency room, hospitals, universities, forensics, and community mental health. Dr. X specializes in working with individuals and couples dealing with a variety of relationship and sexual concerns, issues related to the transition/adjustment to parenthood, and postpartum depression and anxiety.



Dr. X received her master's and doctoral degrees from the X School of Professional Psychology, which is accredited by the American Psychological Association (APA). She completed her Postdoctoral Fellowship at X University.

Technical Details



3 Technical Priorities

- Page Speed
- Mobile Friendly
- URL Structure



Page Speed

- Use Speed Testers
 - GtMetrix.com
 - FPT.Pingdom.com
- Use image optimizers
 - Use “Smush” plugin if you have Wordpress
 - Otherwise, just Google for “image size optimizer”
- Research page speed improvements for your platform
 - If Wordpress, consider caching plugin or faster hosting



Mobile Friendly

- Also known as “responsive”
- Many ways to test
 - View it on your phone
 - <https://search.google.com/test/mobile-friendly>
 - <https://www.bing.com/webmaster/tools/mobile-friendliness>
- Most modern platforms are mobile-friendly
 - If yours is not, ask for one that is!



URL Structure

- Good – Example.com/Depression-Therapy
- Bad – Example.com/post-id?=257



What About AdWords?



Google Ads Basics

- Immediate results – but pay per click
- Anyone can use – but very high skill ceiling
- Do a LOT of homework first – or hire a pro



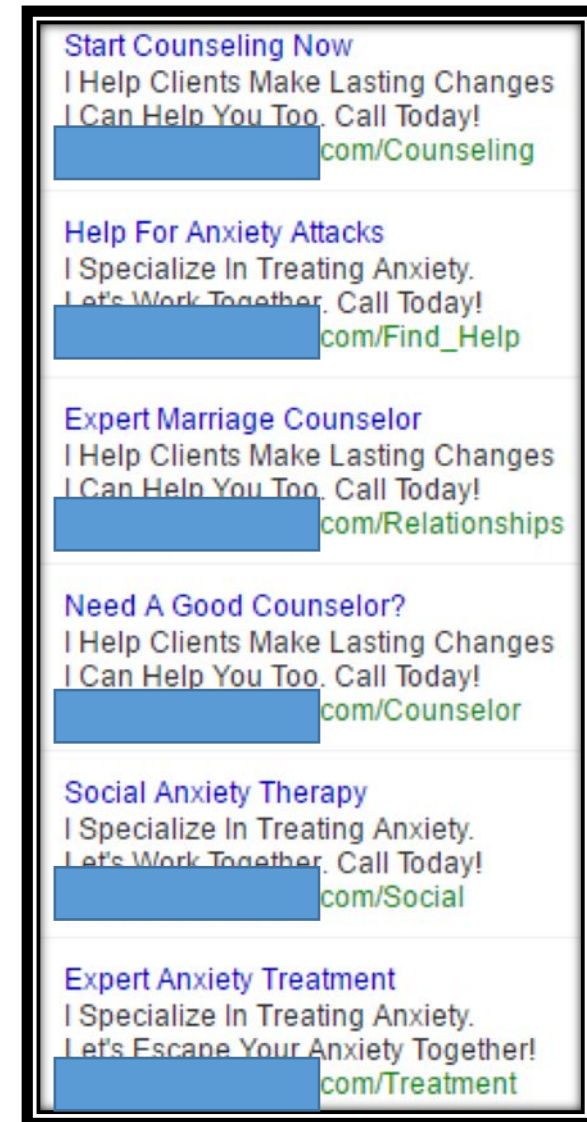
Hiring A Pro

- Marketingfortherapists.org/adwords-for-therapists/
- Counselingwise.com/google-adwords-for-therapists-2/
- Revkey.com/mental-health/



DIY Strategy: Setup

1. Each ad should be tailored to a specific search topic.
2. Use tightly organized ad groups.
 - One ad group per keyword is ideal
 - Use +expanded +broad +match keywords
 - At a minimum use a separate ad group for each condition.
3. Ads, just like website, should be well written.
 - Look at ads for others in your area.
 - Use all the space AdWords gives you.
 - Include call to action
4. If possible, have ads take people to part of your site specific to their search.
5. Landing page should have clear calls to action.



DIY Strategy: Optimization

Easy Wins

1. Use ad extensions: Sitelinks, callouts, call extensions, etc.
2. Make sure you are on “search network only” not on “display”.
3. Use negative keywords.
 - Preemptively add keywords like “Free” and “Physical”
 - Find other opportunities from your search term report →

Ongoing Opportunities

1. Set up conversion tracking
 - Raise bids on keywords that result in conversions.
2. Rotate multiple sets of ads and compare performance.
3. Add new keywords if you are treating people with new conditions.

Search term
Total
causes of anxiety attacks
anxiety attacks
talking to a therapist about anxiety
anxiety therapists in ocean county
natural way to treat anxiety
medications to treat anxiety
monkeys treat anxiety
anxiety treatment

QUESTIONS & ANSWERS

Final Thoughts

- Webinar recording will be emailed to you in 2-3 weeks
- Handouts will be included with recording
- Take our survey immediately after the webinar has concluded
- Our next *Supercharge* webinar is October 9 at 4:30 pm ET -- How to Develop an Online Marketing Strategy for Your Practice

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THANK YOU

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