



RiseWell

A G E N C Y

Therapy Website Copy Blueprint

risewellagency.com

Therapy Website Copy Blueprint

How to Write Pages for Your Website

You want to build a strong website with pages that rank in your area. To do so, you know you'll need to write effective, optimized marketing messages with compelling content for each specialty you provide, the modality you utilize, and the expertise you offer as a therapist.

In addition, you want to stay true to your voice while effectively utilizing a strategic marketing approach. And you want to be able to complete everything in a reasonable timeframe.

This packet provides the resources, details, and samples you need to write and optimize your own marketing messages (specialties, modalities, and yourself) for your website.

(Note: To assist you with post-writing steps, we offer video reviews of your page content or comprehensive editing feedback. For more details of what these services include or information on pricing for either, please [contact us](#) or ask your project manager.)

SECTION A: Specialty Page Writing

- [RiseWell 7-Step Method](#)
- [APPENDIX A-1: Sample Specialty Page for Couples Counseling](#)
- [APPENDIX A-2: DIG DEEP Exercise](#)
- [APPENDIX A-3: SEO Optimization and Keywords](#)

SECTION B: Modality Page Writing

- [How to Write a Modality Page](#)
- [APPENDIX B-1: Modality Page Questionnaire](#)

SECTION C: About Page Writing

- [APPENDIX C-1: About Page Questionnaire](#)

SECTION D: Welcome Message Writing

- [APPENDIX D-1: Welcome Message Questionnaire](#)

FINAL SECTION: Blog Post Types

➤ [10 Blog Post Types for Your Therapy Website](#)

SECTION A: Specialty Page Writing

RiseWell 7-Step Method

RiseWell uses the following 7-step method to write effective, compelling marketing messages. We recommend the page length to ideally be around 1200 words (no longer than 1500 max). To optimize the content for mobile viewing, we also suggest you include 1-2 subheaders (H3 formatting) for each of the first 3 sections (1.1 - 2) to break up the content (see the example page content in Appendix A-1).

When talking about the services you offer, use first person address, speaking directly to the reader – “I offer a safe environment where you can feel comfortable exploring the challenges in your relationship.” (Note the related questions from the DIG DEEP exercise, included in this packet.)

1.1 Problem

Related DIG DEEP Questions: #8-11

Standard Section Length: ~250-300 words

The first header (H2 formatting) of your marketing message should be a question or statement referring to the main challenge that brought your client to your website. We recommend starting the body of the page with a few additional questions that highlight some of the problems your client is facing. You can then dive into more detail, expanding on particularly challenging or prevalent issues.

End this section by noting one of the primary concerns or problems the client wants help with and provide a brief “silver lining” statement:

“With the help of counseling, you can learn how to reconnect as a couple and feel close again.”

1.2 Normalize

Related DIG DEEP Question: #12-13

Standard Section Length: ~250-300 words

Start with a header (H2 formatting) that summarizes the normalization section and/or restates the main challenge in a way that lets the client know he or she is not alone. Something like, “Most Couples Face Bumps In The Road”.

Then, use this section to normalize the problems your client is facing. How common is the issue they're struggling with? Are there any common causes or symptoms you can note that will help your client see that he or she is not the only one dealing with this?

If you have statistics about how common the issue is, this is the place to include them. Add a reference number after the statistic is mentioned/quoted and provide a source link at the end of the page, below the call-to-action section (not in the middle of the page, because the link could take a reader away from your site).

End this section with a more positive tone, referencing at a high level how therapy/coaching can help:

"The good news, however, is that with the help of a compassionate, experienced couples therapist, you can get back to feeling fulfilled and satisfied in your relationship."

2. Solution

Related DIG DEEP Questions: #14-20

Standard Section Length: ~400-500 words

The header (H2 formatting) for this section should note a very specific benefit therapy/counseling can provide for clients. This is also where you talk about your therapeutic approaches, specific modalities, and how you work with clients. Restate the client's main challenge and note how your focus/approach can help him or her manage/recover/heal/etc. Take the next few paragraphs to describe what sessions are like—do you discuss their history, teach new skills and strategies?

The final paragraph of the Solution section should note any experience you have that you would like to mention as well as restate how you can help. If you have practiced for 10 years or if you regularly see clients heal when they are committed, this is a great place to call that out.

3. Explanation

Related DIG DEEP Questions: #14-20

Standard Section Length: included in the Solution section

The Explanation allows you to once again reiterate the client's problem, this time offering a message of hope and clarifying how you can offer solutions. Rather than simply describing the solutions you provide, you should explain how each one addresses a particular challenge or obstacle the client is struggling with.

4. Questions/Concerns

Related DIG DEEP Questions: #21-22

Standard Section Length: ~150-300 words (50-100 words for each question/concern)

Identify three of the main concerns or fears that might keep a client from reaching out to you for help and respond to these questions as though you were speaking to the reader. These may be specific to the page you are writing, like:

“What can I do if my partner doesn’t want to come in for couples counseling?”

Or you could use more general concerns, like not having enough time or money for therapy.

The header for this section should be formatted as H2, the questions/concerns as H3, and the answers written in normal text.

5. Proof

Related DIG DEEP Questions: #14-20, 23

Standard Section Length: included in the Solution section

While in many cases you can't offer actual, physical proof that counseling/coaching will help this particular client, you do have experience, evidence, and a track record as a therapist that suggest you can offer effective guidance and support. Why do you know you can help your client with this particular issue? If you have relevant testimonials or case studies, they can be included or linked to from this page.

6. Unique Selling Point (USP)

Related DIG DEEP Questions: #14-20

Standard Section Length: included in the Solution or Call-to-Action section

Your USP is something that sets you apart from other therapists in your area. What makes you better suited to help your clients? It could be anything from the way you work with clients to your personal or professional experience. The USP is generally included in the solutions section of the page when it relates to your approach or methods, and it can be placed within the call-to-action section when it is tied to scheduling or availability.

7. Call-to-Action

Related DIG DEEP Questions: #24-25

Standard Section Length: ~50-100 words

Every specialty page should end with a low-risk way for clients to make contact (begin with an H2 header motivational statement). Ninety-eight percent of clients want to see content from a therapist 5-12 times before they are comfortable reaching out for help. Offering a free, 15 or 30-minute phone consultation can help clients feel more comfortable making contact, without feeling the stress of a "Call now!"

And that's it. Your page is written, and your work is almost done.

Note: It's always a good idea to have your page edited by a professional who understands your practice and marketing. Ask us about editing or video reviews for pages that are written according to this blueprint.

Appendix A-1: Sample Specialty Page for Couples Counseling

This particular sample is just over 1200 words long. It includes all relevant information for marketing couples therapy services—making an emotional connection with the reader, normalizing therapy, explaining how sessions work, and anticipating extra questions. Making the page much longer can cause the reader to lose interest and compromise conversion.

A Word of Caution: If you're writing more than one specialty page for your site, please try to avoid duplicate information (word-for-word the same content for paragraphs or sections in various pages) because Google does not look kindly upon that. It may seem like a time saver, but it can hinder pages from ranking well.

(For more sample specialty pages, see our [more informal](#) and [more formal](#) versions of an anxiety page.)

➤ Important Note: The Page Title (H1 header) for this particular topic would be: Couples Therapy (for your page, use whichever focus keyword [FKW] you chose as your SEO Title).

The SEO Title should be: FKW | location(s) | client/practice name.

And the URL for this page should show ".../couples-therapy" (or whichever focus keyword you choose for your page, separated by hyphens). (See more about keywords in Appendix A-3.)

Couples Therapy

Do You Feel Alone In Your Relationship Or Marriage?

- Has the dynamic in your relationship changed?
- Are miscommunication and shifting priorities causing increased stress and conflict with your partner?
- Have changes in responsibilities, like promotions or children, led to

disagreements and chronic fighting?

- Do you wish you could go back to a time in your relationship when you felt valued and loved?
- It can feel painful and isolating when you are in a disconnected relationship or marriage. The energy of new love can sustain a couple for many years, but life and your relationship change over time.

Shifts In Your Relationship Dynamic Can Be Disconcerting

When the honeymoon period of your relationship ends, the dynamic and communication may begin to change. You and your partner may show your love and commitment in new ways. This shift can lead to miscommunication, leaving you to wonder if something is wrong with your marriage, your partner, or yourself. And constant arguments can make you feel like your needs and opinions are not being heard or understood.

Conversely, regular conflict or miscommunication may lead you or your partner to shut down, refusing to talk about the issues weighing on your relationship. Over time you may begin to feel like an observer in your own family as you struggle to reestablish the emotional connection with your spouse.

All you want is to feel like a team. With the help of counseling, you can learn how to reconnect as a couple and feel close again.

Most Couples Face Bumps In The Road

Almost every couple is going to deal with challenges in their relationship—it's unavoidable. No one goes through life without loss or times of unhappiness.

These moments of difficulty—like health problems, the death of a parent, or your children leaving home—can impact either partner's emotions or behaviors, triggering a change in the relationship. The resulting stress, anxiety, and depression may lead to lapses in communication or persistent arguing.

Being More Like Roommates Than Lovers

Many couples facing difficulty avoid discussing their concerns and desires with family, friends, and even one another. Infidelity or a lack of sexual desire can create a rift in trust and communication, leaving either individual feeling like they are living with a friend or roommate instead of an intimate partner.

Over time, couples also may let some areas of their lives become more important than their commitment to keeping their relationship happy and healthy. In some cases, the distance created when one partner feels neglected can be enough to lead to divorce.

There is fragility in intimate relationships that you may not have felt before. The good news, however, is that with the help of a compassionate, experienced couples therapist you can get back to feeling fulfilled and satisfied in your relationship.

Couples Therapy Can Help You Revive Your Relationship

All couples go through challenges, and our therapists have dealt with a variety of issues many partners face both personally and professionally. We are not therapists who work with couples; we are couples therapists. That means we combine our extensive experience in couples

therapy with a hopeful, optimistic approach.

Whether the problems you are dealing with happened three weeks or 30 years ago, couples counseling can help you learn to change, grow, and heal within your relationship.

What To Expect In Session

In our sessions, we'll address each individual's needs, worries, and wishes. When you work with a therapist who truly understands and balances your needs with those of your partner, it becomes easier to identify and work through the root causes behind your relationship struggles.

It is also important to remember the good and satisfying parts of your relationship, especially when you are struggling with difficult times. That is why we use a strength-based focus in our therapy sessions to identify the areas of your relationship that have helped you recover in the past. This allows us to work together to develop strategies that will help you get where you want to be, now and in the future.

You have to believe that you can grow and change in your relationship if you are actually going to do so. When both members of a couple bring some level of commitment to finding a solution, the results can be staggering.

Customizing Therapy Approaches For Your Needs

Our therapists can help you develop new perspectives about your relationship and learn new tools that allow you to identify, address, and heal a variety of problems. For instance, we may incorporate behavioral techniques and "homework" assignments like date night and assigned talk time.

With the help of a supportive and experienced couples counselor, it is possible to learn to listen to your partner. As a result, you can develop a deeper, more flexible love and connection and feel heard, understood, and cared about again.

Right now, you may feel that you and your partner have grown apart—like he or she is not the person you married. The truth is, neither you nor your spouse are the same person. As you each face challenges in your personal and career lives your thoughts and behaviors evolve. Couples therapy can help you develop important insights into yourselves and what is impacting your relationship dynamic.

But You May Still Have Questions About Couples Therapy...

I think that we need help, but I've heard that Couples Therapy can be expensive.

Counseling is an investment in yourself and your relationship. By developing a healthy, lasting connection with your partner you can significantly reduce symptoms

of stress and anxiety that can arise in times of conflict. Additionally, taking time to grow your relationship now can help

you avoid potentially expensive and damaging divorce proceedings.

We are committed to making therapy affordable for everyone. If your insurance won't cover your sessions, we offer a sliding scale according to each couple's income.

What if our problems become too big to address, or other issues come up?

It is true that couples counseling may help you reveal issues that are lurking beneath the surface. But you are considering therapy because you need help addressing the challenges in your relationship. We provide a caring, compassionate, and confidential environment where you can feel safe working through any issue that arises. Additionally, our extended and ongoing availability means you always have a support system.

What if therapy makes things worse?

Deciding not to get help for a problem right now very likely means the problem will become larger in a few months or years. Your relationship—and each person in it—is going to change because change is inevitable. Couples counseling puts you in a position where you can understand these changes and have some control over how your relationship evolves.

You Can Grow In Your Relationship

If you would like to schedule an appointment or discuss any questions you may have regarding couples therapy, please contact us. We try to get back to all voicemails and emails within 24 hours.

Appendix A-2: The DIG DEEP Exercise

Note: Each marketing message is specific to one issue or population you work with. These questions are designed to help you gather information when writing your specialty page. You should NOT use these questions as your page template. To follow our recommended page layout, use the structure detailed at the beginning of the Specialty Page Writing section and demonstrated in the sample page in Appendix A-1.

In order to write a strong marketing message, we need to crawl into the skin of your potential client. The more specific your message is and the more spot-on it is about what your potential client is feeling, the more they will perk up and pay attention to what you're saying.

However, don't feel like you need to write out every nitty-gritty detail—readers can become overwhelmed by too much information. Just paint a clear and compelling picture.

Identifying the Client

The following questions are for you to better understand your ideal client(s) and to determine whom the message will be written for—see question 2.

1. Who is your ideal client? Individual adults? Children? Couples? Families?
2. Is your ideal client the person who will be contacting you to seek out your services? If not, who will? *Note – the rest of the questions need to focus on the person looking for the coach or therapist... This is your prospect and this is the person you need to be thinking of.
3. What is the relationship status of this person (the person shopping for a coach or therapist)? (single, partnered, married, divorced)
4. Who does this person live with?
5. What does this person do for a living?
6. Gender?
7. Age range?

Identifying the Pain/Problem

The following questions help define the challenges your ideal client(s) are facing so they can see that you understand their situation and what they are going through.

8. What keeps them awake at night, worrying, dissatisfied/unfulfilled, in pain, or just frustrated, lying in bed, eyes open, staring at the ceiling?
9. What is their single biggest problem (related to this issue) that causes them the most pain or frustration?
10. TAKE TIME WITH THIS ONE: What do they secretly, privately desire most? Become your potential client and finish this sentence. "If I could just _____."
11. Describe a typical day for your potential client as it relates to their problem.

Normalizing the Issue/Need

Why are their problems common (or uncommon)? Give specific examples of issues in our culture or your community that may contribute to these problems. You can give stats. This is your opportunity to "normalize" the experience and make it less intimidating to seek help.

12. How common is this issue?
13. Are there common reasons individuals struggle or respond to challenges as your client is currently struggling? *e.g. relationship issues may be commonly tied to communication challenges, patterns of behavior formed in previous relationships, cultural or societal pressures.

Offering Solutions, Hope, and How/Why You Can Help

What is your approach and why is it so effective in helping clients? Here you can go into more detail on your specific approach/methodologies, the skills you teach, how sessions work, and what clients can take away from therapy.

14. How effective is coaching/therapy in helping people through this issue and why?

15. What may a client expect to experience, better understand, learn, and apply through sessions with you?

16. How do you approach your practice? Are you problem-oriented, is it a safe, compassionate environment? Do you emphasize accountability and real-world application? Do you offer tips, techniques, or strategies? Are they tailor-made?

17. What would you say to a potential client to provide them with hope about this issue? With help and support, what is possible?

18. How long have you been working with clients on this issue?

Take a moment to consider the following two questions. You may or may not wish to incorporate these answers into this specialty page, and these responses may fit better in your About Me or How I Work pages.

19. What is your educational/professional experience specifically as it relates to this issue? 20. Do you have any personal or life experience that is relevant to your client's problem?

Addressing Possible Concerns

Many potential clients aren't ready to commit to therapy yet. By addressing common concerns that do or may keep clients from seeking help, you can build rapport and increase the chances they will stay on your site and eventually contact you.

21. What are the three most common concerns/fears about seeking therapy/support for this issue that your client population has/could express? e.g. for couples, often one person doesn't want to come to therapy—they think it isn't needed.

1.

2.

3.

22. What would you say to a potential client if they were sitting in your office expressing these concerns (from question 21)—how would you ease their fear/concerns?

1.

2.

3.

Call-to-Action

Ending the page with a call-to-action gives potential clients a clear next step they can take to reach out to you.

23. A strong call to action is to offer a free phone consultation (15-30 min) to answer any questions about their specific needs and your practice. Do you offer a free consultation?

24. Do you have a preferred way for clients to contact you – phone, email, online scheduling software, etc?

If you would rather have us write your Specialty Page, please visit our writing services page to see our [offerings for Specialty Page writing](#).

Appendix A-3: SEO Optimization and Keywords

Part of getting your website on the first page of Google search results depends on your ability to properly optimize each page. The following steps will help you tackle Google Optimization yourself for each page you write through effective keyword use.

However, if you want or need help optimizing your page's SEO, we invite you to [contact us](#) (or ask your project manager) about our keyword research services.

Researching Focus Keyword (FKW) & Secondary Keywords (SKWs)

The FKW tells Google and other search engines what your page is about. It should be heavily searched, related to your page content, and, ideally, easy to include within page content and descriptions. In addition to the FKW, which will be included in the page's SEO title, you will want to research 4-6 SKWs to help capture more and wider searches.

If you're choosing your keywords yourself, we recommend you use an online research tool to find a strong option (we utilize [KWFinder](#) for our research). You want to find terms that are heavily searched, but you don't simply want to choose a one-word FKW, instead, you would want to choose a service-related keyword phrase (typically 2-4 words long).

For example: As in our couples therapy sample, if you are writing about couples, using "couples" as your FKW isn't really a good choice; you will be better off using "couples therapy" or "couples counseling" as your FKW. The reason for this is that, of the thousands of searches for "couples" on Google, only a handful of people are looking for therapy. Whereas "couples therapy" or "couples counseling" terms are service-related keywords and typically still quite heavily searched. Additionally, the traffic you'll bring in using those keyword phrases is more likely to convert to a paying client.

Once you have chosen your FKW, you can use other search terms with good search volume as your SKWs. This adds a variety of keywords to your page content so that you cast a wider net for searches, directing more traffic to your page. For our example of a couples page, you can utilize such keywords as "couples therapist," "couples counselor," etc., as SKWs, aside

from the “therapy” or “counseling” term you won’t use as the FKW.

Finally, remember to include your location in the meta description and perhaps in the content of your page (wherever you’re able to do so naturally). The easiest way to do that is to include your location in your call-to-action at the end of your page, but if you can find a way to naturally integrate it somewhere else in the content as well, go for it.

How to Use FKW & SKWs in the Page Content

Overall, you should have at least 1 keyword for every 100 words of content. At the same time, please avoid using too many keywords because Google could see this as keyword stuffing.

- Include FKW 4-5 times in the page content
- Try not to bunch more than 2-3 uses into a single paragraph.
- Usage should be a natural part of your page content. (Don’t force it where it doesn’t fit!)
- You will also want to use the FKW in some of the headers, the page title, the URL, and within the SEO title and meta description.

FKW in the Page Title

If your FKW is “couples therapy,” your page title (H1 formatting) should be “Couples Therapy,” not just “Couples.” (See the example page in Appendix A-1.)

Note: If you want your site navigation to show “Couples” instead of “Couples Therapy,” you or your Project Manager can change the look/text of your site navigation.

FKW in the Headers

Include the FKW at least once in a header (H2 main headers or H3 subheaders). (See the example page in Appendix A-1.)

Example: When typing a post or page content in the WordPress text editor, highlight the text you want as a header and select the dropdown marked “Paragraph.” Then pick the Header size you want to use.

FKW in the SEO Title

The SEO page title should include the FKW, your name or your practice’s name, and your location(s). Examples of the 3 types of pages discussed in this document:

Specialty Page: FKW | location(s) | client/practice name

Modality Page: FKW | location(s) | client/practice name

About Page: About | therapist name | location(s)

Note: If you go above the allowed number of characters (typically 60), part of your SEO title will be cut off in Google search results. Some search engines show more characters, however, so don’t leave any unfinished words, even if it looks like the end won’t be visible.

FKW in the Meta Description

The FKW and location should fit seamlessly into the meta description.

Note: If you go above the allowed number of characters (typically 130-160), part of your meta description will be cut off in Google search results. Some search engines show more characters, however, so don't leave any unfinished sentences, even if it looks like the end won't be visible.

FKW in the URL

The URL auto-populates once you enter the SEO page title, so the FKW should be automatically included.

Notes: If your FKW includes stop words—like "the", "a", "and," "of,"etc.—those may not be included in the automatically created URL. You can edit the URL before or after publishing your page content. If you update a page's URL after it has already been published, you will need to add a 301 Redirect from the old URL to the new one, otherwise, existing links will take potential clients to the wrong page.

2. Include SKWs 1-3 times each in the page content

- Try not to bunch more than 2-3 uses of the same keyword into a single paragraph.
- By incorporating SKWs, you can differentiate the language you use and appeal to a wider range of searches. For example, instead of just using the FKW "couples therapy" all the time in the page content, you can utilize a combination of SKWs like "couples therapy", "couples counseling", "couples therapist", and "couples counselor" to reach a total of 12 or more keyword uses.
- You do not need to include SKWs in the headers, page title, SEO title, and meta description.

Note: The words making up a keyword/keyword phrase do not have to appear in the same order or right next to each other in the page content, as long as they are all in one sentence.

For example: KW = "anxiety therapy" – It can also be used as "therapy for anxiety" or even "...therapy can help you find the right tools for coping with your anxiety." Yes, despite that the words making up the keyword term/phrase are spaced apart or in a different order, it counts as a keyword if they are in the same sentence.

SECTION B: Modality Page Writing

How to Write a Modality Page

A modality page is a form of specialty page that solely focuses on providing details about a specific treatment method and how you use it in therapy. As clients become more informed and are searching for specific modalities, a well-developed modality page can reach more clients. But even if a potential client isn't informed, a modality page can explain how a particular treatment method can help them experience

relief, healing, and/or growth.

This breakdown of the modality page sections is based on the modality questionnaire (Appendix B-1). To optimize the content for mobile viewing, we suggest you include 1-2 subheaders (H3 formatting) for all sections except the CTA. (See our [sample modality page](#) for reference.)

➤ **Important Note:** The Page Title (H1 header) for this page should be the focus keyword (FKW) you chose.

The SEO Title should be: FKW | location(s) | client/practice name.

And the URL for this page should show the focus keyword (each word separated by hyphens; e.g., ".../emdr-therapy"). (See more about keywords in Appendix A-3.)

TOTAL PAGE WORD COUNT: 800-1000 words

1. Understanding the Approach

Questionnaire – Related Questions: #1-3

Standard Section Length: ~250-300 words

Main objective: Help the reader get a general understanding of what this modality is and who developed it.

This first header (H2 formatting) of your modality page should introduce the treatment method with a question or statement ("What Is [insert name of modality]?"). Then describe the modality (including what general issues it treats) to a reader who is unfamiliar with it in terms that are not overly technical. This is also the place to provide some history on the modality, namely who originated it, why they developed it, and how effective it is.

Tip: Perhaps, you don't want to include anything about the history of a modality, and that's perfectly fine. The main aim is to have the reader understand what this approach is all about.

2. How the Approach Works and Who It Can Help

Questionnaire – Related Questions: #4-9

Standard Section Length: ~300-350 words

Main objective: Explain to the reader what type of issues you/your therapist(s) treat with this modality and summarize the treatment process.

In this section, you get to go into the specific details about how this modality is used in your practice. You can explain how the approach can help your client and what exactly they may learn through the use of this particular modality. And you may also want to "market" the modality by providing information about why it may be more effective than other approaches.

Tip: This section is similar to the solution section of a specialty page, though it typically does not go into detail about what happens in sessions. As with the first section, you should describe the details of this approach in layman's terms because if the reader does not understand, they won't easily convert into clients.

3. Your History with This Approach

Questionnaire – Related Questions: #10-12

Standard Section Length: ~200-250 words

Main objective: Introduce yourself/your practice and summarize your background with this particular modality.

For this part of the modality page, you can talk about your background/expertise with this treatment method, including how long you have practiced it and where you received your training. This helps build the reader's trust in that you are either experienced with using this modality, certified/trained, or an expert in the field.

You may also want to explain how you decided to use this particular modality in your work and why you feel it's so beneficial.

Tips: In this section, you get to really make your expertise shine. Like many other clinicians, you are likely very proud of your education in specific modalities—here is where you can let it all out if you want to.

4. Call-to-Action

Standard Section Length: ~50 words

Main objective: Motivate the reader to contact you as soon as possible.

Something low-risk that invites them to call you and schedule a free phone consultation or even set up a therapy session (just don't use "now" or "today").

Appendix B-1: Modality Page Questionnaire

Note: Each modality page is specific to one treatment method. This questionnaire is a condensed version of what the Dig Deep Exercise encourages you to do for the specialty page, but it's specifically designed to gather the information a modality page needs to include. To follow our recommended modality page layout, use the structure detailed in the breakdown for writing a modality page as provided above.

Understanding the Approach

Your answer to these questions will help explain general information about this

specific treatment method to your reader in layman's terms.

1. How would you briefly describe this modality to a client who is unfamiliar with it? (For example, what issues and disorders does it treat?)
2. When was this approach founded? By whom? How did it come to be accepted as an effective treatment approach?
3. How effective is this approach? Can you point to research or studies to provide evidence that it is effective in treating specific challenges or disorders?

How the Approach Works and Who It Can Help

The questions in this section will draw out more details about this specific treatment method, who can benefit from it, and how.

4. Who and what type of issues do you treat with this modality in your practice?
5. Describe the treatment process and how this modality helps clients reach their goals or address challenges and needs. (You can be more specific and technical on this page than you would on a specialty page or general approach page, but keep in mind that you're talking to laymen.)
6. Why/How can this approach help where others may have been unable to offer relief, healing, or growth?
7. What can clients learn, gain, or take away from therapy sessions using this modality? (For example, will the client develop self-awareness, learning new skills, building interpersonal connections, "reprogramming" their brain, etc.?)
8. Do you incorporate other modalities into your work with clients when utilizing this approach? 9. How would you offer clients hope in the short and/or long term?

Your History with This Approach

Here you can go into more detail about your personal history/experience with this treatment method. It allows you to show off your expertise.

10. How long have you been helping individuals as a therapist or counselor (in general and/or with this modality)? When/where did you study?
11. Describe your background with this particular modality. How did you decide to use it in your work with clients?
12. Are there any relevant logistical details you'd like to call out? (For example, you may work with medication prescribers, partners, parents or family members, etc.)

SECTION C: About Page Writing

The “About Me” page is the second most visited page on most therapy websites. It gives you an opportunity to detail your journey, philosophy, and/or approach in a way that helps potential clients like you, trust you, and find you credible. Therefore, the information you provide should give them a sense of you as a therapist and as a person so they can find common ground and be able to relate to you.

About pages have a more flexible structure and don’t follow an exact blueprint. (Though, we do recommend making them between 600-1000 words long.) Depending on what you’d like to share with your reader (some therapists don’t like including personal information), you can loosely structure the content by the flow of the questionnaire provided below. (Our [sample about page](#) showcases this type of format.)

➤ Important Note: The Page Title (H1 header) should be: About [First and Last Name] (replace [...] with your/the therapist’s first and last name).

The SEO Title for this page should be: About | therapist name | location(s).

And the URL for this page should always contain your/the therapist’s first and last name separated by hyphens (e.g., “.../about-first-last” or just “.../first-last”). (See more about keywords in Appendix A-3.)

Appendix C-1: About Page Questionnaire

Note: For most of us, writing about ourselves is hard. So when contemplating the answers for this questionnaire, just let it flow. Don’t censor yourself, and don’t be too stiff and only talk about your accomplishments, education, or credibility. Instead, think about providing some fascinating details that have nothing to do with your work, let your personality and passion show, highlight your sense of humor, and make yourself likable.

Professional Background/Info

These questions allow you to think about your background as a therapist, your philosophy, and what sets your practice apart from others.

1. Why are you a therapist? (Think about what your path was to becoming a therapist.)
2. What is your specialty or specialties? And what inspired you to pursue your specific therapy focus(es)?
3. What is your counseling philosophy? How does it relate to your life philosophy?
4. What personal experience/background do you have that could be relevant to your work as a therapist or relatable to your ideal clients? (Example: You’ve worked in the corporate world and understand that stress; you’ve experienced trauma, anxiety, depression, etc.; you’ve dealt with the difficulties of child-rearing; etc.)

5. What makes your practice unique?

Personal Information

With the help of these questions, you can think about what information you want to share about yourself as a person to make a human connection to the reader. You can be as elaborate as you see fit.

6. What makes YOU unique? What makes you memorable? (Thinking about friends from college that you still remember can be helpful. What is/was it about these people that stands out? What do you think people remember best about you?)

7. Are you involved in your community? If so, in what ways? Or is there anything you do with a university or other institution that illustrates that you're trusted by others?

8. What is important to you outside of your work? For example, what are your hobbies, passions, and interests? Do you love pets, or are there other things about you that illustrate your personality?

Other Information

This is information that can be added anywhere on the page. It's optional. 9. Any relevant/important statistics or quotes you may want to add to the message?

10. What education/degree(s) do you have as it relates to your therapy practice? Do you have any advanced or specific training? Any published works?

If you would like us to write your About Page, please visit our writing services page to view our [offerings for About Page writing](#).

SECTION D: Welcome Message Writing

A "Welcome Message" or "Homepage" can vary in word count and content covered, though we recommend to keep it around 200-400 words. This allows you to come directly to the point of introducing yourself and the services you offer and leaving enough room to put the graphical representation of your specialties below it.

➤ **Important Note:** The Page Title (H1 header) should be a short welcome message with an inviting motivational statement for the reader. For example: "Learn To Thrive!"; "Find Joy And Peace"; "You Can Reach Your Full Potential"; "We Can Help You Transform Your Life"; "Change Is Possible!"; etc.

The SEO Title for this page should be: psychotherapy/counseling/coaching | location | your name/practice name.

And the URL for your homepage should typically be your website's name (e.g., "bluemountaincounseling.com/").

Appendix D-1: Welcome Message Questionnaire

Note: Homepage welcome messages don't have to be long, but they should be inviting and motivational. You can lead into the content with a series of thought-provoking questions or some informative statements. Here are the things you can ask yourself to determine what should be said in that short message.

1. Which ones of your specialties or modalities/approaches would you like to specifically mention/feature in the content of your homepage's welcome message? (For example, specialties, treatment methods, or approaches/strategies you're particularly known for.)
2. What is your unique philosophy or approach to the healing/helping process? Or is there something else unique about you that you'd like to feature on your welcome page? (For example, you are problem-oriented, solution-oriented, holistic, mind-body centered, etc.)
3. What do people coming to you for therapy/coaching desire most? With your support, what can be possible for them?

If you would rather have us write your Welcome Message, please visit our writing services page to see our [offerings for welcome/home pages](#).

10 Types of Blog Posts for Your Therapy Website

1. Instructional – Instructional posts tell people how to do something, including giving people tips. These posts are generally the ones that are among the most popular both in the short-term and in the longer term (ie: one of the reasons people search the web is to find out how to do things. If you can rank highly with your instructional post, then you can have traffic over a length of time).

Examples:

5 Steps to Solving Your Child's Sleep Problems

3 Ways to Decrease Your Anxiety at Night

2. Informational – This is one of the more common blog post types, where you simply give information on a topic. It could be a definition post or a longer explanation of some aspect of the niche that you're writing on. This is the crux of successful sites like Wikipedia. This form is also great for handling FAQs.

Examples:

What is ADHD, exactly?

Can ADHD be Treated in Psychotherapy Without Medication?

3. Reviews – Another highly searched term on the web is 'review' – I know every time I'm considering buying a new product, I head to Google and search for a review of it

first. Reviews come in all shapes and sizes and on virtually every product or service you can think of. Give your fair and insightful opinion and ask readers for their opinion – reviews can be highly powerful posts that have great longevity.

Examples:

Reviews of Books (i.e. new books on parenting, managing mood, etc.)

Reviews of Movies – and why you think potential clients should see them or not

4. Lists – One of the easiest ways to write a post is to make a list. Posts with content like 'The Top Ten ways to...!', '7 Reasons why...!', '5 Favorite ...!', '3 mistakes that parents make when...!' are not only easy to write but are usually very popular with readers and with getting links from other bloggers. If you start with a brief list (each point as a phrase or sentence) and then develop each one into a paragraph or two you might just end up with a series of posts that lasts you a few days.

5. Interviews – Sometimes when you've run out of insightful things to say it might be a good idea to let someone else do the talking in an interview. This is a great way to not only give your readers a relevant expert's opinion but also for you to perhaps learn something about the topic

yourself. One tip if you're approaching people for an interview -- don't overwhelm them with questions. One or two good questions are more likely to get you a response than a long list of poorly thought-out ones.

6. Case Studies – You can't use real client stories, of course, but you can illustrate, via a case-study-like post, how a couple resolved an issue, or how a client can transition from problem to solution.

7. Profiles – Profile posts are similar to case studies but focus on a particular person. Pick an interesting personality – perhaps someone who suffers from bipolar disorder or depression – and do a little research on them to present to your readers. Point out how they've reached a functional place in their lives. This illustrates that working with issues is possible.

8. Link Posts – The good old 'link post' is a favorite of many bloggers and is simply a matter of finding a quality post on another site or blog and linking up to it either with an explanation of why you're linking up, a comment on your take on the topic, and/or a quote from the post. Of course,

adding your own comments makes these posts more original and useful to your readers. The more original content the better, but don't be afraid to bounce off others in this way.

9. 'Problem' Posts – I can't remember where I picked this statistic up, but another term that is often searched for in Google in conjunction with product names is the word 'problems'. This is similar to a review post (above) but focuses more on the negatives of something. Note: Don't write these pieces just for the sake of them – but if you find a genuine problem with something, problem posts can work for you.

For our purposes, this could include:

The Problem with Seeing a Life Coach When You Really Need a Therapist
The Problem with Grounding Your Kids Every Time They Violate Your Rules

10. Contrasting two options – Life is full of decisions between two or more options. Write a post contrasting two approaches that outlines the positives and negatives of each choice. In a sense, these are review posts but are a little wider in focus.

Examples:

The Differences Between EMDR and Brainspotting

The Differences Between Supporting and Enabling

If you would like us to write your blog post, please visit our writing services page and view our [offerings for blogging](#).



RiseWell
A G E N C Y

risewellagency.com