

5 things you can do right now **TO IMPROVE YOUR SEO** and attract more clients online

1. FOCUS ON 3 TO 6 KEYWORDS PER PAGE

Keywords, or keyword phrases, refers to the word, or string of words people type into online search engines, such as Google. After keywords are entered into the search engine, Google checks its database and returns results, listing pages that feature the keywords submitted.

Each page on your website should focus on 3 to 6 keywords or keyword phrases that will be used to create the content and structure for that page. For example a webpage on codependency may have the following keyword phrases:

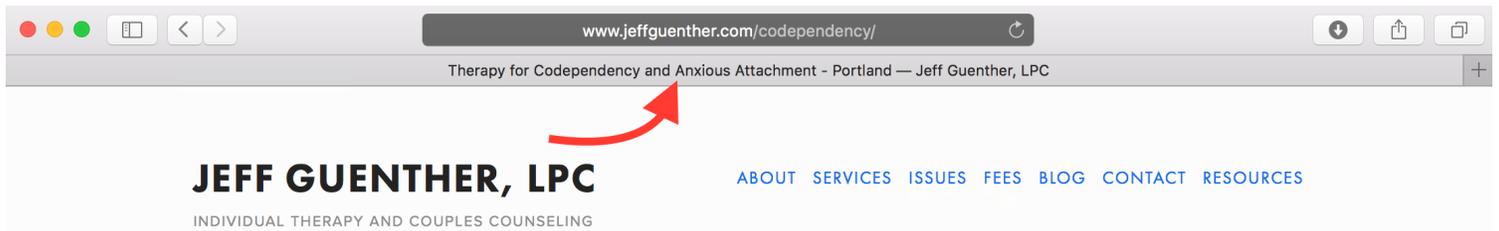
- Codependency
- Anxious attachment style
- Symptoms of codependency
- Relationship
- Therapy
- Portland

Go through each and every individual page on your site and identify 3 to 6 distinct keywords or phrases. It's natural that some keywords will overlap from page to page.

2. OPTIMIZE YOUR PAGE TITLES

Every website builder now gives you the opportunity to give each page on your website a unique page title. If you'd like to find out how to edit your page title, just do a Google search for something like, "How to edit page titles on my squarespace site."

Page titles are super important because your title is the first place that Google looks when they visit your site to try and get an understanding of what its is all about and what search terms it should display for. Page titles can be seen at the top of web browsers.



They are also displayed on search engine result pages.

-  [Portland Codependency Therapist - Codependency Therapist ... therapists.psychologytoday.com > ... > Portland ▾](#) Psychology Today ▾
Portland Oregon - Clinical Social Work/Therapist,
Find **Codependency** Therapists, Psychologists and **Codependency** Counseling in **Portland**, ... Dale A Nader, Clinical Social Work/Therapist in **Portland**. Verified ...
-  [Portland Codependency Support Groups ... - Therapy Groups groups.psychologytoday.com > ... > Multnomah County > Portland ▾](#)
Find **Codependency** Support Groups in **Portland**, Multnomah County, Oregon (OR), get help from a **Portland Codependency** Group, or **Codependency** ...
-  [https://www.portlandtherapycenter.com/psychological.../codependency ▾](https://www.portlandtherapycenter.com/psychological.../codependency)
Occasionally referred to as “relationship addiction”, **codependency** describes behaviors, thoughts and feelings that go beyond normal caretaking and people ...
-  [www.jeffguenther.com/codependency/ ▾](http://www.jeffguenther.com/codependency/)
Jeff Guenther, LPC is a professional **therapist** in **Portland** that specializes in **treating** relationship **codependency** and anxious attachment styles.

Each page on your website should have a unique page title.

- Important things to keep in mind when optimizing a page title:
- Page titles should be no longer than 65 character. That is roughly how many characters will be displayed on search engine results pages before they are cut off with an ellipsis.
- Page titles should use as many keywords for that page as possible.
- A page’s title should at least somewhat resemble a sentence. Stringing together one keyword after the other doesn’t look good and is not recommended.
- The most important keywords for that page should go near the front of the title.
- If you want to display your name or business name, it should be at the back of the title.

3. NATURALLY INTEGRATE KEYWORDS

Next, focus on naturally integrating your keywords into the content on your website. One of the most important places your keywords should appear is in the headings and sub headings.

The copy on your page should be separated into digestible paragraphs for potential clients to easily read through. Each paragraph should have a heading that informs the visitor about what information they'll find in the paragraph. When you're creating your headings be sure to use keywords that are important to that page.

Not only should keywords be found in your copy and headings, but they should also be found in the "alt text" or captions of the images that you upload. You can even use keywords in the file names of the images on your website. If you upload videos to your page be sure to put keywords in the descriptions of those videos.

This may seem obvious, but while your keywords should be found all through the copy of your page, it's important to only use keywords when it feels natural and organic. Do not stuff in as many keywords as you possibly can. This will make your copy feel unreadable and forced. And even worse, Google will penalize you if you are obviously repeating keywords over and over again. To avoid this pitfall, don't be scared to use the synonyms of your keywords. For example, if "therapy" is one of your keywords, you should also use words like, "counseling," "psychotherapy" and "treatment."

4. CREATE QUALITY SPECIALTY PAGES

A specialty page is a webpage on your site that is all about an issue that you specialize in. It could be any issue that you have extra training in, are passionate about treating, or a population that you work really well with.

Creating specialty pages will allow you to rank higher for longer keyword phrases. Specialty pages have a much better chance of ranking on the first page of search results, compared to your homepage for more general search terms, like "Portland Therapy."

When creating a specialty page, make sure that you address the following things:

- Define the issue
- List the signs and symptoms
- How will somebody know if they are suffering from it?

- What causes the issue?
- How do you, as a therapist, treat the issue?
- What are the typical outcomes of your treatment?
- What are questions that people typically ask about the issue?

5. ACQUIRE MORE LINKS TO YOUR WEBSITE

Once you have all your keywords picked out and put in the right places, focus on getting more websites to link to yours. This is more of an ongoing, long-term play. As a website owner, you should always be trying to acquire more links. The way Google, and other popular search engines look at it, links count as votes. And the more votes you have, the more important your website must be, and the higher you'll rank in search results.

If you aim for 30 links that are all from different websites, you could experience dramatic results. Of course it all depends on how many links your online competitors have. All things being equal, the website with the most links will rank the highest.

Here are different ways you can get more links:

- Sign up for therapist directories
- Sign up for business listings on Google, Bing, Facebook and Yelp
- Ask your colleagues to link to you on their resources page
- Reach out to other types of health practitioners and ask them to link to you
- Write blogs for websites and link to your website throughout the copy or at the end of the blog

Side note: links from social media do not count as much as links that are not from social media. It's never a bad thing to collect social media links, but focus most of your energy elsewhere.

NEXT STEPS

To learn even more about improving your digital brand, moving up in search rankings and attracting more clients online, visit www.thepracticeacademy.com.

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