



## Private Practice SEO

**Rank your website #1 in  
your area for your core  
specializations**

**White Hat SEO. Clear & Proven Methods**



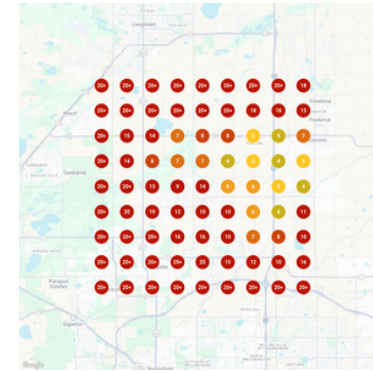
PROFESSOR

# Google Profile

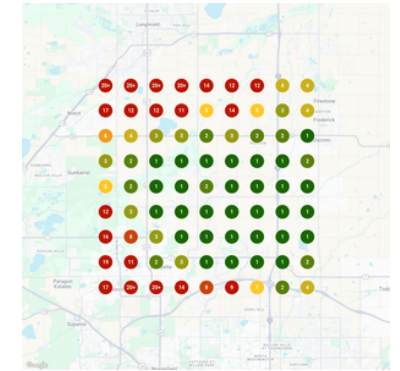
Get Found for “Near Me” Searches

- ✓ **Optimized and engaging Profile**
- ✓ **Rank on page 1 for target keyword**
- ✓ **Get more clients for your specialization**

Keyword: Couples Counseling



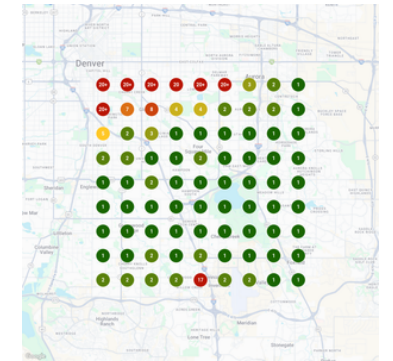
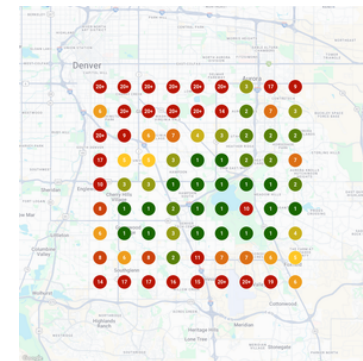
November 2024



November 2025

Marriage counseling niche

Keyword: Eating Disorder Therapist Near Me



Eating disorder niche



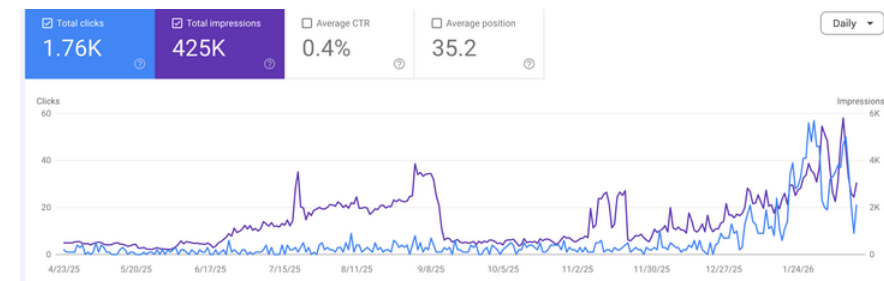
# SEO Content Strategy

Increase site visitors from your ideal audience

- ✓ Increase website visitors of people looking for therapy
- ✓ Increase website trustworthiness with active blog
- ✓ Optimized service pages that show you page 1 in local area



Marriage counseling practice



Group practice in Manhattan



EMDR practice in Denver

# How we rank & optimize content





# SEO Service Pages

Convert Website Visitors into Clients

- ✓ Optimize service pages for conversions and SEO
- ✓ Show up naturally on page 1 for your target services
- ✓ Show up in AI searches with structured content

The screenshot shows a website page for TMS therapy in Chicago. The main heading is "When Medication Fails, TMS Therapy Thrives". Below it, there is a sub-heading "Neuronavigated TMS Therapy in Chicago" and a paragraph of text: "TMS treatment provides new hope to those who've tried medication with little to no success. TMS is a non-invasive FDA-approved treatment for severe depression, OCD, and PTSD. Book a visit at our Chicago clinic today!". There is a chatbot window on the left that says "Hi there, have a question? Happy to help here!" and a button that says "Reach out to plan a visit to our clinic to learn more.". To the right of the text is a photo of a woman sitting in a chair, looking up and smiling. Below the text and photo is a teal banner that says "Treatments Featured In:" followed by "WebMD healthline Yahoo". Below the banner is another chatbot window and a heading "Real Patients, Real Results with TMS Therapy". Below this heading is a sub-heading "Real stories from Chicago patients who found hope through TMS therapy:" and three video thumbnails. The first video is titled "Leave No Patient Behind", the second is "How TMS Helped Me Overcome", and the third is "How I Overcame Depression". Below the videos is a button that says "Get Scheduled Today". Below the videos is another chatbot window and a heading "Benefits of Advanced Neuronavigation Targeted TMS". Below this heading is a paragraph of text: "We uniquely combine TMS treatments with state-of-the-art neuronavigation technology to achieve highly-targeted, exceptionally accurate stimulation. This accuracy yields better results than standard TMS treatments. Neuronavigation Targeted TMS is the future in providing patients with a precise and individualized TMS treatment."



# Monthly Reporting

See direct impact of your SEO campaign

- ✓ Get a brief overview of metrics like rankings, clicks, & conversions
- ✓ Video call available for higher tier plans
- ✓ Clear understanding of your marketing roadmap month-after-month





# FAQ

## **How long do SEO Results Take?**

Most clients see results within 3 months of working with us. We start to see more booked clients at the 6 month mark but it depends on your budget and competition

## **How profitable is SEO?**

SEO is generally very profitable with a 10:1 ROI. We focus only on tactics that move the needle and ignore the rest so you don't waste your budget



# FAQ

## **How do I know if I'm a good candidate for SEO?**

If you have a great service, deep expertise, and are willing to wait to see results, you are a great candidate for SEO.

## **How do I know it's working?**

You will see increased rankings on Google, followed by more clicks, followed by more inquiries by people searching on Google. Our monthly reporting outlines all of these metrics very clearly.



# FAQ

## **Do you provide one-time SEO services?**

Yes, the following is one-time fee and required to become a client:

- ✓ Google Business Profile Audit
- ✓ Competitive Keyword Research
- ✓ 2 service pages optimized for local intent
- ✓ Sitemap Planning for ongoing SEO work
- ✓ 1 SEO call to review

Tiers	Starter Package	Growth Mode	Dominate Market
Pricing	\$500/month	\$1,000/month	\$1,500/month
Monthly Deliverables	<ul style="list-style-type: none"> <li>✓ 1 monthly service page</li> <li>✓ 1 monthly blog post</li> <li>✓ 30 minutes of edits</li> <li>✓ Monthly email</li> </ul>	<ul style="list-style-type: none"> <li>✓ 2 monthly service page</li> <li>✓ 2 monthly blog post</li> <li>✓ 1 hours of edits</li> <li>✓ Monthly video call</li> </ul>	<ul style="list-style-type: none"> <li>✓ 2 monthly service page</li> <li>✓ 3 monthly blog post</li> <li>✓ 2 hours of edits</li> <li>✓ Monthly video call</li> </ul>
SEO Audit (Mandatory)	<p style="text-align: center;"><b>\$1,500 one-time</b></p> <ul style="list-style-type: none"> <li>✓ Google Business Profile Audit</li> <li>✓ Competitive Keyword Research</li> <li>✓ 2 service pages optimized for local intent</li> <li>✓ Sitemap Planning for ongoing SEO work</li> <li>✓ 1 SEO call to review</li> </ul>		



# Case Studies

## EMDR in Denver



### Debbie Carter LPC

CEO of Debbie Carter Therapy LPC

**Challenge:** Wasn't receiving any patient inquiries except word-of-mouth

**Solution:** Local SEO campaign focused on EMDR therapy

✔ Generates 10-15 patient inquiries monthly from SEO alone

D

Debbie Carter, LPC

3 reviews • 1 photo



2 weeks ago

NEW

Zack is great! His work has created change in my practice, moving my website's ranking in my speciality from 47th to 4th. I have been in private practice for 14 years, and as most therapists, I've had both good and very lean seasons. I was trying various methods to do this on my own--they did not help. However, since working with Zack, I've had consistent contacts and my practice is nearly full. Your money will be well spent if you contact Zack!



# Case Studies

## Eating Disorder Therapy



### Jenny Wegner Therapy

Owner of Jenny Wegner Therapy

**Challenge:** Wasn't receiving any patient inquiries except from directories like Psych Today

**Solution:** Local SEO campaign focused on eating disorder therapy

📅 Generates 10-15 patient inquiries monthly from SEO alone



#### Jenny Wegner

6 reviews • 2 photos



★★★★★ 12 weeks ago

I had an excellent experience with private practice geeks. I felt that Zach worked with me to brainstorm what was best for my practice. He followed through on everything he said he'd do to help me. He wasn't a salesman, hallelujah! He was creative, kind, and helped me grow my practice to a place where I am now full, with a waitlist, and with all private pay clients. I cannot say enough good things about my experience with him.