



Strong Roots
WEB DESIGN

A FREE WORKSHEET FOR PRIVATE PRACTICE

SEO Planning Worksheet for Therapists

Six short sections that turn a vague plan to work on your SEO into something you can actually build your website around. Almost all of it comes straight out of what you already know about your clients.

Set aside about half an hour and work through it in one sitting.

Write the way you would explain something to a client, not the way you think Google wants to hear it.

If you only do one section, do section three.

1 Define your core services

List the two or three services you want to be known for in your practice.

FOR EXAMPLE

Couples therapy, EMDR intensives, therapy for new parents.

- 1 _____
- 2 _____
- 3 _____

2 Who are you trying to reach?

Briefly describe your ideal clients. What are they searching for when they need support?

THINK ABOUT

Age, stage of life, presenting problem, emotional tone.

3 What questions do clients ask you all the time?

List the real questions your clients ask before or during therapy. These are gold for blog content and keyword ideas, because they are the words people actually type into Google.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____

4 Service page planning

Take your first service from section one and sketch what a full page about it could include.

Service

Common symptoms or experiences

How you help

Credentials, training, and anything else that builds trust

5 Blog topic brainstorm

What topics are you glad to talk about? What might your ideal client be searching at eleven at night? Match the topic to their emotional experience rather than to a keyword tool.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

6 What action do you want visitors to take?

How should someone reach out after reading your content? Write down the one thing you want every page to lead to.

OPTIONS

A free consult, a contact form, direct scheduling, a phone call, an email.

When you have filled this in

You now have the raw material for your service pages and your next several blog posts, in your own words. Start with the page for your first service, then work down your question list one post at a time.

The longer explanation behind every section of this worksheet is here: [SEO for therapists, the complete guide](#).

If you would rather hand it off, we do this for private practices: [SEO services for therapists](#).