



**SPECIALTY**

**PAGE**

**BLUEPRINT**

# How to Write a Specialty Page

You want to build a strong website with specialty 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 – like depression, anxiety and couples counseling. In addition, you want to stay true to your voice while effectively utilizing a strategic marketing approach. And, on top of it all, 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 for your website.

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## CounselingWise 7-Step Method

CounselingWise (CW) uses the following 7-step method to write effective, compelling marketing messages. You should use first person, 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: 1-2 paragraphs*

The title to 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.

### 1.2 Normalize

*Related DIG DEEP Question: #12-13*

*Standard Section Length: 1-2 paragraphs*

Use another small section to normalize the issues your client is dealing with. 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 problem? If you have statistics about how common the issue is – e.g. “One out of every 10 individuals in the US suffers from a clinically significant eating disorder at some point in their life” – this is the place to include them.

Include a title that summarizes this 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”.

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: 3-5 paragraphs*

This section is where you get into your approaches, 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. For an easy outline to help you write this section, use the DIG DEEP questions to layout your paragraphs.

The final paragraph of the Solution section should note any experience you would like to mention as well as restating 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 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. Objections**

*Related DIG DEEP Questions: #21-22*

*Standard Section Length: one short or medium-length paragraph response to each objection*

Identify three of the main objections 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 a client. 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.

## **5. Proof**

*Related DIG DEEP Questions: #14-20, 23*

*Standard Section Length: included in 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 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 within the Call-to-Action section when it is tied to scheduling or availability.

## 7. Call-to-Action

*Related DIG DEEP Questions: #25-28*

*Standard Section Length: 1-2 sentences*

Every specialty page should end with a low-risk way for clients to make contact. 98 percent of clients want to see content from a therapist 5-12 times before they are comfortable reaching out for help. Offer a free download or assessment, or suggest readers sign up for a monthly email newsletter. This helps clients move one step closer to calling you without feeling the stress of a “Call now!”

Additionally, providing a free 15 or 30-minute phone consultation can help clients feel more comfortable making contact, and is a strong option in place of or to supplement a free download/newsletter.

And that’s it. Your page is written, your work almost done. It’s always a good idea to have your page edited by a professional who understands your practice and marketing. For help writing or editing your specialty pages, visit [CounselingWise.com](https://www.CounselingWise.com).

**Appendix A:** Sample Specialty Page

**Appendix B:** DIG DEEP Exercise

**Appendix C:** SEO Optimization and Keywords

## Appendix A: Sample Specialty Page for Couples Counseling

### Do You Feel Alone In Your Relationship or Marriage?

- Has the dynamic in your relationship changed?
- Have miscommunication and shifting priorities led to 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 a long time, but life and your relationship change over time.

When the honeymoon period of your relationship ends, the dynamic and communication can change. You and your partner may begin to show your love and commitment in new ways. The shift can lead to miscommunication, leaving you to wonder if something is wrong with your marriage, your partner or yourself. 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 down 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.

### 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 one individual's emotions or behavior, triggering a change in the relationship. Stress, anxiety and depression can lead to lapses in communication or persistent arguing.

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 you feeling like you are living with a friend or roommate instead of an intimate partner. Over time, one or both individuals may let other areas of their lives take over until they grow bigger than their commitment to keeping their marriage 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 the Marriage and Family Therapists at Alkira have dealt with the issues that many couples face both personally and professionally. We are not therapists who work with couples; we are couples therapists. We combine our extensive experience in couples therapy with a hopeful, optimistic approach. Whether the problem you are dealing with happened three weeks ago or 30 years ago, couples counseling can help you learn to change, grow and heal within your relationship.

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 that of your partner, it becomes easier to identify and work through the root causes behind your relationship struggles. We use a strength-based focus to identify those areas of your relationship that have helped you recover in the past. This allows us to develop strategies together that will help you get where you want to be now and in the future. It is important to remember the good, satisfying parts of your relationship – especially when you are struggling through difficult times.

You may feel like 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 with Alkira can help you develop important insights into yourself and your partner that are impacting your relationship dynamic.

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. That is why our hopeful, encouraging therapists incorporate behavioral techniques and “homework” assignments like date night and assigned talk time. When you learn to listen to your partner – to talk about your needs and desires instead of your day at the office – you can develop a deeper, more flexible love and connection.

Even if you feel disconnected from your partner right now, with the help of a supportive and experienced therapist, it is possible to feel heard, understood and cared about again. You and your partner can develop new perspectives about your relationship and learn new tools that can help you identify, address and heal from the problems in your relationship.

## **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?**

Couples therapy 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 Becomes 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 couples counseling 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 and have some control over how your relationship changes.

## **You Can Grow In Your Relationship**

If you would like to schedule an appointment or discuss any questions you may have regarding couples therapy, we are available at 315 480-2373. We try to get back to all voicemails and email within 24-hours.

## Appendix B: The DIG DEEP Exercise

**Note: Each marketing message is specific to one issue or population you work with.**

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.

We'll review the following questions (all that are applicable) on the phone together. Don't feel like you need to write out full answers ahead of time. It won't hurt to jot down some notes before our call, however, to help you remember any specific points you wish to address.

### 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 is it common (or uncommon)? Give specific examples of issues in our culture or your community that may contribute to these issues. 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, 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, 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 Objections

*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 objections/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 objections (*from question 23*) – how would you ease their fear/concerns?
  - 1.
  - 2.
  - 3.

## Testimonials and Case Studies

*Testimonials and case studies can help build rapport with clients, increase conversions and build your professional brand.*

23. *Do you have any relevant testimonials from other experts in your field and/or do you have a case you worked that you could share in a way that wouldn't compromise your client's confidentiality?*
  
24. *If you don't have any relevant testimonials/case studies, would you be interested in receiving training, resources and/or support from CounselingWise to help you obtain testimonials and write compelling case studies?*

## Call to Action

25. *Have you created a free report, online quiz, email course or other digital hook for your website as a method of gently easing potential clients toward you? If so, what specific issues does it address?*
  
26. *If you don't have any such content (from question 27), would you be interested in receiving training, resources and/or support from CounselingWise to help you create compelling digital hooks?*
  
27. *Another strong call to action is to offer a free phone consult (15-30 min) to answer any questions about their specific needs and your practice. Do you offer a free consult?*
  
28. *Do you have a preferred way for clients to contact you – phone, email, online scheduling software, etc?*

## Appendix C: 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 for each page you write through effective keyword use. And, if you want or need help optimizing your page's SEO, the SEO experts at CounselingWise are available and standing by.

### 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, you will want to research 3-5 SKWs to help capture more and wider searches.

If you're [choosing your keywords yourself](#), you can use Google Keyword Planner to find a strong option – you'll need a free Google account to access Keyword Planner. You want to find terms that are heavily searched, but if you are writing about "Depression", you will be better off using "Depression Treatment" as your FKW. That's because of the thousands of searches for "depression" on Google, only a handful want therapy. Whereas "depression treatment" is still quite heavily searched, and the traffic you bring in is more likely to convert to a paying client. You can then use other heavily searched terms, like "depression therapy" and "depression counseling" as SKWs.

Once you find strong keywords, it's time to start adding them to your content.

### Include FKW 2 times in the content

- Try not to bunch more than 2-3 uses into a single paragraph.
- Usage should be a natural part of your page content.
- You will also want to use the FKW in at least one Header, the page title, the url and within the SEO title and meta description.

### Include SKWs 1-3 times each in the 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. Instead of using "depression treatment" 7 times on the page, for example, you can use a combination of "depression treatment", "depression counseling" and "depression therapy".
- Depending on your page content and available keywords, you may wish to incorporate heavily searched SKWs that are not directly tied to therapy/coaching clients, such as "depression symptoms" and "communication challenges".

### FKW In a Header

- Include the FKW at least once in a Header (preferably H1 or H2)
- 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.

- You can preview your page before publishing to check Header formatting.

### In the Page Title

- If your FKW is “anxiety treatment”, your page title should be “Anxiety Treatment”, not just “Anxiety”.
- If you want your site navigation to show “Anxiety” instead of “Anxiety Treatment”, you or your Project Manager can change the look of your site navigation.

### In the SEO Title

- Include the Page Title (with FKW), your name or your practice’s name, applicable qualifications (LMFT, PhD, etc) and location.
- If you go above the allowed number of characters, part of your SEO Title will be cut-off in 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.

### In the Meta Description

- FKW and location should fit seamlessly into the Meta Description.
- If you go above the allowed number of characters, part of your Meta Description will be cut-off in 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.

### In the URL

- URL auto-populates once you enter in the Page Title, so FKW should be automatically included
- If your FKW includes stop words – like *the*, *a*, and *and* – 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 in a 301 Redirect from the old URL to the new one, or existing links will take potential clients to the wrong page.*

You do not need to include SKWs in the page’s SEO (Header, Page & SEO Titles, Meta Description).