

Your Therapy Website SEO Audit Checklist

Designed for the busy counselor, therapist, psychologist, and mental health professional building their private practice. Use this checklist to conduct a simple website audit.

Technical SEO: Your Website's Backend Structure

Technical SEO involves updating the backend elements of your website to **ensure your site ranks in search engines and AI search results**. Backend elements include site speed, image and video compression, site architecture, indexability, and crawlability.



Is your website secure (HTTPS)?

Ensure you have an SSL certificate to use HTTPS to protect and encrypt user data.

Tool Suggestions:

[Google Search Console's](#) HTTPS feature.



Is your website mobile-friendly?

Many people search for therapy services on their phones. Your site needs to function well on small devices.

Tool Suggestions:

[Google's PageSpeed Insights](#), [Google's Firebase Test Lab](#) for apps.



Is your website fast?

Your visitors won't stick around if your site's too slow. Check that your site loads for mobile and desktop, and your images are compressed.

Tool Suggestions:

[Google's PageSpeed Insights](#), [Google Search Console's Core Web Vitals](#) tool.



Can search engines find you?

Ensure your site enables robotstxt crawlers to scan and index your pages.

Tool Suggestions:

Index your site on [Google Search Console](#), [Screaming Frog SEO Spider](#).



Do you have an XML sitemap?

XML sitemaps are like GPS for search engines. Most content management systems will create one for you.

Tool Suggestions:

[WordPress](#), [Squarespace](#), [Yoast SEO](#) plugin.



Do you have schema markup?

Structured data that informs search engines how your site is organized.

Tool Suggestions:

[Google's Schema Markup Validator](#), [Google's Rich Results Test](#).

On-Page SEO: Your Website's Content Structure

On-page SEO involves updating your site's content, navigation bar, and external links that point back to your website. This is everything a visitor can see, so ensure your language is clear and attractive to new clients.



Are your URLs clear?

Your page URLs should be clear and descriptive what's on the page.

✓ [yourpractice.com/therapy-services](#)
✗ [yourpractice.com/?p=123](#)

Tool Suggestions:

[Semrush](#), [Moz](#), [Ahrefs](#), or [SEO Optimizer](#).



Are your page titles and meta descriptions compelling?

Your page titles appear in Google's results. Ensure they're descriptive and enticing enough to click.

Tool Suggestions:

[Google Search Console](#), [Screaming Frog SEO Spider](#), [Google Tag Manager](#), [Yoast SEO](#).



Do your headers tell a story?

The header tags (H1, H2) should help the reader understand your content quickly and seamlessly.

Tool Suggestions:

[Yoast SEO](#), [Screaming Frog SEO Spider](#).



Are you using the right keywords?

Use the language your clients are using, not technical jargon. Focus on terms that describe their problems and the solutions you provide.

Tool Suggestions:

[Semrush](#), [Moz](#), [Ahrefs](#), or [Google Trends](#).



Do your images have Alt Tags?

These are descriptions for your images. Important for accessibility and to help search engines pull for image searches.

Tool Suggestions:

[Screaming Frog SEO Spider](#).



Is your site compliant with privacy laws?

Ensure you have clear opt-in procedures and a privacy policy that complies with the GDPR or the California Consumer Privacy Act (CCPA).

Tool Suggestions:

[Termly](#), [HubSpot](#), [ActiveCampaign](#), or [Salesforce](#).

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