



SEO Strategy for Mental Health Clinics: Ketamine, Psychedelics, TMS

Focus: Increase visibility for clinics offering ketamine infusions, psychedelic-assisted therapies, and TMS treatments for mental health conditions.

Ideal Outcome: Establish your clinic as an authoritative source for innovative mental health treatment options, attracting more patients actively seeking these services.

Issues

- **Sensitivity:** Balancing accurate information with the need to destigmatize these treatments.
- **Competition:** Growing number of clinics offering similar services.
- **Local Search:** Need for strong presence in local search results to connect with nearby patients.
- **Evolving landscape:** Staying updated on SEO best practices in this rapidly changing niche.

Data

- **Google Trends:** Track interest in keywords like "ketamine for depression," "TMS therapy near me," [psychedelic name] + "therapy" to gauge public awareness.
- **Site Analytics:** Monitor search terms leading to your website, top-performing pages, and conversion rates.
- **Google Search Console:** Track your website's rankings, impressions, and potential errors.

3 Rocks (Priorities for the Next 90 Days)

1. **Empathetic and Informative Content:** Create high-quality blog posts, FAQs, and treatment pages addressing common questions and concerns about these therapies. Focus on patient education and success stories.
2. **Optimize Google My Business:** Complete your GMB profile, including accurate hours, contact info, and high-quality photos. Encourage and respond to patient reviews.
3. **Build Local Citations:** List your clinic on relevant online directories and niche medical platforms, ensuring your NAP (Name, Address, Phone) information is consistent.



Process

Google My Business

- **Claim Verification:** Claim and verify your clinic's Google My Business listing.
- **Optimization:** Fill out all sections, choose the correct category, upload professional images.
- **Review Management:** Implement a system for requesting patient reviews and responding promptly to both positive and negative feedback.

Keyword Tools

- **SEMRush/Ahrefs:** Identify high-volume keywords with suitable search intent related to your services and location.
- **Free Options:** Google Keyword Planner, AnswerThePublic (for questions patients are asking)
- **Local Focus:** Include city and regional variations in your keyword strategy.

Organic SEO

- **On-Page Optimization:** Ensure title tags, meta descriptions, and headers incorporate target keywords naturally. Optimize content to be readable and informative for patients.
- **Technical SEO:** Check for mobile-friendliness, fast page load speeds, and a secure website (HTTPS).
- **Backlinks:** Earn links from reputable mental health websites, local directories, and potentially relevant news sources if it fits your clinic's model.

To-Dos

- **Content Audit:** Review existing website content to identify gaps and opportunities for improvement.
- **Keyword Mapping:** Create a spreadsheet mapping your primary keywords to specific pages on your website.
- **GMB Review Routine:** Set up a weekly or bi-weekly reminder to check for and respond to new reviews.

Let us know ↓ if you'd like to delve deeper into any specific aspect of this plan.

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