

Case Study: SEO Strategy for a Mental Health Clinic

Client: Regional Mental Health Clinic (agency project, ghostwritten)

Timeframe: July 2024 – September 2025

Challenge

The client, a single-office mental health clinic that also provided telehealth services across multiple states, wanted to grow their online presence and attract more telehealth clients.

At the start of the project:

- The website ranked for only **180 keywords**, with just **11 keywords in the top 10**.
- The homepage and About page were sparse, lacking engaging or trust-building content.
- The site had **no blog** and only a few service pages, limiting visibility for the conditions they treated.

The challenge was to build a strong, trustworthy online presence and attract new patients through organic search.

My Role

As the SEO strategist, I developed and implemented a site-wide content and optimization strategy:

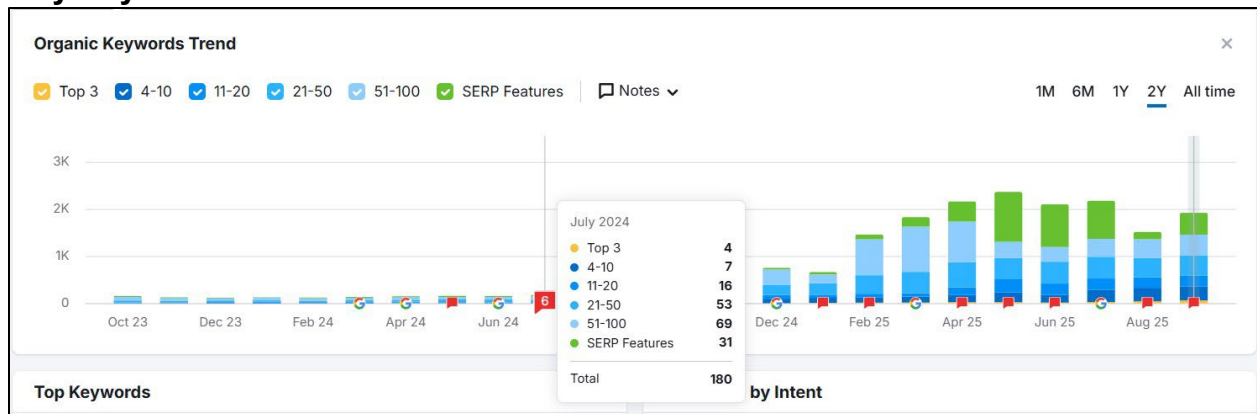
- **Keyword Research & Content Strategy**
 - Identified high-value queries such as *“online anxiety treatment”* and *“bipolar treatment near me.”*
 - Built out targeted **service pages** for specific conditions (e.g., anxiety, bipolar disorder, depression).
 - Revamped **telehealth services pages** to target queries like *“telepsychiatry services”* and *“online psychiatrist.”*
- **Homepage & About Page Optimization**
 - Expanded thin content into comprehensive, user-focused copy.
 - Strengthened the About page to build trust, highlight clinical credibility, and improve conversion potential.
- **Blog Development**
 - Created an editorial strategy with articles on mental health conditions, treatment options, medications, and seasonal topics (e.g., managing holiday stress).

- Ensured blogs linked internally to relevant service pages for improved topical authority.
- **On-Page SEO & Technical Enhancements**
 - Wrote metadata (titles & descriptions) for every page.
 - Selected images, wrote keyword-rich alt text, and compressed files to improve load speed.
 - Improved internal linking across pages to strengthen site architecture.
 - Applied 301 redirects where necessary and updated 404 links

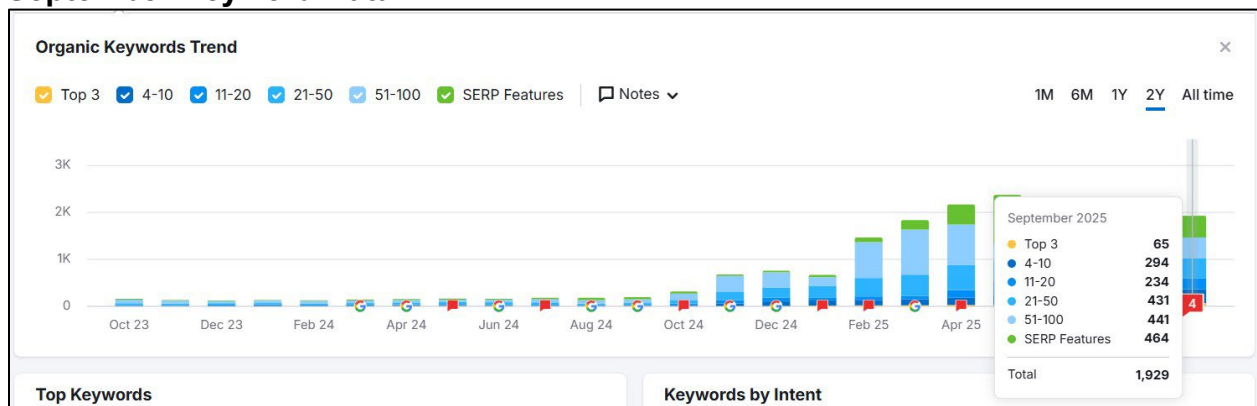
Results

- Organic traffic began climbing significantly in November 2024 and continued steady growth into 2025.
- In the first six months (July 2024 – Dec 2024), **impressions grew 854% YoY** and **clicks increased 225% YoY**.
- Over 14 months (July 2024 – Sep 2025):
 - Keyword coverage grew from **180** → **1,929 keywords**.
 - Top-10 keyword rankings grew from **11** → **359 keywords**.
 - Multiple blog posts appeared in Google's AI Overview.

July Keyword Data



September Keyword Data



Takeaway

Through strategic service page creation, blog content development, and technical and on-page SEO, I helped this clinic grow from a minimal online footprint into a trusted telehealth provider **visible across nearly 2,000 search terms**. This project demonstrates how building a foundation of trust, authority, and targeted content can drive real growth for healthcare organizations in competitive markets.

****Note:**

Due to agency confidentiality, analytics screenshots are limited and do not include the client's name. However, all results were tracked and verified through SEMrush and Google Search Console during my time on the project.