

SEO Keywords for Therapists

Free keyword list and page-mapping worksheet

The best therapist keywords combine a **location**, a **specialty** and the words your clients actually use. This sheet gives you ready-made keyword ideas, a worksheet to assign each one to a page, and a checklist to keep your pages clean. Replace anything in [square brackets] with your own details.

How to use this sheet

1. Circle every keyword that matches a service you genuinely offer.
2. Swap [city], [neighborhood] and [state or country] for your real locations.
3. Assign each keyword to one page on the worksheet (page 4).
4. Work through the on-page checklist for each page you update.

The six keyword types

Keyword type	Example	Best used on
Local	therapist in [city]	Homepage, location page
Specialty	anxiety therapist	Service page
Therapy type	CBT for depression	Service page
Symptom	help with panic attacks	Blog, service page
Insurance and cost	therapist accepting Aetna	Fees or insurance page
Online	online couples therapy	Service page

Good general terms to pair with a place or specialty

counseling services near me • online counseling services • individual therapy near me • mental health therapist • therapy services • private practice therapist

Broad terms are competitive. Always combine them with a city or a specialty.

Counseling or counselling? People use counseling, counselling, therapy and psychotherapy for the same service. Use the term your clients use, and match the spelling to your market (counseling is the usual US spelling, counselling is standard in the UK).

1. Local keywords

Local terms usually convert best because people want a therapist they can reach.

Pattern	Examples
Therapist + city	therapist in [city] • best therapist in [city] • licensed therapist near me • counseling services near me
Neighborhood or area	therapist in [neighborhood] • counseling near [district]
Specialty + city	anxiety therapist in [city] • couples counseling in [city] • child psychologist in [city]

About "near me": you can't target it directly. Google decides "near me" from the searcher's location, so clear location signals and an accurate Google Business Profile matter more.

2. Specialty keywords

Specific keywords attract better-matched clients than generic ones. Only use specialties you are qualified and registered to treat.

Anxiety

- anxiety therapist near me
- anxiety counseling
- therapist for anxiety
- social anxiety therapist
- online anxiety therapy

Depression

- depression therapist near me
- depression counseling
- therapist for depression
- online therapy for depression

Couples and relationships

- couples therapist near me
- marriage counseling near me
- relationship counseling
- online couples therapy
- premarital counseling
- couples therapy cost

Family and child

- family therapist near me
- child therapist near me
- adolescent therapist
- teen counseling services
- play therapy for children

Trauma, PTSD and EMDR

- trauma therapist near me
- PTSD therapist
- EMDR therapist near me

Grief, addiction and eating disorders

- grief counseling
- addiction counselor near me
- eating disorder therapist

Other niches

- ADHD therapist for adults
- postpartum anxiety therapist
- LGBTQ affirming therapist
- neurodiversity-affirming therapy

3. Therapy type keywords

Some clients search for a method they have already read about. Combine the method with a condition and a place.

- CBT
- DBT
- EMDR
- somatic therapy
- psychodynamic therapy
- hypnotherapy
- play therapy

Combine like this: CBT for anxiety in [city] • EMDR therapist for trauma in [city] • DBT for emotional regulation, online

4. Symptom-based keywords

Clients often search by how they feel, not by clinical terms. Use these on blog posts and sections of service pages.

Clinical term	How clients search
Panic disorder	help with panic attacks at night
Generalised anxiety	can't stop worrying
Occupational stress	burnout at work
Relationship distress	communication problems in marriage
Bereavement	grief after losing a parent

5. Insurance and cost keywords

Keep only the region that matches your target market.

Group	Examples
US insurance	therapist accepting Aetna • in-network counselor near me • therapist that takes Medicaid • private pay therapist
UK insurance	private therapist • therapist accepting health insurance • BACP or UKCP registered therapist
Fees and cost	therapist fees per session • online therapy cost • couples therapy cost • how much does therapy cost
Free consultation	free initial consultation therapist • therapist consultation • therapist accepting new clients

6. Online therapy keywords

State clearly which regions you serve and are licensed to work in.

- online therapist
- online counseling services
- virtual therapy in [state or country]
- online trauma therapist
- virtual couples counseling

Keyword-to-page mapping worksheet

Give every page one main keyword, plus a few close variations. Never point two pages at the same main keyword.

Page (URL)	Main keyword	Close variations	Done

Which page suits which keyword?

Keyword type	Page
Broad terms (therapist, counseling)	Homepage
Specialty terms	Individual service pages
City terms	Location page, only if it has unique content
Insurance and fees	Fees or insurance page
Questions and symptoms	Blog posts
Branded and local	Google Business Profile

On-page checklist

Use the main keyword naturally in each place below. If a sentence sounds odd read aloud, rewrite it. Stuffing keywords does not help.

- ☐ Page title
- ☐ H1 heading
- ☐ First paragraph
- ☐ Subheadings
- ☐ Image alt text
- ☐ URL
- ☐ Meta description

Google Business Profile

- ☐ Exact category chosen (for example, Psychotherapist)
- ☐ Address, opening hours and booking link are accurate and match your website

How to find your own keywords

1. List your services, specialties and the clients you want to help.
2. Add your city, area or licensed regions.
3. Check Google autocomplete, People Also Ask and related searches.
4. Review your Google Search Console queries and Google Business Profile search terms.
5. Search each keyword and note what type of page ranks.
6. Assign each keyword to one page.

Common mistakes to avoid

- Targeting only broad terms like "therapy"
- Creating near-duplicate city pages
- Stuffing keywords into every sentence
- Listing specialties you aren't trained in
- Ignoring the regions you can legally serve
- Using clinical terms clients don't search

Want a second pair of eyes on your keywords?

Healthcare IT Solutions offers a free SEO audit and keyword review for therapists and counsellors. Get in touch at healthcareitsolutions.co.uk/contact-us.