Foysal Ahmed
SEO Strategist

SEO PORTFOLIO

Seattle therapy, mapped for *search*

Local SEO and healthcare content audit for a Seattle therapy practice serving Queen Anne and the wider city.



THE PROBLEM

People looking for therapy search locally and by need. The goal was more visibility in Seattle and more appointment enquiries from those searches.

WHAT I AUDITED

Five areas, one plan

Therapy is searched by need, not by name, so the audit followed the conditions people type.

1 **Site Audit**

241 URLs, including 149 pages and 82 blog posts.

2 **Service Page Review**

Service pages of roughly 2,300 to 3,100 words reviewed.

3 **Local Keywords**

Opportunities mapped for Seattle and Queen Anne searches.

4 **Healthcare Schema**

MedicalBusiness and review structured data reviewed.

5 **Service Content**

Optimisation and linking gaps found for trauma and OCD services.

PLATFORM & SCOPE

WordPress · Local SEO · Structured Data · Healthcare Content

MEASURED RESULT

The result, in numbers

+18%

more appointment enquiries

Measured over the eight months after the fixes shipped, against the eight months before.

241
URLs audited, pages and posts

8 months
From the first fix to the measured result

82
Blog posts reviewed for local intent

Audit findings — 5 areas reviewed

- **241 URLs audited** — 149 pages and 82 posts
- **Service pages reviewed** — 2,300 to 3,100 words each
- **Local keywords mapped** — Seattle and Queen Anne
- **Healthcare schema checked** — MedicalBusiness and reviews
- **Service gaps found** — Trauma and OCD pages

Want this audit on your site?

Send me your domain and I will show you the first three fixes I would make.

Message me on Upwork →