SEO Audit – Austin Therapist Insight

Prepared by: Sunantha Potang
Focus: Technical SEO (with supporting on-page SEO elements)

Audit Overview

This SEO audit was completed as a hands-on technical SEO project using a real website: **austintherapistinsight.com**. The goal of this audit was to evaluate the site's current technical and on-page SEO performance, identify issues impacting search visibility, and provide clear, actionable recommendations aligned with industry best practices.

The audit focuses primarily on **Technical SEO fundamentals**, including crawlability, site performance, structured data, and indexing signals, with supporting on-page SEO elements where they directly affect search engine understanding and user experience.

This project was completed for educational and portfolio purposes and was reviewed and evaluated by a digital marketing instructor.

Tools used: - Google Search (manual SERP analysis) - Screaming Frog SEO Spider - SEMrush (technical and keyword research) - Google PageSpeed Insights - Google Rich Results Test - Moz - Ahrefs (supplemental backlink research)

Executive Summary

What's Working Well

- The website presents a clean, professional design and clearly communicates therapy-related services.
- Breadcrumb schema markup is implemented correctly with no errors, supporting search engine understanding of site structure.
- Core pages are crawlable, and no broken links were detected during the crawl.

Key Areas for Improvement

- **Low domain authority (DA 1):** The site has minimal backlink authority compared to competitors.
- **Limited keyword coverage:** The site ranks for relatively few keywords, restricting organic visibility.
- **Thin content on service pages:** Several services lack dedicated, keyword-focused landing pages.

High-Impact Opportunities

- Build high-quality, locally relevant backlinks.
- Expand keyword-targeted service and blog content.

• Improve on-page optimization (titles, headers, internal linking).

On-Page SEO Analysis

Value Proposition

The homepage communicates the types of therapy services offered; however, the primary value proposition appears mid-page rather than immediately above the fold. Clarifying the core offering earlier on the page would improve both user experience and keyword relevance.

Why this matters: A strong value proposition helps search engines quickly understand the business intent while also improving user engagement.

Example optimized value proposition:
Austin Therapist Insight provides compassionate, in-person and virtual therapy in Austin, TX—supporting individuals, children, and families through anxiety, depression, trauma, and life transitions.

Site Navigation & Service Pages

Several services are referenced on the homepage but do not have dedicated landing pages.

Recommended dedicated pages: - Child Therapy - Group Therapy - Parenting Therapy - Anxiety Therapy - Depression Therapy - Individual Therapy - Trauma Therapy

Why this matters: Dedicated pages allow each service to target a specific keyword, improve crawl efficiency, and better align content with search intent.

Internal Linking & Calls to Action

The site contains internal links and calls to action; however, anchor text can be improved to better reflect user intent and keyword relevance.

Improved CTA example:
Schedule your free 15-minute consultation today

Why this matters: Internal links help distribute page authority and guide search engines through site structure, while clear CTAs improve engagement and conversions.

Contact Information & Local Signals

The site includes a phone number and location details in the footer of each page.

Why this matters: Consistent contact and location information strengthens local SEO signals and helps search engines associate the business with its geographic service area.

Content Depth

The homepage and service sections lack long-form, keyword-rich content.

Why this matters: Long-form content supports topical authority, improves keyword coverage, and provides better alignment with user search intent.

Opportunity example: Creating content targeting *"group therapy Austin"* that explains services, benefits, and location relevance.

Keyword Research Summary

The following keywords were identified as relevant opportunities based on search intent, location relevance, and competition:

- **Child Psychologist Austin** (Vol. ~50, KD 24)
- **Child Therapist Austin** (Vol. ~50, KD 18)
- **Depression Therapy Austin** (Vol. ~90, KD 20)
- **Group Therapy Austin** (Vol. ~1.3K, KD 34)
- **Anxiety Therapy Austin** (Vol. ~110, KD 33)

Targeting these keywords through dedicated pages and optimized metadata can significantly improve organic visibility.

Title Tag Optimization

Overview

Title tags are one of the strongest on-page ranking signals and influence click-through rates from search results.

Findings

- No missing title tags were identified.
- Many title tags are under-optimized and shorter than the recommended 50–60 character range.
- Titles lack sufficient semantic keywords aligned with page intent.

Optimized Examples

- **Homepage:**
  Austin Therapist Insight | Compassionate Counseling & Mental Health Support in Austin, TX

- **Contact Page:**
  Contact Austin Therapist Insight | Schedule Your Counseling Appointment in Austin, TX

Meta Description Optimization

Overview

Meta descriptions support title tags by summarizing page content and encouraging clicks from SERPs.

Findings

- No meta descriptions are missing.
- Existing descriptions are generally optimized and do not appear to be rewritten by Google.

Optimized Homepage Example

Austin Therapist Insight offers professional counseling and therapy services in Austin, TX. Get compassionate support for anxiety, depression, and personal growth.

Header Tag Structure

Overview

Header tags (H1–H3) help structure content and communicate keyword relevance to search engines.

Findings

- One H1 exceeds recommended length.
- One page is missing an H1 tag.
- Several H1s are overly generic and miss keyword opportunities.

Optimized Header Examples

- **H1:** Child Psychologist in Austin, TX – Compassionate Therapy for Children
- **H2:** Why Parents Choose Our Child Therapist in Austin
- **H3:** Personalized Treatment Plans for Anxiety and Depression

Technical SEO Analysis

Site Speed & Performance

Why it matters: Page speed affects rankings, user experience, and conversion rates. A fast site typically loads in under 3 seconds.

Findings: - Overall performance scores are average. - Opportunities exist to: - Reduce unused JavaScript - Reduce unused CSS - Minimize long main-thread tasks

Recommendation: Audit and reduce unnecessary WordPress plugins that load unused scripts.

404 Errors & Broken Links

Findings: - No broken links or 404 errors were detected.

Best practice recommendation: Implement a custom 404 page that guides users back to key pages or includes a search option.

Schema Markup

Findings: - Breadcrumb schema is implemented correctly with no errors.

Additional opportunities: - LocalBusiness schema - Organization schema - FAQ schema (if applicable)

Competitive Analysis

Primary Competitor

- **Austin Child Guidance** – austinchildguidance.org

Domain Authority Comparison

- Austin Child Guidance: DA 36
- Austin Therapist Insight: DA 1

Insight: The competitor benefits from stronger backlink authority, site age, and overall content depth.

Backlink Profile Comparison

Austin Child Guidance: - Domain Rating: 40 - Backlinks: ~9.3K - Referring Domains: 336

Austin Therapist Insight: - Domain Rating: 0 - Backlinks: 51 - Referring Domains: 45

Recommendation: Prioritize earning high-quality backlinks from trusted, relevant sources such as Psychology Today, Yelp, local organizations, schools, and mental health partners.

Ranking Keywords

Austin Therapist Insight ranks for fewer keywords than its primary competitor.

Improvement strategy: - Create keyword-focused service pages - Strengthen internal linking - Publish fresh, relevant content - Build authoritative backlinks

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Conclusion

This audit identifies foundational technical and on-page SEO improvements that can significantly increase organic visibility for Austin Therapist Insight. By strengthening site structure, improving content depth, and building domain authority, the site can better compete within the local mental health search landscape.

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