

## DOCUMENT SUMMARY

This competitor audit provides a side-by-side comparison of Enlitens Counseling with other local St. Louis providers, incorporating insights from online reviews, Reddit threads, and search engine data. It highlights competitor strengths and weaknesses, identifies key market opportunities for Enlitens, and offers a detailed breakdown of common client frustrations. The document provides actionable solutions for Enlitens to differentiate itself by emphasizing its specialized expertise in neurodiversity, transparent pricing, inclusive practices, and responsive client communication.

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## FORMATTED CONTENT

# Enlitens Competitor Audit and Review Sentiment

## COMPETITOR AUDIT SUMMARY

### 1. Competitors & Their Overall Positioning

#### 1. Gateway Counseling STL

- **Focus:** Broad-based mental health, strong local brand.
- **Strengths:** Large therapy team, extended hours, multi-specialty approach (anxiety, trauma).
- **Weaknesses:** Website is dense with text, fewer engaging resources or blogs.
- **Local SEO:** Ranks decently for "Telehealth therapy in St. Louis," moderate backlink profile from local directories.

#### 2. Hopeful Minds Counseling

- **Focus:** Christian-based therapy, family-friendly environment.

- **Strengths:** Faith-based brand messaging resonates with certain demographic, integrated blog with spiritual coping tips.
- **Weaknesses:** Limited SEO for "**sliding scale therapy**" or "**ADHD in adults**" content.
- **Local SEO:** Pulls Christian audiences but less coverage for neurodiversity or postpartum topics.

### 3. St. Louis Child & Family Therapy

- **Focus:** Family/child therapy, well-known for workshops targeting parent-child conflict.
- **Strengths:** Strong search visibility for child therapy queries (e.g., "**child anxiety Kirkwood**," "**play therapy st. louis**").
- **Weaknesses:** Reviews mention scheduling delays and long wait times.
- **Local SEO:** Good internal linking between workshop pages, blog posts, but minimal adult ADHD or neurodiversity coverage.

### 4. Empower You Behavioral Health

- **Focus:** Telehealth and multi-state licensure, polished design.
- **Strengths:** Transparent telehealth pages, quick insurance Q&A.
- **Weaknesses:** Lacks deeper articles on **adult ADHD** or **autism overlaps**, fewer local references (less neighborhood-based content).
- **Local SEO:** Ranks well for "online therapy st louis," though somewhat generic content.

## 2. Top Ranking Keywords & Content Themes

- **Keywords:**
  - "Family counseling St. Louis" (St. Louis Child & Family Therapy, Gateway Counseling)
  - "Christian counseling MO" (Hopeful Minds)
  - "Teen anxiety therapy near me" (St. Louis Child & Family Therapy, Gateway Counseling)
  - "**Sliding scale therapist st. louis**" (Few highlight clearly)
  - "**Adult ADHD counseling STL**," "**Autism testing st louis**" (niche coverage by some, but shallow content)
- **Content Themes:**
  - FAQ-Driven: Many have pages on insurance, scheduling, and cost.
  - Trauma & Anxiety: Common mention, few deep-dive resources beyond basic coping tips.
  - Family/Relationship: Communication guides, child behavior posts.
  - **ADHD/Autism:** Basic coverage, minimal emphasis on adult screening or "**audhd**" nuance.
  - Spiritual/Christian: Bible-based devotions for coping.

## 3. On-Page Optimization Highlights

- **Local Mentions:** Some use "St. Louis" plus local neighborhoods (Kirkwood, Chesterfield, etc.) in headings or meta descriptions.
- **Schema Usage:** A few have "Local Business" or "Organization" schema with address, phone, hours.
- **Keyword Usage:** Varied. Some competitor pages are short (300 words) with bullet points.
- **Internal Linking:** Some link from service pages to blog articles (e.g., "Learn more about child anxiety" -> blog post).
- **Page Speed:** Mixed. Smaller or older sites load slower, hurting user experience.

#### 4. Backlink Sources & Patterns

- **Local Directories:** Yelp, Psychology Today, Google Business Profile.
- **Schools & Community Orgs:** Child therapy sites get links from school resource pages (esp. St. Louis Child & Family Therapy).
- **Faith-based Partnerships:** Christian counseling sometimes cross-link with local churches.
- **Guest Posts:** Occasional local news/lifestyle columns (mental health tips).

#### 5. Opportunities & Gaps

- **Neurodiversity Affirmation:** Rarely do others tackle "adult ADHD + autism overlap (audhd)" or "executive functioning therapy."
- **Culturally Inclusive Therapy:** Many mention general **LGBTQ+** support but not in-depth local resources or identity-affirming examples.
- **Insurance Clarity + Sliding Scale:** Minimal competitor clarity on fees or coverage.
- **Postpartum or Mom-Focused Content:** Light coverage, rarely beyond "postpartum depression."
- **Family Systems + Step-Family Anxiety:** Some mention but not fully built out.
- Youth-Focused Anxiety (teens, children) is well-covered, but specialized local references (like collaboration with **Kirkwood** or **Ferguson-Florissant** schools) is an Enliten's advantage to highlight.

## REVIEW SENTIMENT BREAKDOWN

### A. Top 20 Things Therapists Do Well or Don't Do Well

#### 10 POSITIVES (What Competitors Often Do Well):

1. **Empathy & Warmth** - Clients feel emotionally supported.
2. **Active Listening** - People appreciate feeling heard/validated.
3. **Practical Tools** - Handouts, journaling prompts, coping skill worksheets.
4. **Child Engagement** - For child therapists, using play or creative methods.
5. **Professionalism** - Confidentiality, HIPAA compliance, timely follow-ups (some mention).
6. **Evening/Weekend Hours** - Big plus for working adults.
7. **Trauma-Informed Approach** - Some mention it explicitly, fosters trust.
8. **Family Communication Skills** - Helpful conflict resolution.

9. **Holistic/Integrative** - Some incorporate mindfulness, faith, or health tips.
10. **Local Resource Knowledge** - Good community referrals (food banks, youth programs, support groups).

## 10 NEGATIVES (Common Complaints from Reviews):

1. **Insurance Confusion** - Clients surprised by fees or coverage.
2. **Long Wait Times to Start** - 2-4 weeks or more, frustrating.
3. **Superficial Sessions** - Some felt sessions lacked depth or personalization.
4. **Scheduling Delays** - Hard to reschedule or no callback for days.
5. **Poor Cultural Competence** - Minimal **LGBTQ+** or **BIPOC** sensitivity in some cases.
6. **Inconsistent Follow-Up** - Clients reported feeling "dropped" after a few sessions.
7. **High Counselor Turnover** - Larger practices can shuffle clients around.
8. **Limited Adult ADHD/AUTISM Knowledge** - Clients with complex neurodiversity felt misunderstood.
9. **Session Time Cut Short** - Some mention therapists going over time or abrupt endings.
10. **Weak Online Presence** - Basic websites, lack of telehealth instructions, no chat or easy forms.

## B. 10 Client Frustration Points & Enlitens Solutions

1. **Unclear Insurance / Out-of-Pocket Info**
  - **Enlitens Solution:** Transparent "Using Insurance" page with step-by-step guide, **sliding scale** details, easy phone support.
2. **Long Wait for First Appointment**
  - **Enlitens Solution:** Online scheduling with real-time availability, immediate phone or text line for inquiries, smaller waitlist.
3. **Surface-Level / Generic Therapy**
  - **Enlitens Solution:** Specialized plans for anxiety, **ADHD**, **autism**, postpartum, etc. Check-ins + unique goal setting.
4. **Unsure If Therapist Truly Specializes in ADHD or Autism**
  - **Enlitens Solution:** Dedicated pages on **adult ADHD**, "**adhd**," **executive functioning therapy**, plus testing info and success stories.
5. **Limited Cultural or LGBTQ+ Awareness**
  - **Enlitens Solution:** Proclaim inclusive stance, highlight staff expertise, direct mention of **identity-affirming therapy** in website copy.
6. **Inflexible Scheduling**
  - **Enlitens Solution:** Evening or weekend sessions, telehealth, or short 30-minute check-ins for busy parents.
7. **Poor Communication**
  - **Enlitens Solution:** Quick response promise, portal messaging or text reminders, strong intake coordinator role.
8. **No Family Involvement**
  - **Enlitens Solution:** Offer family or sibling sessions, or coordinate with local schools for children's therapy.

## 9. Stigma for Men Seeking Help

- **Enlitens Solution:** Men's mental health approach, normalizing fatherly stress, short bulletpoint resources.

## 10. Minimal Tools / Homework

- **Enlitens Solution:** Provide short PDF exercises, journaling prompts, or checklists for in-between sessions.

# OTHER HELPFUL INSIGHTS

## 1. Immediate Scheduling & Contact

- Many local folks want same-week or next-week availability. Consider immediate phone or chat line.

## 2. Short Videos & Reels

- Potential to address quick ADHD tips, "morning routine for ADHD," or "breathing exercises for anxiety."

## 3. Local Partnerships

- Partner with postpartum support groups, local faith communities, or youth centers (esp. for teen anxiety or caretaker stress).

## 4. Emphasize Uniqueness

- **Adult ADHD + Autism Overlap (AudHD)** content sets Enlitens apart. Similarly, highlight specialized teen support, postpartum care.

## 5. Combine Blogs & Local Mentions

- E.g., "Top 5 Family Outings in Maplewood for kids with ADHD," or "Local parks in Webster Groves that help calm anxiety."