

Wellness Mental Health Counseling Services  
Website Growth Plan + Ready-to-Paste Website Copy  
Prepared for: Ope Famule  
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## HIGH-IMPACT GROWTH RECOMMENDATIONS

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### 1) Make booking frictionless

- Add a clear “Book Consultation” button in the top header and repeated throughout the site.
- Connect one scheduler (SimplePractice/Calendly/etc.).
- Keep one primary CTA sitewide.

### 2) Improve trust and clarity on homepage

- Clearly show: who she helps, where she serves, insurance accepted, online-only, and response time.
- Add trust blocks: credentials (LMHC), years of experience, specialties, testimonials (if compliant), FAQs.

### 3) Fix copy and credibility issues

- Clean up wording, typos, repeated labels, and capitalization inconsistencies.
- Professional copy increases trust and conversion.

### 4) SEO for local therapy intent

Create service pages targeting search intent:

- Online therapist in New York
- Anxiety therapy NYC
- Depression counseling New York
- LMHC telehealth New York

### 5) Google Business Profile + citations

- Fully optimize Google Business Profile (services, photos, posts, Q&A, booking link).
- Keep listings consistent across Psychology Today, Zocdoc (if used), Healthgrades, Yelp, etc.

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## 90-DAY GROWTH PLAN

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### Month 1 (Foundation)

- Rewrite homepage for conversion.
- Add dedicated service pages (Anxiety, Depression, Trauma, Self-esteem,

Family, Teen).

- Add FAQ + insurance/payment page.
- Install analytics + conversion tracking for calls, forms, and bookings.

#### Month 2 (Traffic)

- Publish 4 educational blog posts targeting client pain points.
- Add short educational videos/Reels with links back to booking page.
- Start follow-up sequence for inquiries that do not book same day.

#### Month 3 (Scale)

- Launch paid search campaign for high-intent NY keywords.
- Retarget site visitors with trust-focused ads.
- Build referral pipeline with PCPs, schools, churches, and community orgs.

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#### CONVERSION UPGRADES TO ADD NOW

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- "What to expect in first session" section
- "Do you accept my insurance?" checker flow
- 10-minute consult form with 5 fields max
- Sticky mobile "Call / Book" buttons
- Response promise ("We reply within X hours")

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#### READY-TO-PASTE WEBSITE COPY

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##### 1) HOMEPAGE (HERO)

Headline:

Compassionate Online Therapy for Adults, Teens, and Families in New York

Subheadline:

Feel supported, understood, and equipped with practical tools for anxiety, depression, trauma, relationship stress, and life transitions.

Primary CTA:

Book a Free 10-Minute Consultation

Secondary CTA:

Call 732-844-3589

Trust line:

Licensed Mental Health Counselor (LMHC) • Telehealth Across New York State  
• Insurance + Self-Pay Options

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## 2) ABOUT SECTION

Heading:

Meet Ope John-Anyaehie, LMHC

Copy:

I'm a New York State Licensed Mental Health Counselor with over 15 years of experience

supporting individuals and families through emotional challenges and life stressors.

I specialize in helping clients manage anxiety, depression, trauma, self-esteem concerns,

and relationship difficulties using evidence-based approaches like CBT, DBT-informed skills,

and mindfulness techniques.

My goal is simple: help you feel emotionally stronger, more grounded, and more intentional

in daily life-long after each session ends.

CTA:

[See If We're a Good Fit](#)

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## 3) SERVICES SECTION

Heading:

Counseling Services

Service cards:

- Anxiety Therapy: Learn tools to calm racing thoughts, reduce overwhelm, and feel more in control.

- Depression Counseling: Rebuild motivation, improve mood, and reconnect with what matters to you.

- Trauma-Informed Therapy: Process painful experiences safely and build healthier coping strategies.

- Self-Esteem & Confidence: Shift negative self-talk and build a stronger, more compassionate inner voice.

- Teen Counseling: Support for emotional struggles, stress, behavior concerns, and transitions.

- Family Support Sessions: Improve communication, reduce conflict, and strengthen relationships at home.

CTA:

[Book Your First Session](#)

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## 4) HOW IT WORKS

**Heading:**  
**Getting Started Is Simple**

- 1. Schedule a Free 10-Minute Consultation**  
We'll discuss your needs, goals, and next steps.
- 2. Choose a Time That Works for You**  
Flexible telehealth scheduling for busy lifestyles.
- 3. Start Your Online Therapy Journey**  
Meet securely from home and begin building practical emotional tools.

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**5) PRICING + INSURANCE**

**Heading:**  
**Fees & Insurance**

- Individual Session (45 minutes): \$150
- Extended sessions available by request
- Telehealth only (secure video sessions)

**Accepted Insurance:**  
Oxford • UnitedHealthcare • Oscar Health • Cigna • Aetna

**Sliding Scale:**  
Limited reduced-fee spots are available based on need.

**CTA:**  
[Check Availability](#)

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**6) FAQ SECTION**

**Heading:**  
**Frequently Asked Questions**

**Q: Do you offer in-person sessions?**  
**A: At this time, services are offered online only across New York State.**

**Q: How soon can I get started?**  
**A: Most clients can schedule an initial consultation quickly based on availability.**

**Q: Do you accept insurance?**  
**A: Yes, we accept select insurance plans and also offer self-pay options.**

**Q: What issues do you treat?**  
**A: Anxiety, depression, trauma, stress, self-esteem, and relationship/**

family concerns.

Q: What ages do you work with?

A: Adults, teens, and families.

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7) CONTACT / BOOKING SECTION

Heading:

Ready to Take the First Step?

Copy:

You don't have to figure this out alone. Let's talk and create a plan that supports your healing and growth.

Contact blocks:

- Phone: 732-844-3589
- Hours: Mon-Fri 9:00 AM-6:00 PM, Sat 10:00 AM-5:00 PM
- Location Served: New York State (Telehealth)

CTA:

Book Free 10-Minute Consultation

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8) FOOTER

Wellness Mental Health Counseling Services

Ope John-Anyaehie, LMHC

Online Therapy in New York State

Anxiety • Depression • Trauma • Self-Esteem • Family Support

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END OF DOCUMENT

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