

Case study: Counselling & Wellness Business

Project Snapshot

Industry: Counselling & Wellness

Location: Mandurah, WA

Services Provided:

- Marketing Strategy Consultation
- SEO Starter Package
- Website Restructure & Optimisation
- Customer Journey Optimisation
- Website Copywriting
- Keyword Research & SEO Strategy
- Google Search Console Setup

Results:

- 84 Google Search Impressions
- First Organic Clicks
- #1 Ranking for 'Walk and Talk counselling'

Client Overview

A counselling and wellness business offering both local and online support services for women experiencing overwhelm, ADHD, neurodivergence, menopause, anxiety, burnout, and major life transitions.

The objective of this project was to improve online visibility, strengthen the connection with the target audience, and create a clearer path from website visitor to client enquiry.

Initial Situation

Although the business had an existing website, it wasn't generating meaningful visibility or enquiries.

Key Challenges

- Limited organic traffic
- Unclear messaging and positioning
- The target audience wasn't immediately obvious
- The website focused on counselling as a service rather than the outcomes clients wanted
- Limited calls-to-action throughout the website
- Content wasn't aligned with how potential clients were searching online

Many women experiencing overwhelm, anxiety, ADHD, or menopause-related challenges are not actively searching for counselling services. Instead, they search for solutions to the challenges they are experiencing.

This created an opportunity to improve both search visibility and website conversion.

Opportunity

The project focused on:

- Increasing organic visibility
- Improving the customer journey
- Building trust with potential clients
- Creating a clearer conversion path
- Establishing a foundation for long-term growth

Strategy

Target Audience Research

Research was conducted to better understand:

- Pain points
- Search behaviour
- Emotional triggers
- Awareness stages

A key insight was that many potential clients were searching for support with symptoms such as overwhelm, anxiety, burnout, and menopause-related challenges long before actively searching for counselling services.

This insight informed both the SEO strategy and website messaging.

Positioning & Copywriting Strategy

The website messaging was rewritten to focus on client outcomes rather than counselling itself.

Before

"Counselling Services"

After

Helping women feel calmer, healthier, more confident, and more in control of their lives.

Website copy was updated throughout the site to create a warmer and more supportive tone while building a stronger emotional connection with potential clients.

The business was also positioned around its unique strengths:

- Personal lived experience of many client challenges
- Walk-and-talk counselling as an alternative to traditional sessions

SEO Strategy

The SEO strategy focused on attracting both local and online clients.

Key actions included:

- Migrating from a .com domain to a .com.au domain
- Conducting keyword research
- Creating a keyword mapping strategy
- Building dedicated pages around target keywords
- Aligning website structure with search intent
- Setting up Google Search Console

Keyword Focus Areas:

- Local Search Intent
 - Counselling services in the local area
 - Women's counselling services
- Online Service Intent
 - Online counselling for women
 - ADHD counselling online
- Problem-Based Search Intent
 - Managing anxiety
 - Feeling overwhelmed
 - Menopause anxiety support

Customer Journey Strategy

The website was restructured to make it easier for visitors to understand:

- Who the services are for
- How the business can help
- Which service best suits their needs
- What action to take next

Key improvements included:

- Homepage restructure
- Clearer service positioning
- Audience-focused service pages
- Improved navigation
- Stronger calls-to-action
- Newsletter signup opportunities for future lead nurturing

Implementation

Website Optimisation

- Restructured the homepage
- Improved navigation and user flow
- Rewrote key website copy
- Clarified service offerings
- Added stronger calls-to-action
- Improved trust-building content

SEO Implementation

- Completed keyword research
- Created keyword strategy and page structure
- Optimised website content
- Implemented on-page SEO improvements
- Connected and configured Google Search Console

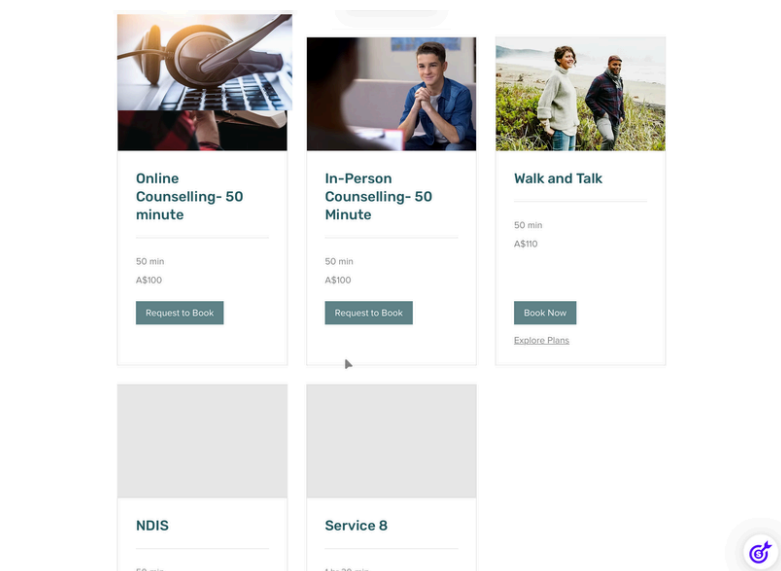
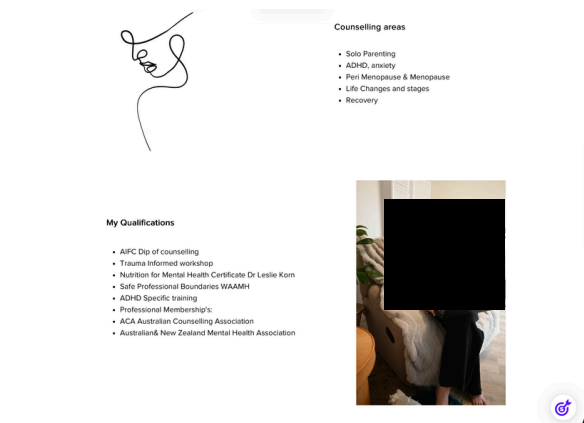
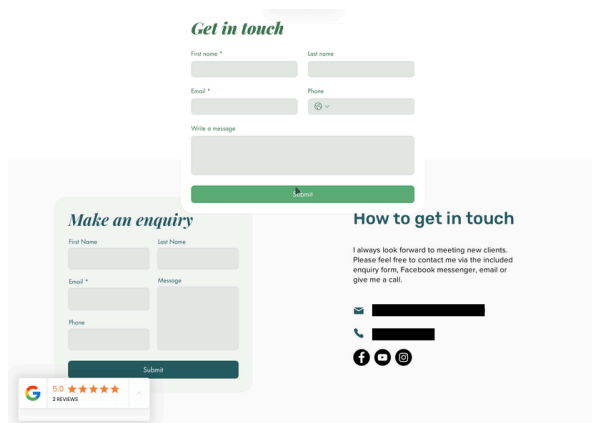
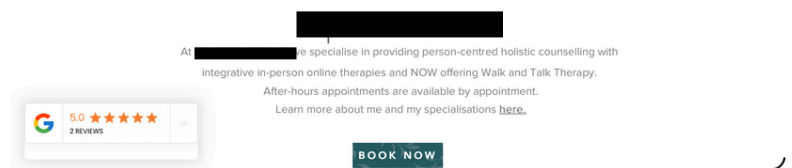
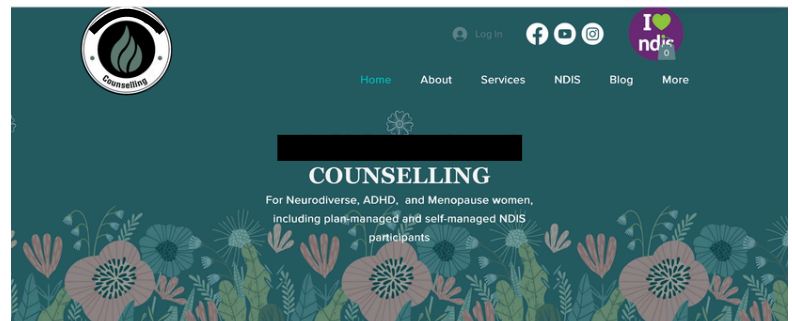
Customer Journey Improvements

- Added newsletter signup opportunities
- Reduced friction in the enquiry process
- Improved clarity throughout the website
- Increased opportunities for visitors to take action

Before & After

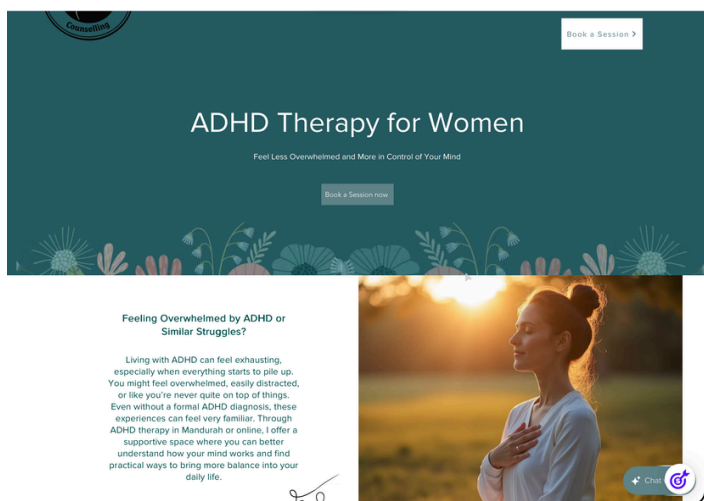
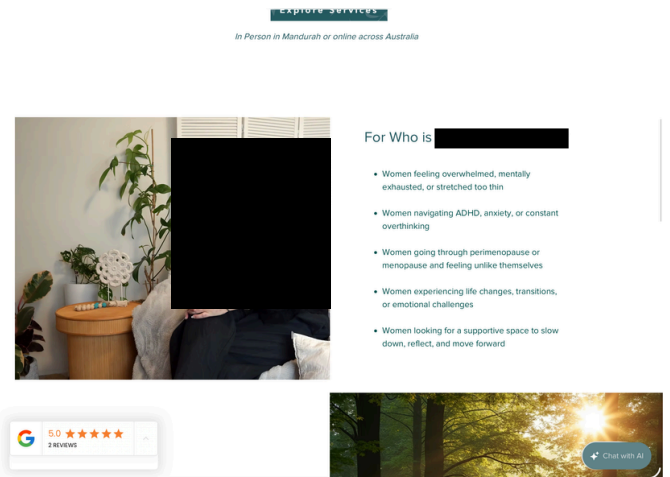
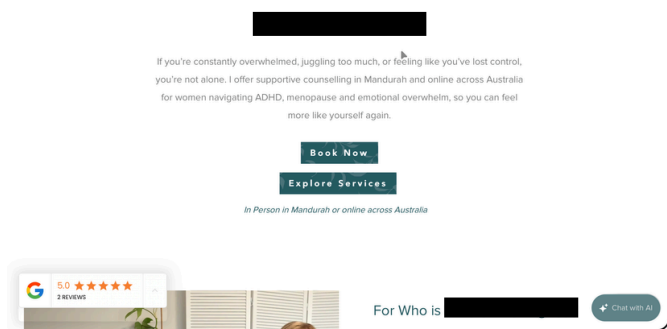
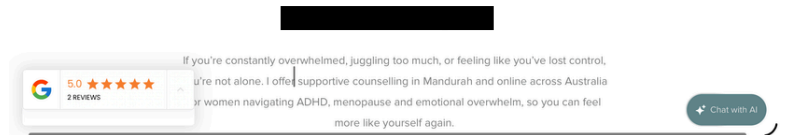
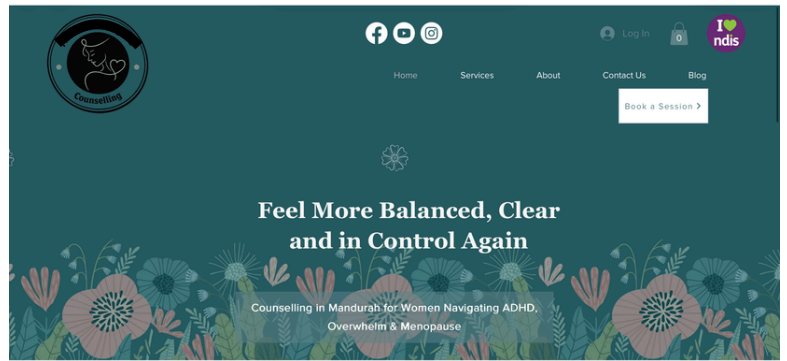
Before

- Generic counselling messaging
- Limited search visibility
- Unclear target audience
- Few conversion opportunities
- Website focused on services rather than outcomes



After

- Audience-focused messaging
- SEO-optimised website structure
- Clear positioning and service pathways
- Strategic calls-to-action throughout the website
- Newsletter signup implementation
- Outcome-focused messaging designed to build trust and encourage enquiries



Counselling

Home

Services

About

Contact Us

Blog

Book a Session >

Counselling services
in Mandurah and Online

Support for women navigating ADHD, menopause, or
simply feeling overwhelmed

Book a Session

Find the Support That Feels Right for You

I offer supportive counselling for women navigating ADHD, menopause, and
emotional overwhelm. Whether you prefer in-person sessions in Mandurah or online
counselling across Australia, there are different ways we can work together
depending on what feels right for you.

Chat with AI

Walk and Talk Therapy
In Mandurah

A Natural, Relaxed Way to Open Up

Book a Session now

Therapy in Nature, at Your Own Pace

If sitting in a traditional therapy room doesn't
feel right for you, walk and talk therapy offers a
more relaxed, natural and grounding approach.
Taking place outdoors in Mandurah, these
sessions are especially supportive for
grounding, helping you feel more present and
connected while you move, breathe, and talk
freely. Walking has been scientifically shown to
help lower cortisol levels (your body's stress
hormone), making it easier to open up and feel
at ease.

Chat

How I help

I support you in understanding the emotional and
mental changes that can come with menopause, so
things feel less confusing and overwhelming. Together,
we create space to talk about what you're
experiencing, while also finding practical ways to
manage mood changes, anxiety, and feeling out of
balance. My approach is calm, supportive and tailored
to you, helping you navigate this stage of life with more
clarity and ease.

Who it's for

This is for women who feel overwhelmed, out of
balance, or not quite like themselves during
menopause or perimenopause. You might be
experiencing mood swings, anxiety, low energy, or
changes in identity and direction. It's for women looking
for emotional support, understanding, and guidance
through this transition, in a way that feels gentle and
supportive.

Book a Session now

Read More About

Chat

In-Person
Menopause
Counselling- 50
Min

50 min
A\$115

Book Now

In-Person
Overwhelm/ADHD
Therapy- 50 Min

50 min
A\$115

Book Now

Online
Counselling- 50
Min

50 min
A\$115

Book Now

I
ndis

Chat

Get in Touch to Learn More

If you're ready to start or have any questions, you're very
welcome to reach out. I offer counselling in Mandurah and
online across Australia, and I'm here to support you in
finding the approach that feels right for you.

I always look forward to meeting new clients. Please feel
free to contact me via the included enquiry form, Facebook
messenger, email or give me a call.

Make an enquiry

First Name

Last Name

Email *

Phone

Message

Write your message and
preferred times

Submit

Chat

Contact Us Today

Monthly support, coming soon!

A gentle monthly newsletter with practical tips and insights for managing
overwhelm, ADHD, menopause, anxiety, and everyday life.

Sign up to be the first to receive it.

Enter your email address *

Subscribe

5.0

2 REVIEWS

Where you will find us

Located in Mandurah
Western Australia.

In Person Therapy
Online Counselling

Facebook

Instagram

WhatsApp

Phone

Chat with AI

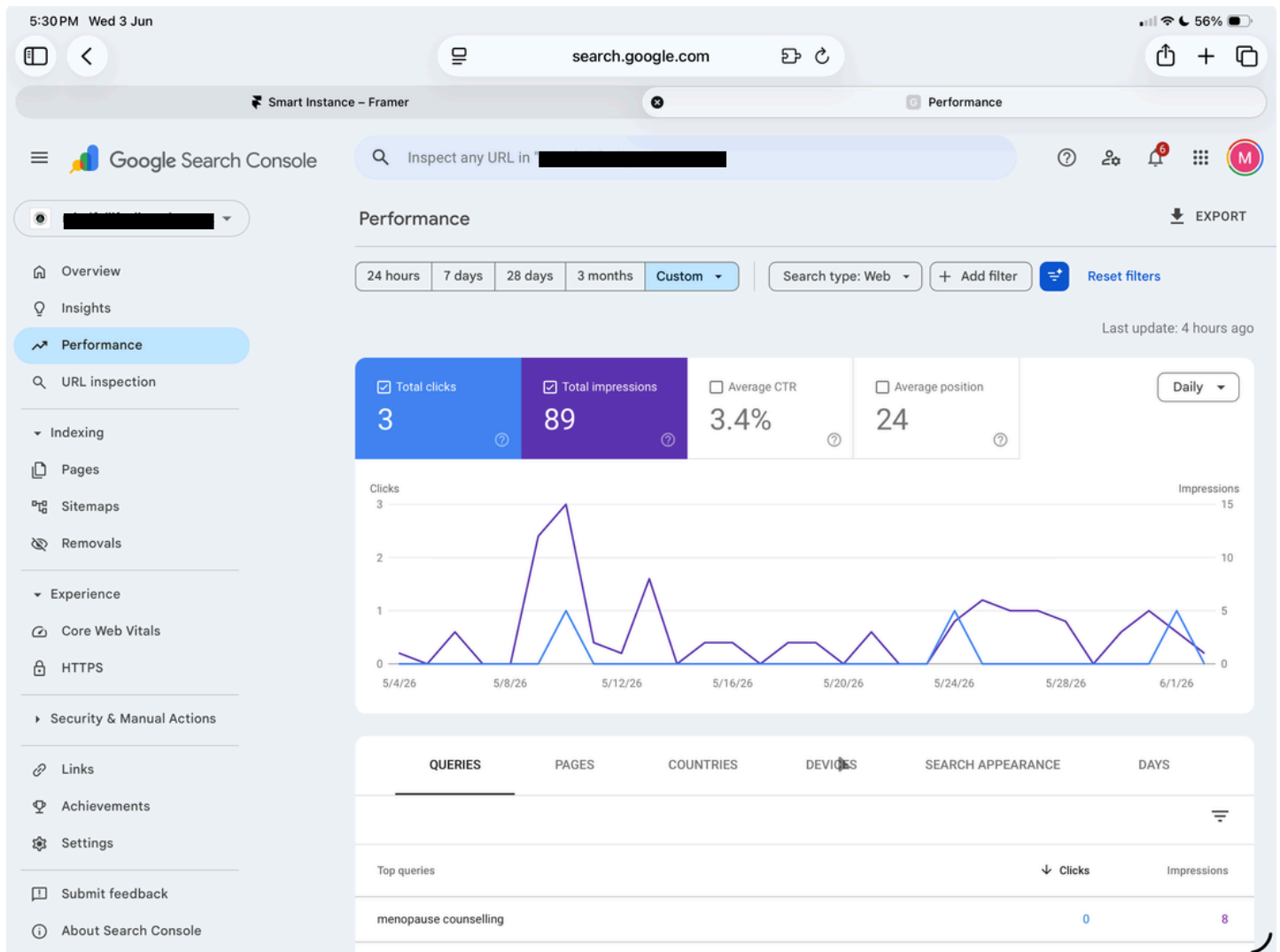
Results Achieved

Early SEO Results (2 months)

As this was a newly implemented SEO strategy, the primary objective during the first two months was establishing visibility and creating a strong foundation for future growth.

Organic Search Growth

- 84 Google Search impressions
- First organic clicks generated through Google Search
- Website began appearing for both local and problem-based search terms



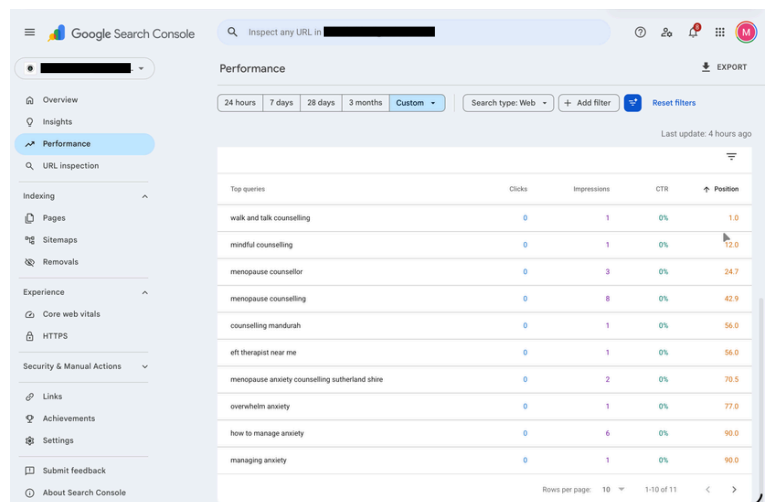
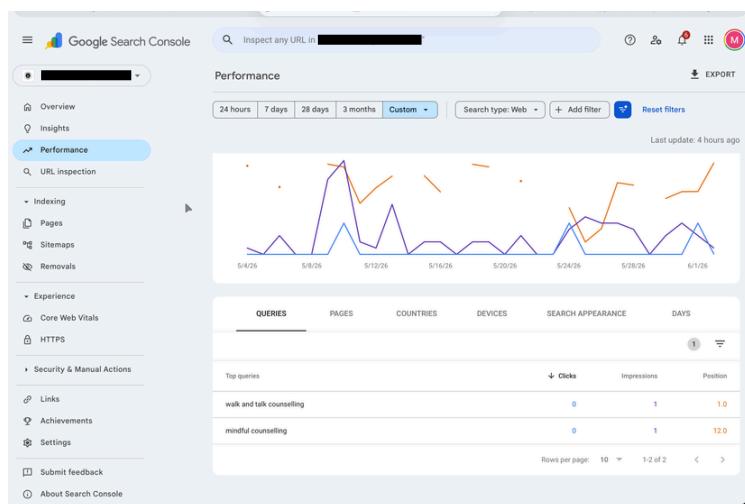
Keyword Rankings

Achieved a #1 Google ranking for:

- Walk and Talk Counselling

The website also began ranking for keywords related to:

- Menopause counselling
- Menopause counsellor
- Counselling services
- Managing anxiety
- Overwhelm and anxiety support



Strategic Wins

- Google successfully indexed the new website structure
- Search visibility increased across multiple target keywords
- Improved alignment between search intent and website content
- Strong foundation established for ongoing SEO growth

Future Growth Opportunities

While SEO is a long-term strategy, the foundation is now in place to continue building visibility, trust, and enquiries.

Ongoing SEO

- Publish educational blog content
- Expand keyword coverage
- Continue monitoring rankings and search performance
- Build authority through additional content

Email Marketing

- Create an automated welcome sequence
- Build trust with potential clients over time
- Nurture leads who are not yet ready to book

Lead Generation

Develop a lead magnet such as:

- ADHD self-assessment guide
- Menopause wellbeing guide
- Stress and overwhelm checklist
- Interactive quiz

Newsletter Strategy

Create a regular newsletter providing:

- Educational content
- Practical wellbeing tips
- Support resources
- Community connection

Key Takeaways

- SEO performs best when aligned with how potential clients actually search.
- Focusing on outcomes rather than services creates stronger engagement.
- Customer journey optimisation and SEO are most effective when combined.
- Trust-building plays a critical role in counselling-related buying decisions.
- Small early SEO wins often indicate strong long-term growth potential when supported by consistent optimisation and content creation.

Conclusion

By combining SEO, copywriting, website optimisation, and customer journey improvements, the business now has a stronger online presence, clearer positioning, and a website that better supports both visitors and future growth.

Although the SEO strategy was only recently implemented, early ranking improvements and search visibility gains demonstrate that the website is moving in the right direction and is positioned for continued long-term growth.