

Blogging Guide: How to Write & Submit a High-Performing SEO Blog



Chances are you're not an expert in Search Engine Optimization (SEO). So, here's the truth about writing effective online content: even the most thoughtful, well-written blog post can go unseen if it isn't set up in a way that helps search engines find it. That's where a few smart content strategies come in.

While we encourage you to research on your own ways to stay up-to-date with the ever-changing algorithms of SEO, we have saved you some time! Below are simple, essential tips to help your blog show up in search results so that the right people (your ideal clients) can find you. These practices not only increase your visibility online - driving traffic directly to your TherapyCloud profile - but they also help build your personal brand and identify you as a trusted voice in your field.

Think of it this way: SEO is like a spotlight. When used well, it helps shine a light on your expertise and attracts readers who are already searching for the kind of support or insights you provide. Just follow the guidelines below to create content that's professional, engaging, and set up for success.

If you have any questions, feel free to reach out to us at hello@therapycloud.com. We're here to help!

Submission Format

1. Create Your Blog in a Google Doc

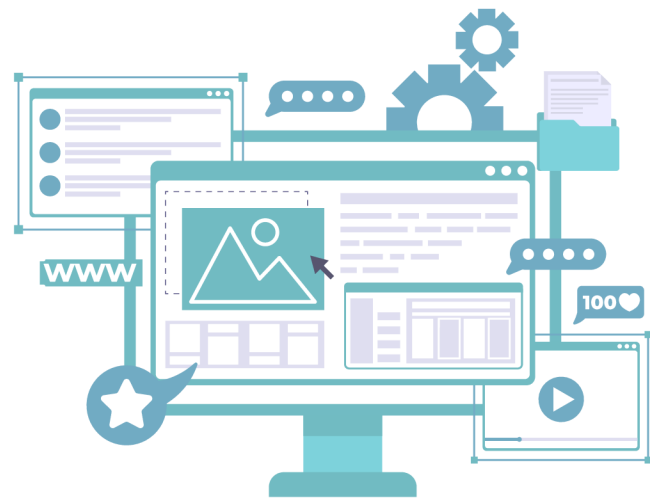
- Microsoft Word often introduces formatting errors when uploaded or copied into a website platform.
- Google Docs helps maintain formatting consistency (headings, links, spacing, etc.).

2. Include the Essentials

- A title optimized for SEO
- The full blog post with links embedded (also optimized for SEO).
- A short author bio (3-5 sentences) that includes:
 - Your name
 - Your credentials, role and/or background - showing that you are an authority on the topic
 - A short sentence on your area of expertise or passion
 - Anything else (e.g. location) that would help readers to feel you would be the best fit for them as a therapist. This is your chance to establish trust with readers and show them why your perspective is especially valuable. Don't be afraid to share why you are so awesome!

Note: No need to link to your website or contact information. Given TherapyCloud's constant SEO-optimization, your blog will include a link to your profile and the ability to have someone directly contact you or purchase any content you have created from our Therapy Marketplace.

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Blog Content Guidelines

1. Focus on Keywords

- Identify what your audience is searching by using quick, easy, and free resources like [AnswerThePublic.com](https://www.answerthepublic.com).
- Incorporate these keywords as organically and as often as possible without it sounding forced or repetitive.
- Include long-tail keywords (e.g. "Couples therapy for communication issues") naturally throughout the post, especially in the following:
 - Title
 - First 100 words
 - Subheadings
 - Meta description (a brief description of your blog that incorporates keywords and is under 120 characters in length)

Note: You don't have to spend hours editing your blog to incorporate keywords or optimize content for SEO. Take advantage of other free resources like [Chatgpt.com](https://chatgpt.com). For example, enter the prompt: 'Make this blog more SEO-optimized for the phrase [your keyword]'.

2. Write with the Reader (and Google) in Mind

- Keep your tone informative and accessible.
- Use formal specific headings (H2/H3) to structure the article. (These are actual drop-down options in Google Docs.)
- Aim for a blog post between 1,000–2,000 words for optimal SEO. 1,000–1,500 words tends to be the sweet spot for balancing SEO and readability. However, longer blogs (2,000–3,000+ words) are ideal for thought leadership, comprehensive guides, and ranking for competitive SEO keywords.

3. Include Internal & External Links

- Internal linking: Refer to other relevant posts or pages on [TherapyCloud.com](https://www.therapycloud.com) to improve site authority and keep readers engaged.
- External linking: Because they carry more credibility as authoritative sites with Google, link to original research to offer reputable source information (e.g., government health sites, universities).
- Avoid linking to Wikipedia or low-authority blogs.
- Properly hyperlink text (e.g., "According to a study from Johns Hopkins University...").

4. Encourage Shareability

- To make it more likely your blog will be shared in newsletters, on social media, or in group chats – helping you grow your reach organically – include list-style content and clear takeaways (such as FAQ sections).
- Break up long paragraphs for readability.
- Use bold/italic formatting to highlight key phrases or insights.

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SEO Best Practices Summary

- ✓ Identify target keywords with [AnswerThePublic.com](https://www.answerthepublic.com)
- ✓ Use the keyword in the title, intro, subheadings, and body
- ✓ Include internal links to [TherapyCloud.com](https://www.therapycloud.com)'s existing blogs
- ✓ Include trustworthy external links (avoiding non-authoritative sources like Wikipedia)
- ✓ Write clearly, concisely, and conversationally
- ✓ Format as a Google Doc with proper headings and embedded link formatting
- ✓ Include your short author bio to highlight what makes you special



Submission Instructions

- 1) Select the "Blog Management" tab on the left side of your Therapist Dashboard. [Don't see this tab in your Dashboard? No problem! [Update your membership here](#) to get access to all of the features you will need to be as visible as possible!]
- 2) Click the "Create Blog" button.
- 3) Copy and paste your blog from your Google Doc into the "Blog Content" box and complete the other sections (e.g., Cover Photo, Blog Title, etc.). Edit as needed, especially if you have used another platform, like Microsoft Word, to create the blog content.
- 4) Check the box that reminds you of our policies to help your blog be as effective as possible.
- 5) Click "Submit for Approval"

Because your insights help readers find the support, tools, and understanding they're searching for, we begin reviewing blogs as soon as they are submitted. Please keep in mind that we may provide light edits to improve SEO or clarity. You can monitor the status of your blog (e.g., "Pending Approval", "Changes Required", "Posted") in your Dashboard.

🙌 Thank you for contributing to our community! 🙌

