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- Intake Forms (*Kristin's current website combines these two, which buries the contact form*)

^40 pages above, plus more pages for extra SEO purposes that won't be in the menu. Plus the Client Portal page, which will have the forms & Doxy links. Read below about SEO errors on the current Krippa website that is resulting in lower traffic & giving you penalties from Google.

SEO Issue #1: Keyword Cannibalization

Krippa Family Psychological & Wellness Services
https://ncpsychologist.com

Kristin A. Krippa, M.A., LPA, HSP-PA RIST ICST. Offices. 547 Keisler ... Ms Kristin Krippa is listed at AllTherapist.com. IOP Intensive Outpatient for ...

- Our Clinicians
Kristin Krippa, M.A., LPA, HSP-PA ICST-P Certified Havening ...
- Offices
Group therapy Teen group therapy Adolescent Group therapy ...
- Services
Group therapy Teen group therapy Adolescent Group therapy ...
- Cornelius, NC
Group therapy Teen group therapy Adolescent Group therapy ...
- Group Therapy
Group therapy is an economical means of treating problems that ...

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Google
keyword cannibalization

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AI Overview

Keyword cannibalization occurs when multiple pages on a website target the same or very similar keywords and search intents, leading to competition between those pages and potentially hindering overall ranking and traffic for those keywords.

Here's a more detailed explanation:

What it is:

Imagine you have two pages on your website, both optimized for the same keyword phrase, like "best running shoes." This creates a situation where both pages are vying for the same search results, potentially confusing search engines and diluting the

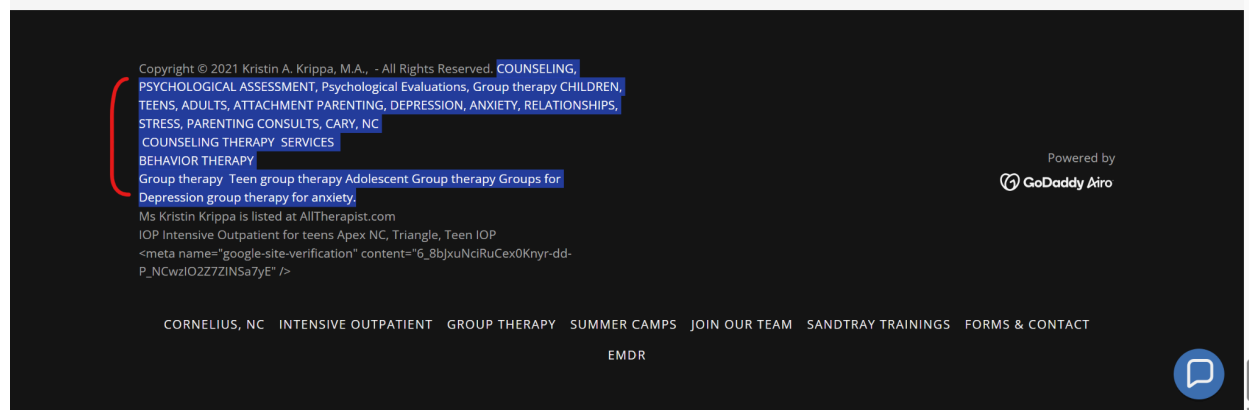
Show more

Keyword cannibalization is an SEO issue that occurs when multiple pages on a site target the same keyword(s) and serve the same purpose, and in doing so harm each other's search engine rankings. Mar 20, 2023

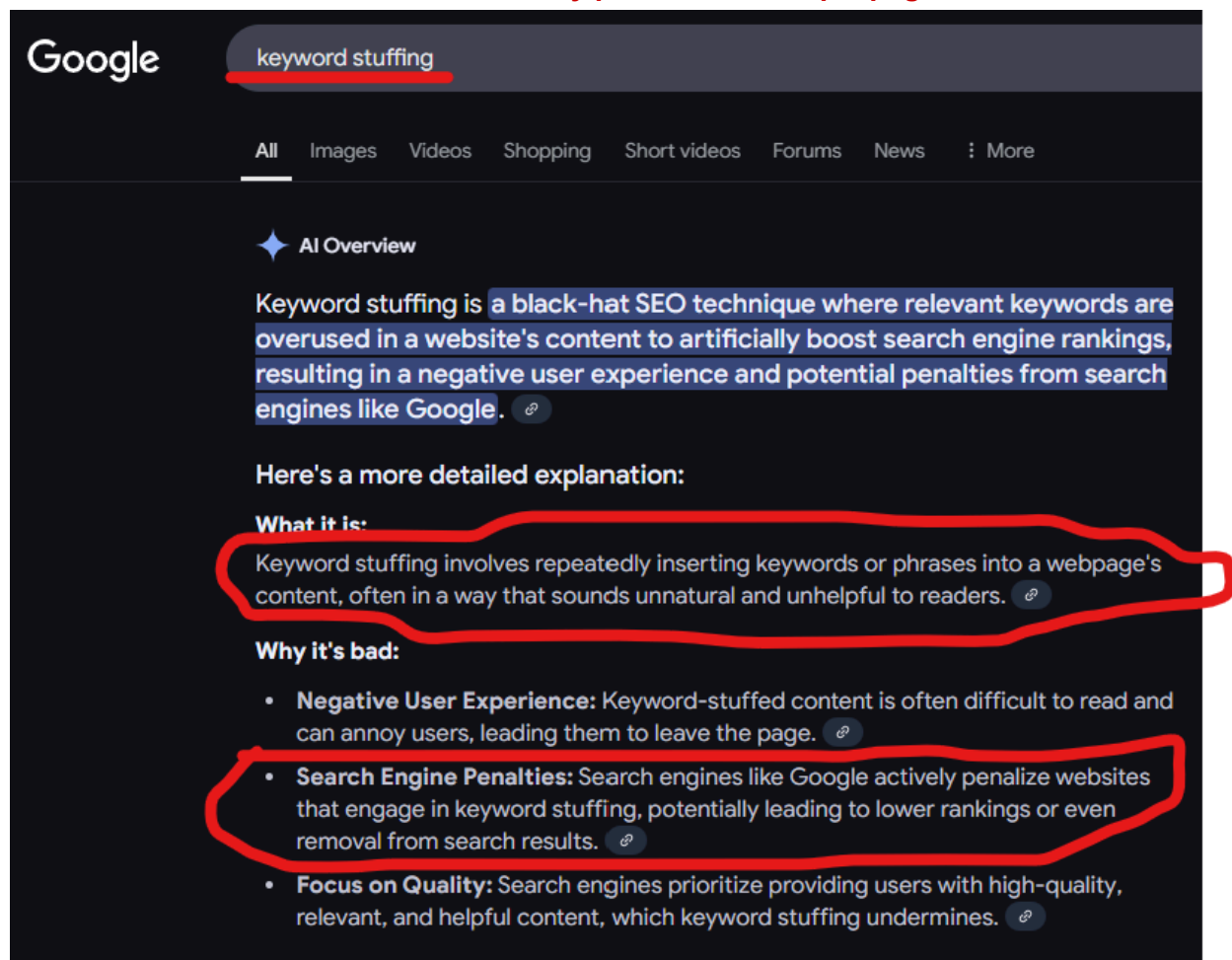
Semrush
https://www.semrush.com Blog

Keyword Cannibalization: How to Find, Fix, and Prevent It

SEO Issue #2: Keyword Stuffing

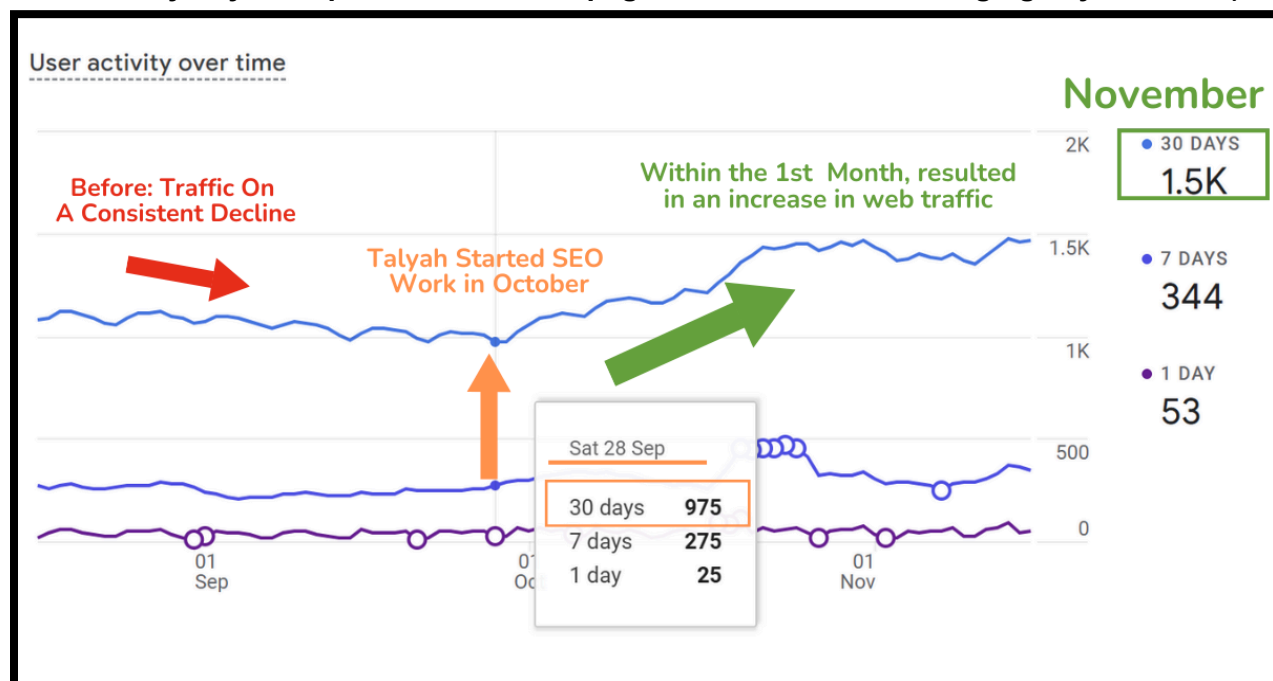


This issue is currently present on multiple pages.



Each of the web pages I build is professionally fully optimized for SEO including the front end code, the back end code, as well as all the images. See below an example of SEO results I did for a practice in Virginia from my market keyword research and optimization.

The graph below shows a traffic report for a practice I did SEO work on to specifically increase traffic for their kid's therapy services & their substance abuse IOP. (You'll get website analytic reports as well if you choose to employ me. Those reports will also show you your top visited websites pages & what cities are bringing in your traffic)



Just like any other industry like being a therapist, it takes years of experience to become skilled in search engine optimization, website design development, and branding. Don't keep that burden on your plate, on top of everything else that comes with running a practice. Instead, hire me who is enthusiastically ready to do the best high quality work for you. Not only am I an experienced marketer who is coming to you instead of you having to conduct the search, I have also carved out a unique speciality working with mental health companies. I can remove the violations on your website that are currently penalizing you and reducing your potential search rankings, while upgrading the look and flow of your entire website with a fresh coat of modern paint.

This will become increasingly important as new practices continue to open, with new modern websites that compete with yours. Competition might also rise in the event of any cuts to Medicaid or Medicare, which will push practices to compete even more for commercially insured & private pay clients. Get ahead of the competition by not procrastinating. Now is the time to hire me as your Marketing Manager so I can get to work for you and your success. In the spirit of Spring, the season of rebirth and rejuvenation, let me rejuvenate your websites, brand, social media and more.