

SEO Audit for JLE Psychological Services

By [Oliver-Van Jereos](#)

JLE Psychological Services

Top suggestions that will improve www.drjessicaelliott.com's organic visibility

The website has a clean, modern layout and strong brand identity but lacks key SEO fundamentals. Missing H1 tags, unoptimized meta titles and descriptions, and no backlink profile limit its visibility and domain authority. The homepage also lacks long-form, keyword-focused content, and a dedicated Services page is missing. To improve performance, the site should add keyword-rich H1s, create a Services page, optimize metadata, expand homepage content, and build backlinks. Setting up Google Search Console and submitting the site to local therapy directories will further strengthen visibility and organic growth.

On-Page SEO

Home Page Elements

Value Proposition: Discuss if there is a value proposition. Does it explain the intent of the business & what they have to offer? Does it contain keywords that relate to the business?

A value proposition is present, explaining the services they provide and also relevant keywords that tell the user about the business. EX: Individual Therapy, Family Therapy, Parent Training Consultation and Trauma Focused Cognitive Behavior Therapy.

Solution: Explain why a value proposition is helpful for SEO.

A value proposition is helpful for SEO because it tells customers what they have to offer whilst telling Google the intent of their business and what to rank for on the SERP.

EX: Write an optimized value proposition.

Dr. Jessica Elliott provides individual and family therapy for children, teens, and families facing emotional difficulties related to depression, anxiety, traumatic events, or familial conflict. She is a licensed psychologist in New Jersey and New York, while also offering teletherapy services to clients across 40 U.S. states through PSYPACT.

Site Navigation: Identify if each topic/keyword has a dedicated page. Also, check if each page is targeting relevant keywords. If not, suggest what they should rank for and why.

Each service that JLE Psychological Service has to offer does not have its own dedicated landing page. However targeting relevant keyword are mentioned on the website. EX: individual and family therapy etc..

Solution: Explain why this is important for SEO.

This is important because Google needs to easily crawl each page and identify its intent. As long as each page has a specific topic, Google can rank this website for differing terms.

Internal Links: Are there links going to different pages of the site? Is there a CTA present? If so, does the anchor text have target keywords or entices the user to take an action?

From the Homepage, there are no links going to and from the service page. However services are mentioned on the “about page”. Yes CTA is present there are two links. EX: Contact and Book Consultation.

Solution: Explain why both are helpful for SEO.

Internal links are vital to SEO because they tell Google the relationship between different pages of the site, more visibility on the SERP and the anchor text is crawled to tell Google more about the site’s content. A CTA (call to action), such as booking an appointment/service form, allows the site to gain contact information from the user and more potential for retaining customers.

EX: Write at least one example of a link to add and a relevant anchor text.

Add a link from the [homepage](#) to the [consultation page](#), using the anchor text “Book Consultation” Also another link from the homepage to the “service page”, needs a link for “each services”.

Phone Number & Location: Is there a phone number & location present?

A phone number and address is visible on the top of the homepage.

Solution: Explain why both elements are helpful for SEO and where to display them on the website.

A phone number and address is vital for SEO because it allows the search engine to target the business’ local audience and also rank for local terms, such as “individual therapy in new jersey”

Copywriting: Does long-form copywriting exist on the page and is it optimized for keywords?

Long-form copywriting exist on the page however, its limited. While keywords is not optimized effectively.

Solution: Explain why long-form content is helpful for SEO. and provide some examples for how you would optimize a page.

Create long-form copy to give more context to search engines on what the business is about and help rank for more relevant keywords. The website needs long form copy on the homepage and long form copy for each services. (ex: create separate service pages then add long form copy.) another example is expanding homepage long form copy by services breakdowns (ex: anxiety, trauma, etc..) xx

Keyword Analysis

Here are five keywords that I would suggest the client target and improve their rankings on the Search Engine Results Page (SERP).

[Psychologist New Jersey]: This term tells Google what type of business this is, who their target audience is and where the business is located. Therefore, this should be included within the metadata and throughout the content for search engines to understand the website. Not only is this key term relative, it also has decent search volume, 70 searches x month.

[Individual Therapy New Jersey] : This term tells Google what type of business this is, who their target audience is and where the business is located. Therefore, this should be included within the metadata and throughout the content for search engines to understand the website. Not only is this key term relative, it also has decent search volume, 20 searches x month.

[Trauma Therapy New Jersey]: This term tells Google what type of business this is, who their target audience is and where the business is located. Therefore, this should be included within the metadata and throughout the content for search engines to understand the website. Not only is this key term relative, it also has decent search volume, 20 searches x month.

[Depression Therapy In New Jersey]: This term tells Google what type of business this is, who their target audience is and where the business is located. Therefore, this should be included within the metadata and throughout the content for search engines to understand the website. Not only is this key term relative, it also has decent search volume, 30 searches x month.

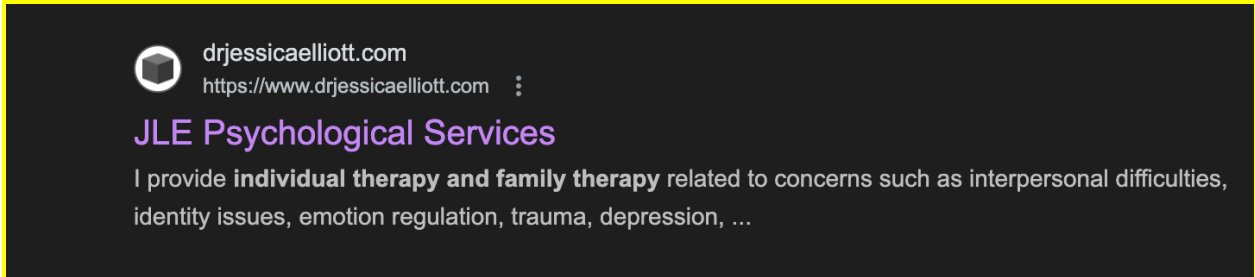
[Family Therapy New Jersey]: This term tells Google what type of business this is, who their target audience is and where the business is located. Therefore, this should be included within the metadata and throughout the content for search engines to understand the website. Not only is this key term relative, it also has decent search volume, 10 searches x month.

Title Tags

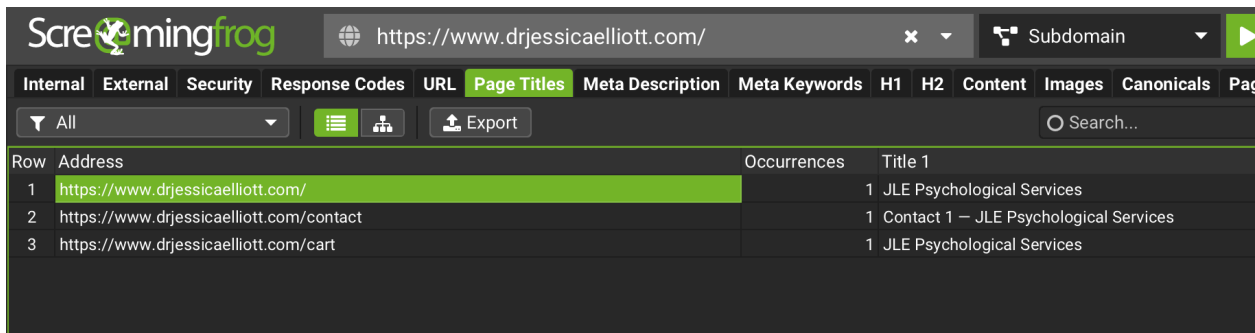
Briefly describe what is a title tag and why it's important in SEO.

A title tag is an HTML element displayed on the SERP that defines the title of a webpage. Search engines use a title tag to understand the content of a page, what the page is trying to rank for and also helps improve CTR if the user deems it relevant to their search.

Insert Your Screenshot from Google showing the title tag of the homepage



Insert Screenshot from the Screaming Frog site crawl displaying some of the title tags of the website:

A screenshot of the Screaming Frog site crawl tool interface. The browser address bar shows https://www.drjessicaelliott.com/. The 'Page Titles' tab is selected. Below the navigation bar, there is a table with the following data:

Row	Address	Occurrences	Title 1
1	https://www.drjessicaelliott.com/	1	JLE Psychological Services
2	https://www.drjessicaelliott.com/contact	1	Contact 1 – JLE Psychological Services
3	https://www.drjessicaelliott.com/cart	1	JLE Psychological Services

Issues noted: Explain if there are title tags missing and if they are optimized or not. Remember that an optimized title tag should include your primary keyword for that page and any semantic keywords that support its intent.

- Title tags are missing, and they are not optimized. They lack keywords to support the intent of the page. It's only showing the name of the business but missing services. It's missing the services keywords due to a lack of pages in the website.
- Title tags should maximize their count, 50-60 characters to improve content clarity.

Optimized Title Tag for the Homepage: Write an optimized title tag for the Homepage.

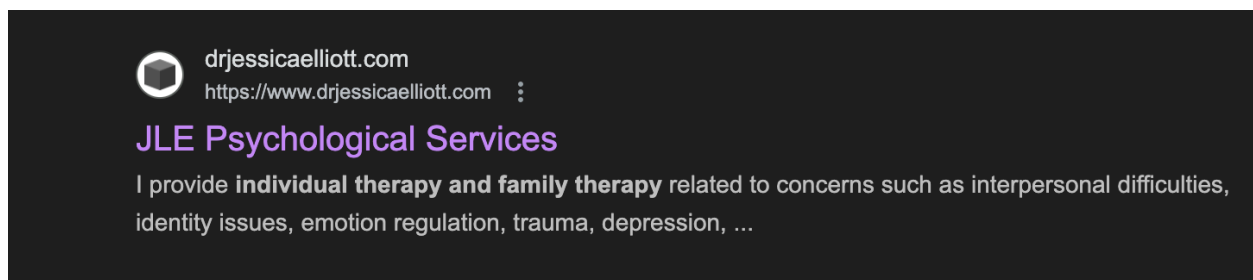
Psychologist in New Jersey: Individual & Family Therapy

Meta Descriptions

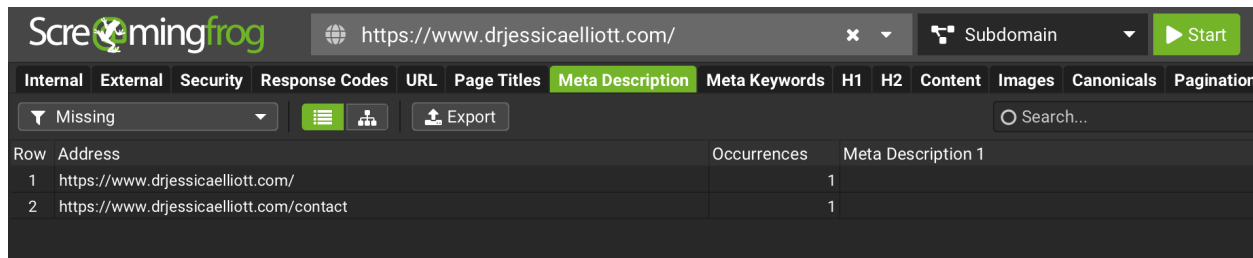
Briefly describe what is a meta description and why it's important in SEO.

A meta description is an HTML tag that summarizes a webpage's content on the SERP which allows search engines to understand its intent and lets users identify the site's relevancy.

Insert Screenshot from Google showing the Homepage's meta-description on the SERP:



Insert Screenshot from Screaming Frog showing the site's meta-descriptions:

A screenshot of the Screaming Frog SEO Spider tool interface. The browser address bar shows "https://www.drjessicaelliott.com/". The "Meta Description" tab is selected. A table displays the following data:

Row	Address	Occurrences	Meta Description 1
1	https://www.drjessicaelliott.com/	1	
2	https://www.drjessicaelliott.com/contact	1	

Issues noted: Explain if there are meta descriptions missing, if they are optimized and consider if Google rewrote them.

- Based on Screaming frog there are 3 missing meta descriptions.
- Each page should have its own unique description, at least 150-160 characters, that describes the intent of the page, thus improving user experience and potential for search engines to rank each page.
- The meta-description is not fully optimized since it doesn't have keywords that describe the business, its services and also its location.

- Yet coming from the homepage meta-description could be optimized according to the screenshot of the homepage meta-description. its showing what services the client provides and also shows keywords.

Optimized Meta-Description for the Homepage: Write an optimized meta-description for the Homepage.

“Discover a trusted licensed psychologist in New Jersey. Dr. Jessica Elliott provides therapy for children, teens and families facing emotional difficulties related to depression, anxiety, traumatic events or familial conflict such as parental separation or divorce.”

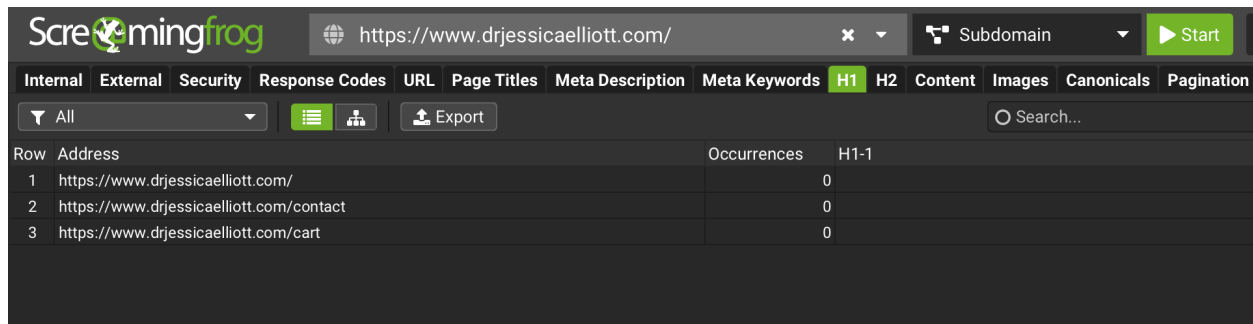
Character Count: 252

Header Tags

Briefly describe what is a header tag and why it’s important in SEO.

A header tag or H tag, is an HTML element used to define headings and subheadings on a webpage. Search engines use header tags to understand the hierarchy and relevance of content, helping to improve the page's visibility and ranking in search results.

Insert Screenshot from Screaming Frog showing H1 title tags:



Issues noted: Explain if there are H1 tags missing. Are there duplicate H1s? Are there relevant keywords within your header tags?

- All scanned pages are currently **missing H1 tags**. This includes the homepage, contact page, and cart page. H1 tags are a critical on-page SEO element used by search engines to understand the primary topic of each page. The absence of H1s can negatively impact the site’s ability to rank for relevant keywords.
- There are 3 missing H1 tags which is an issue because search engines will not understand each page title of the website, thus decreasing the site’s probability to rank for relevant terms.
- There are 0 duplicate H1 tags (but only because none exist)

- There are no relevant keywords within my header tag as no H1 is present.

Optimized Header Tags for the Homepage: Write an optimized H1, H2 & H3 for the Homepage.

H1: Licensed Psychologist in New Jersey – Individual & Family Therapy

H2: Helping Adults, Children, and Families Heal from Trauma, Anxiety & Depression

H3: Why Clients Trust Dr. Jessica Elliott for Therapy and Mental Health Support

Note: The following header tag optimizations were part of the recommended SEO strategy. Implementation on the live site may vary based on client preferences or other factors.

Technical SEO

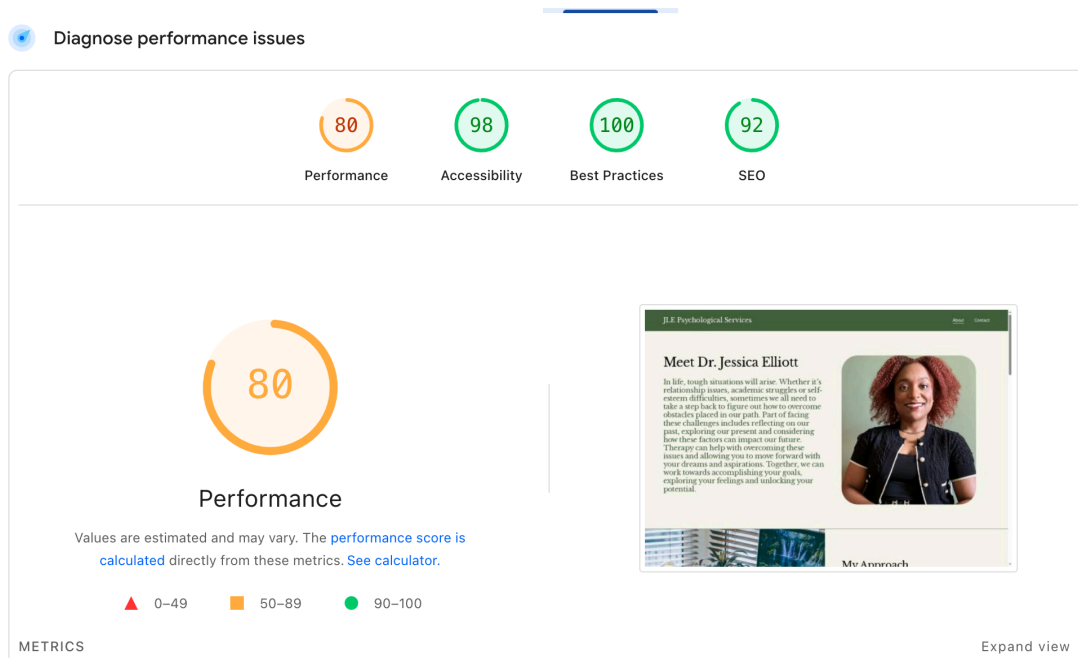
Site Speed Analysis

Briefly describe why site speed is important for SEO and what the standard metric is for a site that is considered fast.

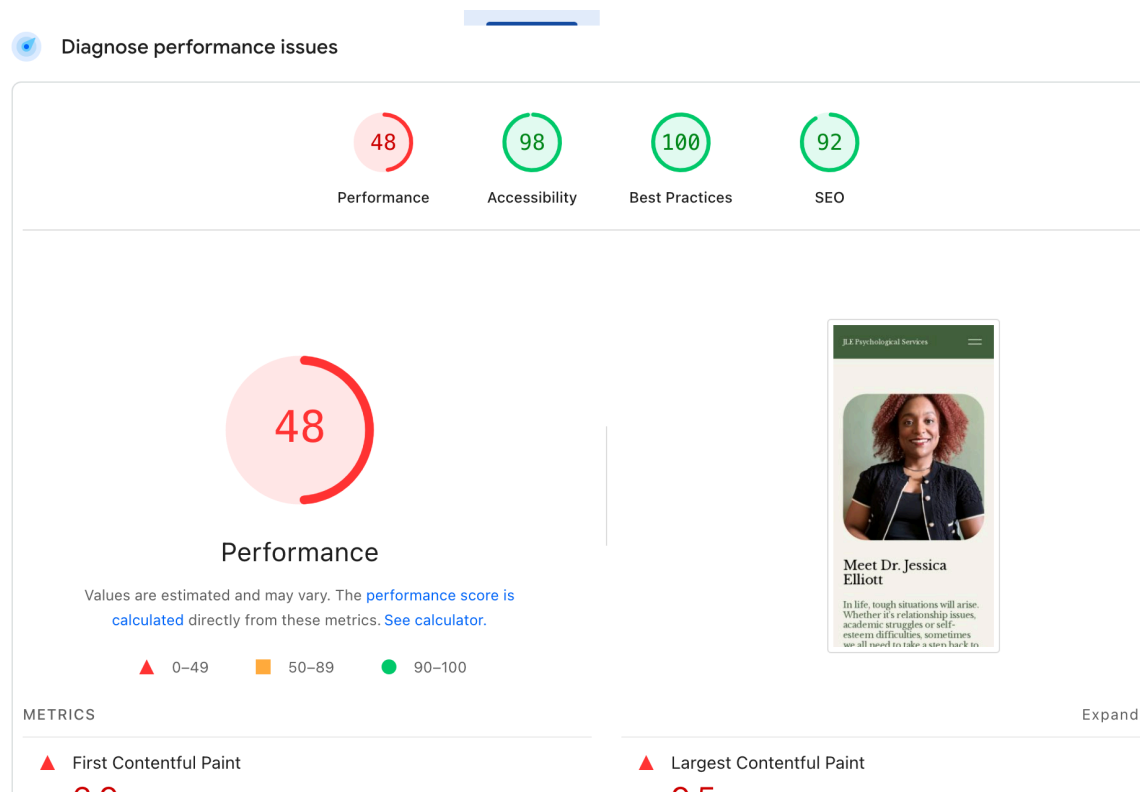
-Faster-loading websites provide a better user experience, reducing bounce rates and increasing user satisfaction. Search engines factor site speed as a ranking factor, influencing a site's position in search results. A fast-loading website is a page load time of 3 seconds or less.

Insert Screenshot from [Page Speed Insights](#) results:

Desktop:



Mobile:



Issues noted: Describe the results from the screenshot above and explain if it's a good or bad score.

For Desktop Page Speed Insights indicates that the website has an above average site speed at 80% but can be improved by reducing unused Javascript.

For Mobile Page Speed Insights indicates that the website has an below average site speed at 48% but can be improved by reduced unused Javascript and reduce unused CSS.

Solution: Write at least one solution that will improve site speed.

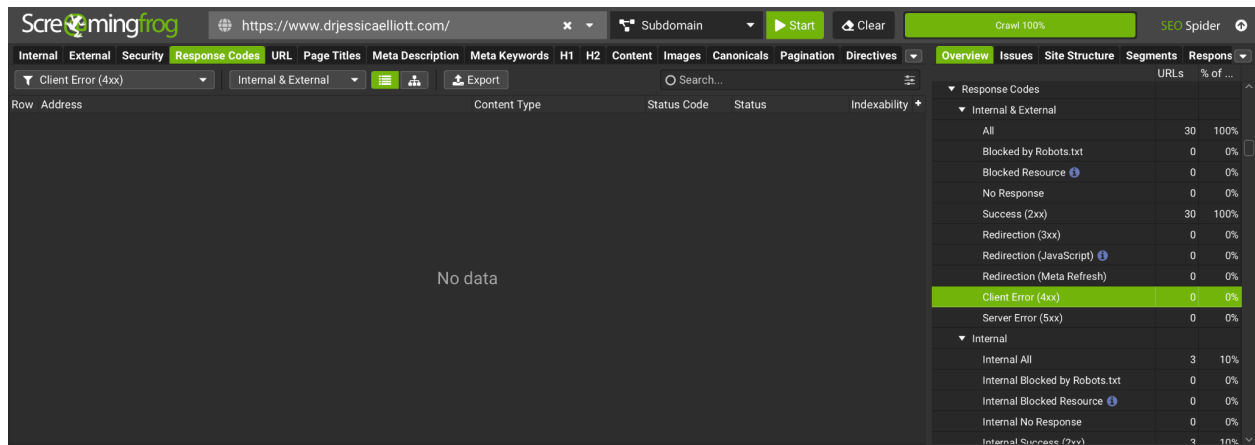
- (Desktop) to reduce the initial unused Javascript, unused CSS, minify CSS, avoiding serving legacy JavaScript to modern browsers, Render blocking request, improve image delivery, legacy Javascript and lastly font display.
- (Mobile) to reduce the initial unused Javascript, unused CSS, minify CSS, avoiding serving legacy JavaScript to modern browsers, Render blocking request, improve image delivery, legacy Javascript and lastly font display.

404 pages or Broken Links

Briefly explain what is a 404 response code or broken link. Why are they bad to have within the site?

A 404 response code indicates that the requested webpage could not be found on the server. If a 404 is not resolved, this could lead to lower engagement to the site, bad user-experience and decreased potential to rank for target keywords.

Insert Screenshot from Screaming Frog showing if there are any 404 errors:



The screenshot shows the Screaming Frog SEO Spider interface. The browser address bar displays 'https://www.drjessicaelliott.com/'. The 'Response Codes' tab is selected, and the 'Client Error (4xx)' filter is applied. The main table area is empty with the text 'No data'. On the right-hand side, the 'Response Codes' summary table shows the following data:

Response Code	URLs	% of ...
All	30	100%
Blocked by Robots.txt	0	0%
Blocked Resource	0	0%
No Response	0	0%
Success (2xx)	30	100%
Redirection (3xx)	0	0%
Redirection (JavaScript)	0	0%
Redirection (Meta Refresh)	0	0%
Client Error (4xx)	0	0%
Server Error (5xx)	0	0%
Internal All	3	10%
Internal Blocked by Robots.txt	0	0%
Internal Blocked Resource	0	0%
Internal No Response	0	0%
Internal Success (2xx)	3	10%

Issues noted: Describe how many links are broken in the site (if any).

- There are no broken links on the client site.

Solution: If there are any broken links. Copy and paste one of them here and say which page it's coming from and how to fix it. If there are no broken links, provide at least one solution on how to approach a 404 in the future.

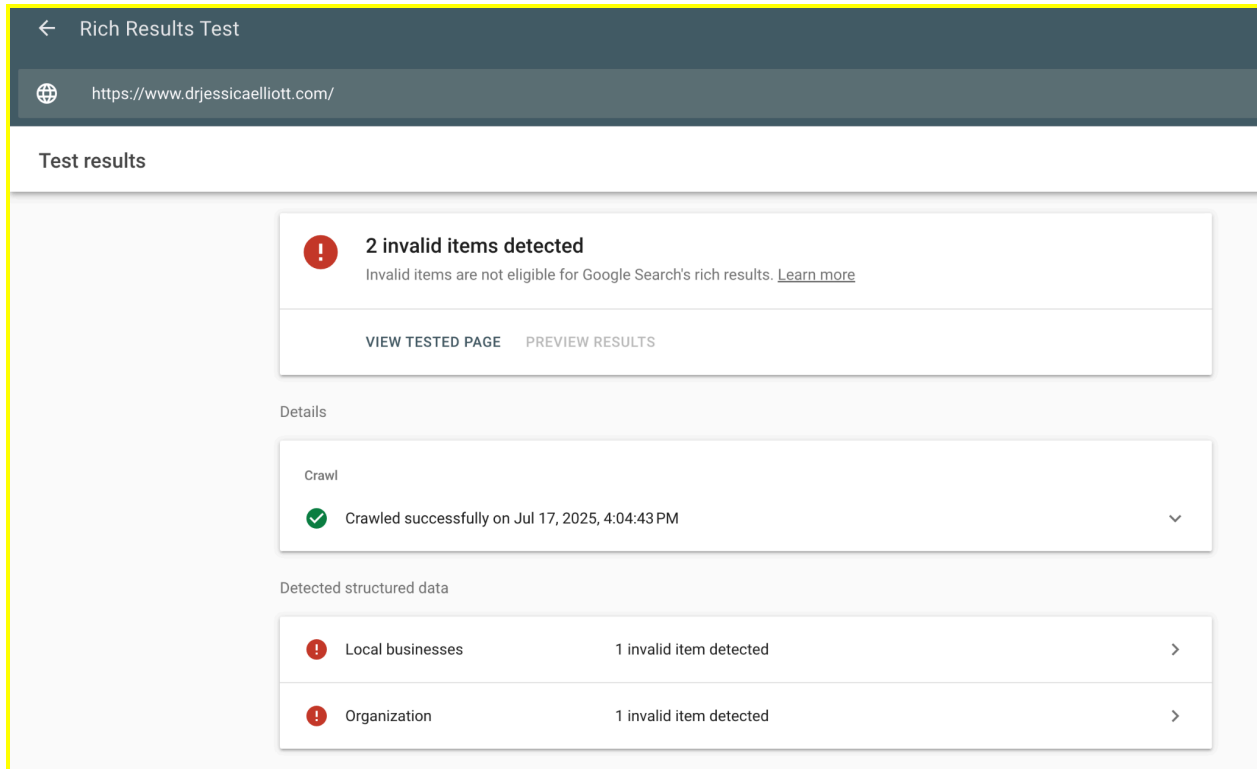
- Not applicable. Yet one solid solution is to regularly run a site audit tool, like Screaming Frog to catch any broken links. That way, I can fix or redirect them before they become a problem.

Schema Markup

Briefly explain what is schema markup and why it's helpful for websites to have this.

-Schema markup/structured data is a code added to a webpage to provide search engines with additional context about a particular page on the site and can result in visually appealing results in the form of rich snippets, FAQ's, and other features displayed on the SERP.

[Insert Screenshot from [Rich Results Test](#)]



The screenshot displays the 'Rich Results Test' interface for the URL <https://www.drjessicaelliott.com/>. The main section, titled 'Test results', shows a red warning icon and the message '2 invalid items detected'. Below this, it states 'Invalid items are not eligible for Google Search's rich results.' and provides a link to 'Learn more'. There are two buttons: 'VIEW TESTED PAGE' and 'PREVIEW RESULTS'. Under the 'Details' section, the 'Crawl' status is shown as 'Crawled successfully on Jul 17, 2025, 4:04:43 PM' with a green checkmark. The 'Detected structured data' section lists two categories with errors: 'Local businesses' and 'Organization', each with '1 invalid item detected' and a right-pointing arrow for more details.

Issues noted: Explain what type of schema markup is present (if any) and if there are any errors.

--There are 2 schema markup types present with errors, Local Businesses & Organization Schema Markup.

Solution:

If there is schema markup present, explain how at least one markup is beneficial to the site and how you would resolve any errors. If there is no schema markup then find at least one type of schema that can be added to the site and explain why it would be beneficial.

Local schema markup uses tags to mark up names, addresses, phone numbers, opening hours, and other useful data. Not only does this help search engines find what they're looking for, but it also improves the chances of this business appearing in rich snippets within the SERP, Google's Local 3 Pack and Google Maps.

Competitive Analysis

By doing a quick search on Google for the keyword [Individual Therapy New Jersey], here is [JLE Psychological Services]'s top competitor for this term.

[Insert name of #1 competitor ranking for your primary keyword]
<https://evolutionmind.net/>

Here is how [JLE Psychological Services] compares to their competitor <https://evolutionmind.net/>

Evolution Mind Therapy

Showing results for
evolutionmind.net

Domain Authority	Linking Root Domains	Ranking Keywords	Spam Score
10	27	6	1%

JLE Psychological Services

<https://www.drjessicaelliott.com> ×



Domain Rating ⁱ
3.3



URL Rating ⁱ
Get UR free with
[Ahrefs SEO](#)
[Toolbar](#)

Backlinks ⁱ

12

42% dofollow

[Top 100 backlinks](#)

Linking websites ⁱ

12

42% dofollow

Organic Keywords

3 +50%

Note: As of this initial audit on [July 2025], no prior SEO data was available for the client's website. This report establishes the first recorded baseline metrics, which will be used for all future comparisons and measurement of progress.

Domain Authority: This is the overall “popularity” or authority score that the site has on the SERP. The closer the DA score is to 100, the more potential there is for search engines to rank the site higher on the SERP.

Solution: JLE Psychological Services has a lower DA score than its competitor. To close this gap and enhance JLE’s domain authority, we recommend listing them in respected directories like Psychology Today, engaging in guest blogging on niche mental health sites for quality backlinks, participating in local community events to earn local links, and consistently creating valuable blog content. By following these steps, JLE can steadily increase their domain authority and become more competitive in their local market.

Linking Root Domains: The number of unique root domains (distinct websites) that contain at least one backlink pointing to your website. The more diverse your backlinks are stemming from differing websites, the more potential for traffic and increased ranking on the SERP

Solution: JLE Psychological Services has fewer links compared to its competitor, however to increase the number of linking root domains, JLE should continue to diversify their backlink sources. This can be done by reaching out to a variety of local directories and community websites they haven’t yet tapped into, collaborating with complementary local businesses for mutual backlinks, and submitting their site to relevant industry-specific directories or resource lists. By steadily increasing the diversity of sites linking back to them, JLE will strengthen their backlink profile and improve their overall search visibility.

Ranking Keywords: This is the number of keywords a website ranks for on the SERP. A website with a high number of ranking keywords captures more organic traffic.

Solution: JLE Psychological Services has a lower amount of ranking keywords, however, this can be improved by increasing each page with long-form/quality content and applying targeted keyword strategies. Ex: further optimize core pages (homepage, services) using high-intent, location-based keywords; Implement FAQ Schema markup on key pages to increase visibility in Google’s rich results; revisit older blog posts and service pages and add 100–300 words of optimized content targeting new keyword variations; lastly monitor keyword rankings monthly to track progress and pivot strategy based on what's gaining traction.