JP MARKETING

GUIDE + DIRECTORY LIST

The Best Backlinks & Directories for Counselors & Therapists

Where to get listed, which links matter, and how to get them

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What's a backlink? (the simple version)

A **backlink** is when another website links to yours. Google sees it like a vote. If trusted sites vote for you, Google trusts you more.

A **directory listing** (also called a **citation**) is a place online that lists your business name, address, and phone. Even without a link, these help Google and AI tools know you're real.

For counseling practices, the best links come from 3 places:

1. **Industry sites** (associations and directories made for therapists)
2. **Local sites** (your town, chamber, schools, news, partners)
3. **Big trusted directories** (Google, Bing, Apple, Yelp, BBB, Facebook)

AI tools like ChatGPT and Google's AI answers also read these sites. Being listed on the right ones helps you show up there too.

Words to know

Word	What it means
SEO	Search Engine Optimization: doing things so Google shows you more.
Map Pack	The 3 businesses on the map at the top of a local Google search.
Service page	A page about ONE thing you do.
Backlink	A link from another website to yours. Like a vote of trust.
AI search	Tools like ChatGPT, Gemini, Perplexity, and Google's AI answers.
Schema	Hidden code that labels your info for computers.
Citation	Your Name, Address, and Phone listed on another site.
N.A.P.	Name, Address, Phone.

Rule #1: Make your info match everywhere

Your **N.A.P.** is your **Name, Address, Phone**. It should be exactly the same on every site.

Looks small	But causes problems
Suite 100 vs. Ste 100	Usually fine
Old phone number	Bad: calls go nowhere
Old address	Bad: Google gets confused
Two different business names	Bad: looks like two businesses

Write down your official N.A.P. and copy-paste it every time.

Step 1: The core listings every business needs

Site	Why it matters
Google Business Profile	Maps and the Map Pack
Bing Places	Bing, and it feeds some AI tools like Copilot
Apple Business Connect	Apple Maps and Siri
Yelp	Reviews; often shows up in AI answers
Facebook page	Trust and reviews
BBB	Trust
Nextdoor	Neighbor recommendations
Data aggregators (Data Axle, Foursquare)	They send your info to lots of other sites

Step 2: The best industry links for Counselors & Therapists

These are the sites that matter most for counseling practices. Start at the top.

Site	Type	How to get it
Psychology Today	Therapist directory	Paid, but one of the biggest. Fill out every field and link to your site.
GoodTherapy	Therapist directory	Paid profile with a website link.
TherapyDen	Therapist directory	Inclusive directory; free and paid options.
Your state counseling / MFT / social work association	Professional association	Members often get a directory listing.
Insurance 'find a provider' tools	Insurance directory	Keep address, phone, and website the same on all of them.
Open Path Collective	Sliding scale directory	If you offer lower-cost spots.
Inclusive Therapists / specialty directories	Niche directory	Directories for EMDR, Gottman, play therapy, etc. (EMDRIA, Gottman referral network, APT).
Your grad school alumni pages	Education	Ask to be featured in alumni news.
Local schools and PTAs	Community	Offer a free parent talk; ask for a link on their resource page.
Churches and community centers	Community	Many have 'local resources' pages.
Local doctors and pediatricians	Referral partners	Ask to be on their 'trusted providers' page.
Local news and podcasts	PR	Offer expert tips on stress, holidays, back-to-school.
Guest posts on parenting or wellness blogs	Content	Write a helpful article with a link back.
Chamber of commerce	Local	Member directory link.

> **Tip:** Some of these are paid. Start with the free ones. Then try one paid listing at a time and see if it brings real calls before you add more.

Step 3: Local links (the secret weapon)

Local links are hard for competitors to copy. Ideas that work for counseling practices:

- **Sponsor something local:** a youth team, school event, 5K, or festival. Ask for your logo + a link on their site.
- **Partner pages:** businesses you work with often have 'trusted partners' pages.
- **Host a free event:** a workshop or class at the library or community center. They usually list it online.
- **Local news:** offer helpful tips on timely topics. Reporters need experts.
- **Chamber of commerce:** join and get a member listing.
- **Local 'best of' lists:** find blog posts like 'best therapists in Plano' and ask how to be included.
- **Give back:** charity drives and volunteer days often get written about.

Step 4: An email you can send

Use this to ask a partner or local group for a link:

> **Subject:** Quick question about your website
>
> Hi [Name],
>
> I'm [Your Name] with Calm Path Counseling here in Plano. We love working with you on [event/partnership].
>
> I noticed you have a [resources/partners/sponsors] page on your website. Would you be open to adding us there? Here's our link: [your website].
>
> Happy to share your info on our site or social pages too.
>
> Thanks so much! [Your Name] | [Phone]

Links to stay away from

- Buying links from strangers ("500 backlinks for $50!")
- Link farms and fake 'blog networks'
- Spammy foreign directories
- Fake scholarship pages made only to get .edu links
- Paying for reviews or 'review links'

These can hurt you. Google is good at spotting them.

Track your progress

Keep a simple sheet:

Site	Status	Login/email used	Date done	Link to listing
Google Business Profile	Done	admin@...		
Psychology Today	Applied			
GoodTherapy	To do			

Checklist

- [ ] Wrote down my official Name, Address, Phone
- [ ] Google, Bing, and Apple listings done
- [ ] Yelp, Facebook, BBB, Nextdoor done
- [ ] Top 5 industry listings done
- [ ] 2 local link ideas started this month
- [ ] Sent 3 partner link emails
- [ ] Checked old listings for wrong info

Step by step: your top 8 industry listings

Psychology Today

Type: Therapist directory

How to get it: Paid, but one of the biggest. Fill out every field and link to your site.

1. Search Google for: Psychology Today counseling practice listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

GoodTherapy

Type: Therapist directory

How to get it: Paid profile with a website link.

1. Search Google for: GoodTherapy counseling practice listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

TherapyDen

Type: Therapist directory

How to get it: Inclusive directory; free and paid options.

1. Search Google for: TherapyDen counseling practice listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

Your state counseling / MFT / social work association

Type: Professional association

How to get it: Members often get a directory listing.

1. Search Google for: Your state counseling / MFT / social work association counseling practice listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

Insurance 'find a provider' tools

Type: Insurance directory

How to get it: Keep address, phone, and website the same on all of them.

1. Search Google for: Insurance 'find a provider' tools counseling practice listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

Open Path Collective

Type: Sliding scale directory

How to get it: If you offer lower-cost spots.

1. Search Google for: Open Path Collective counseling practice listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

Inclusive Therapists / specialty directories

Type: Niche directory

How to get it: Directories for EMDR, Gottman, play therapy, etc. (EMDRIA, Gottman referral network, APT).

1. Search Google for: Inclusive Therapists / specialty directories counseling practice listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

Your grad school alumni pages

Type: Education

How to get it: Ask to be featured in alumni news.

1. Search Google for: Your grad school alumni pages counseling practice listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

3 more emails you can copy

Sponsorship ask

> Hi [Name], Calm Path Counseling would love to support [team/event] this season. Do sponsors get listed on your website? We'd be happy to help. - [Your Name], [Phone]

Local news tip

> Hi [Reporter], with [season/event] coming up, I can share 3 quick tips for Plano families on [topic]. Happy to do a short interview or send a written quote. - [Your Name], Calm Path Counseling

Partner swap

> Hi [Name], we send a lot of clients your way, and we'd love to keep doing it. Would you add us to your 'trusted partners' page? We'll do the same for you. - [Your Name]

Common questions

How many backlinks do I need?

There's no magic number. 10 great local and industry links beat 500 junk links.

Are paid directories worth it?

Sometimes. Try one at a time and track calls from it for 90 days.

Do links help with AI search?

Yes, in a way. AI tools often trust and cite the same sites that link to you or list you.

Want us to do this for you?

JP Marketing helps local businesses show up on Google, Google Maps, and AI search tools like ChatGPT. We build the websites, write the pages, run the ads, and set up the follow-up.

Book a free strategy call at jpmarketing.co. We'll look at your site and your Google profile, and show you the 3 fastest wins for your business.

Rules on Google, Meta, and AI tools change a lot. This guide was last updated November 2026. It is general marketing info, not legal advice.