JP MARKETING

IDEA BANK

50 SEO Blog Topics for Counselors & Therapists

Ready-to-write blog ideas that help you show up on Google and AI search

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Why blogs still work

Blogs help people find you **before** they're ready to buy. They also help Google and AI tools see you as an expert.

Today, lots of people ask questions in ChatGPT, Google's AI answers, and other AI tools. These tools pull answers from helpful pages. A good blog post that answers a real question can get you mentioned.

But only if it's **really helpful**. Thin, boring posts don't work anymore.

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.
Search intent	Why someone is searching: to learn, to compare, or to buy.
Outline	The list of headings you plan before you write.

How to pick which blogs to write first

Start with these 3 groups. They bring the most leads:

1. **Cost questions** ("How much does...")
2. **Problem questions** ("Why does..." / "What should I do if...")

3. **Compare questions** ("X vs. Y" / "How to choose...")

Then add local and seasonal posts.

50 blog ideas for Counselors & Therapists

Getting started

#	Blog title
1	How to find a therapist in Plano who's a good fit
2	What happens in your first therapy session
3	Counselor vs. psychologist vs. psychiatrist: what's the difference?
4	How much does therapy cost in Texas?
5	Does insurance cover therapy? How to check
6	What is a superbill and how do I use it?
7	Online therapy vs. in-person: which is right for me?
8	Questions to ask on a free consult call
9	Signs it may be time to talk to someone (general guide)

Anxiety and stress

#	Blog title
10	Simple grounding tricks for when worry spikes
11	What does anxiety therapy actually look like?
12	Work stress vs. burnout: how to tell
13	How to calm down before a big test or meeting
14	Sleep and worry: tips that help
15	Is it normal to feel anxious all the time?

#	Blog title
16	How to handle Sunday night dread
17	Panic vs. worry: how they feel different

Relationships

#	Blog title
18	Signs it might be time for couples counseling
19	What to expect in your first couples session
20	How to stop having the same fight
21	How to repair after a big argument
22	Gottman method explained simply
23	Premarital counseling: is it worth it?
24	Co-parenting after divorce: tips that help kids

Kids, teens, and parents

#	Blog title
25	How to tell if your teen needs a counselor
26	What is play therapy?
27	How to talk to your child about therapy
28	Back-to-school anxiety: help for parents
29	Screen time and teen mood: what parents can do
30	What parents get told in teen therapy (privacy explained)
31	Helping kids through a divorce

Trauma, grief, and big changes

#	Blog title
32	What is EMDR and does it work?
33	Grief doesn't follow a schedule
34	Life after a big move: dealing with change
35	New parent stress: you're not alone
36	Holiday grief: ways to cope
37	Caring for an aging parent without burning out

Local and seasonal

#	Blog title
38	Mental health resources in Plano and Collin County
39	Holiday stress survival guide
40	New Year goals that are kind to yourself
41	Mental Health Awareness Month: simple ways to check in
42	Summer routines for kids' mental health
43	Winter blues: what helps

AI search friendly (question style)

#	Blog title
44	How long does therapy usually take to work?
45	Can a therapist diagnose ADHD in Texas?
46	Is online therapy as good as in-person?
47	What should I say in my first therapy session?
48	How do I find a therapist who takes my insurance?

#	Blog title
49	Do therapists tell parents what teens say?
50	What does LPC, LMFT, and LCSW mean?

The simple blog template

Use this every time:

1. **Title:** The question people ask (use the city if it fits).
2. **Quick answer:** Answer the question in the first 2 to 3 sentences. This is what AI tools grab.
3. **The details:** Explain more with headings and short paragraphs.
4. **A table or list:** Prices, steps, pros and cons. Easy to skim.
5. **Local info:** Mention Plano and nearby areas when it makes sense.
6. **Your experience:** Share what you see every day. This is the part AI can't fake.
7. **FAQ:** 3 to 5 short questions and answers.
8. **Next step:** Link to your matching service page and say how to reach you.

> **Tip:** Every blog should link to at least one service page. The blog brings people in. The service page turns them into clients.

How often to post

Your time	Plan
Very busy	1 great post a month
Some time	2 posts a month
Growing fast	1 post a week

One great post beats four lazy ones.

Make it AI-friendly

- Put a short, direct answer at the top
- Use the exact question as a heading
- Add real numbers (prices, times, steps) when you can
- Add an author box: who wrote it and why they know this
- Update old posts every year with new info
- Don't stuff keywords. Write for people.

Checklist for each blog

- ☐ Title is a real question or topic people search
- ☐ Quick answer in the first 2 to 3 sentences
- ☐ Headings that are easy to skim
- ☐ At least one list or table
- ☐ Your own experience or examples
- ☐ Link to a service page
- ☐ Author name and short bio
- ☐ A real photo
- ☐ FAQ section
- ☐ Clear next step

Sample outlines you can copy

Sample outline: "How to find a therapist in Plano who's a good fit"

1. **Quick answer** (2 to 3 sentences that answer the title right away)
2. **Heading:** the main question, asked another way
3. **Heading:** what most people don't know about it
4. **A list or table** (steps, prices, pros and cons)
5. **Heading:** what this looks like in Plano

6. **What we see every day** (your real experience)
7. **FAQ** (4 short questions)
8. **Next step** (link to your service page + button)

Sample outline: "Simple grounding tricks for when worry spikes"

1. **Quick answer** (2 to 3 sentences that answer the title right away)
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3. **Heading:** what most people don't know about it
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Sample outline: "Signs it might be time for couples counseling"

1. **Quick answer** (2 to 3 sentences that answer the title right away)
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6. **What we see every day** (your real experience)
7. **FAQ** (4 short questions)
8. **Next step** (link to your service page + button)

Sample outline: "How to tell if your teen needs a counselor"

1. **Quick answer** (2 to 3 sentences that answer the title right away)
2. **Heading:** the main question, asked another way
3. **Heading:** what most people don't know about it
4. **A list or table** (steps, prices, pros and cons)
5. **Heading:** what this looks like in Plano
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Common questions

Can I use AI to write my blogs?

AI can help with outlines and first drafts. But you must add your real experience, check every fact, and make it sound like you. Pure AI copy-paste posts don't do well.

How long should a blog post be?

Long enough to fully answer the question. Usually 800 to 1,500 words. Short is fine if the answer is short.

How long until a blog ranks?

Often 2 to 6 months. Some never rank, and that's OK. Keep the ones that work updated.

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.