JP MARKETING

PROMPT PACK

AI Prompts to Audit Your Website for SEO & AI Search

Copy-and-paste prompts for counselors & therapists

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What this pack does

These prompts help you check your website and Google profile the way an SEO expert would, then turn what you find into a simple fix plan. Great to run every 3 months.

Words to know

Word	What it means
Prompt	The instructions you type into an AI tool.
[Blank]	A spot you fill in with your real info.
Chat	One conversation with the AI. It remembers what you said earlier in the same chat.
Tone	How the writing sounds: friendly, serious, fun.

How to use these prompts

1. Open ChatGPT, Claude, or Gemini (free plans work).
2. Paste your business info block first (Step 1).
3. Copy a prompt. Swap the **[BLANKS]** for your real info.
4. Read what it gives you. **Fix anything that's wrong.** AI makes mistakes.
5. Ask it to change things: "shorter," "simpler words," "more friendly," "add a local example."

> **Important:** AI doesn't know your real prices, reviews, licenses, or results. Never let it make those up. Give it the real facts, or leave those spots blank and fill them in yourself.

Step 1: Fill in your business info

Every prompt below uses these blanks. Fill them in once, then copy them into each prompt.

Blank	What it means	Example (Counselors & Therapists)
[BUSINESS]	Your business name	Calm Path Counseling
[CITY]	Your main city	Plano, TX
[AREAS]	Nearby areas you serve	Frisco, Allen, Richardson, McKinney (plus online across Texas)
[SERVICES]	Your services	anxiety therapy, couples counseling, teen counseling, EMDR, grief counseling, online therapy
[AUDIENCE]	Who you help	stressed adults, couples, and parents of teens
[USP]	Why people pick you	evening hours, free 15-min consult, Gottman and EMDR trained, superbills
[TONE]	How you want to sound	warm, calm, plain words, no clinical jargon

Pro move: Paste this "business info" block at the top of your AI chat before you use any prompt. Then the AI remembers it for the whole chat.

```
MY BUSINESS INFO
BUSINESS: Calm Path Counseling
CITY: Plano, TX
AREAS: Frisco, Allen, Richardson, McKinney (plus online across Texas)
SERVICES: anxiety therapy, couples counseling, teen counseling, EMDR, grief
counseling, online therapy
AUDIENCE: stressed adults, couples, and parents of teens
USP: evening hours, free 15-min consult, Gottman and EMDR trained,
superbills
TONE: warm, calm, plain words, no clinical jargon
Industry: Counselors & Therapists
Rules: Never post about clients, even with names removed. Don't promise
results. Add crisis info (988) on posts about suicide or self-harm. Don't
give individual advice in comments.
```

The prompts

Prompt 1: Full site check (big picture)

Start here.

```
Act as a local SEO and AI search expert. I'll paste text from my website for
[BUSINESS], a counseling practice in [CITY].
[PASTE HOMEPAGE + TOP 3 SERVICE PAGES]
Grade 1 to 10 on: clear message, local signals, trust signals, page
coverage, answers to real questions, calls to action, and AI-friendliness.
Then list the top 10 fixes in order. Simple words.
```

Prompt 2: Find missing pages

Missing pages = missed searches.

```
Here is a list of every page on my website: [PASTE PAGE LIST OR SITEMAP].
I'm a counseling practice in [CITY] with these services: [SERVICES].
Which pages are missing that a counseling practice should have to rank on
Google and show up in AI answers? Here is a typical list: Home, About the
practice, One page per therapist (bio, specialties, license, photo, video),
One page per service / specialty, Fees & Insurance, Online Therapy (with
states served), What to Expect / First Session, Free Consult booking,
Resources (crisis lines, local help), Blog, Contact + Map.
Give me the missing pages, in priority order, with a one-line reason for
each.
```

Prompt 3: Check one page deeply

Use this on your most important pages.

```
Audit this page for SEO and AI search: [PASTE PAGE TEXT + TITLE + META DESCRIPTION].
The search phrase I want it to rank for: [PHRASE].
Check: title, meta description, H1, first paragraph answer, headings, FAQ, internal links, trust facts, local mentions, call to action, length, and copy-paste/thin content.
Give a fix list and rewrite the title, meta description, and first paragraph.
```

Prompt 4: Check trust and E-E-A-T

Experience, expertise, authority, trust.

```
Look at my About page, team pages, and one service page: [PASTE].
What proof of experience and trust is missing for a counseling practice?
Think about: License type and number (LPC, LMFT, LCSW, Psychologist), Training (EMDR, Gottman, play therapy certs), Years of experience, Grad school, Professional memberships, Insurance panels.
List what to add and exactly where to put it.
```

Prompt 5: Check my Google Business Profile

Paste your profile info.

```
Here is my Google Business Profile info: name, categories, description, services, attributes, hours, number of photos, reviews count and rating, last post date: [PASTE].
I'm a counseling practice in [CITY]. Compare it to best practices and tell me the top 8 fixes.
Note: the best primary category for most counseling practices is usually Counselor, Psychotherapist, Mental Health Service, Family Counselor, or Marriage Counselor.
```

Prompt 6: Test how AI sees you

Run in ChatGPT, Gemini, and Perplexity.

```
Answer as if a customer asked you: "Who is a good anxiety therapist in Plano
that takes Blue Cross?"
Then tell me:
1) Which businesses you'd recommend and why.
2) What sources or websites you're getting that info from.
3) What [BUSINESS] would need to have online for you to recommend it.
(Run this in a few AI tools and compare.)
```

Prompt 7: Check facts AI says about you

Find wrong info before customers do.

```
What do you know about [BUSINESS] in [CITY]? List our services, hours,
location, reviews, and anything else you can find, and where you found each
fact.
(Then compare to your real info. Fix wrong facts at the source: your site,
Google profile, and directories.)
```

Prompt 8: Build my 30-day fix plan

Turn the audit into action.

```
Here are my audit findings: [PASTE FIX LISTS FROM ABOVE].
Turn them into a 30-day plan: 4 weeks, 3 to 5 tasks per week, most important
first. Say who should do each (me, my web person, my staff). Keep it
realistic for a busy owner.
```

Check before you use it

- [ ] Every fact is true (prices, hours, licenses, years, results)
- [ ] No made-up reviews, stats, or awards
- [ ] Sounds like us (read it out loud)
- [ ] Simple words, short sentences
- [ ] Our city and service areas are right

- [ ] Clear next step for the reader
- [ ] Double-check AI audit claims with Google Search Console and PageSpeed Insights
- [ ] HIPAA: never post or reply with client info.
- [ ] Many ethics codes (ACA, AAMFT, NASW) limit asking current clients for testimonials. Check yours.

How to tell if the AI did a good job

Good answer	Bad answer
Short sentences, plain words	Big fancy words
Uses YOUR facts	Makes up prices, reviews, or awards
Sounds like a real person	Sounds like an ad robot
Answers the question first	Long intro before the point
Mentions your city naturally	Says the city 20 times

How to fix a bad answer

Just reply to the AI with one of these:

- "Make it simpler. Use words a 10-year-old knows."
- "Shorter. Cut it in half."
- "Sound more like a friendly local business, less like a robot."
- "You made up [thing]. Remove anything I didn't give you."
- "Add a local example from [CITY]."
- "Start with the answer, then explain."
- "Give me 3 different versions so I can pick."

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.