

SEO Audit & Recommendations  
Rogers Behavioral Health  
April 2023



**BY**



A Change Agency

# We ran an SEO audit of your website (for fun!)

Hey there, my name is Jenny, and I'm with 5by5 - A Change Agency. Rogers Behavioral Health is just the kind of change maker we love to partner with. So I asked our team to conduct an SEO audit of your website to provide some helpful insights.

**This report is full of actionable ways to increase the number of people who find you online.**

We hope this helps you grow your impact.  
Questions? Give me a call!  
Enjoy!

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5by5agency.com/  
rbh

Watch our SEO expert take you through the presentation



## Executive Summary

If you only have five minutes, here's what you need to know regarding our SEO Audit.

If you've got a bit more time, read on to get the full context of our findings.

### 01. Mobile experience update | Page 7

The mobile experience is performing slowly enough that RBH may be losing people before they have a chance to engage with the website.

### 02. Update the H1 | Page 12

The testimonial is good social proof, but doesn't need to be tagged as the H1. Instead, a new H1 should be created that hits the high-level keywords of someone who may be looking for behavioral health services.

### 03. Update alternative texts | Page 13

Right now, some of the alternative texts are redundant and should be rewritten to provide context.

### 04. Create derivative content | Page 14

Using the videos and the podcasts as a starting point, develop additional content that speaks to the same audience as the original piece.

## Executive Summary

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### **05. Update title tag & meta description | Page 17**

Remove the featured image from the location pages to get the entire meta description to show up. Consider adding keywords for specific things people might be searching for.

### **06. Add new photos to Google Business Profile | Page 18**

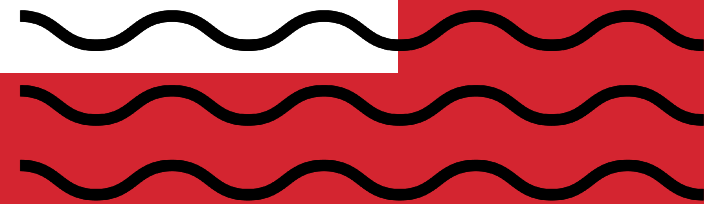
All of the photos on the GBP are 5 years old or more. A fresh batch would be beneficial.

### **07. Add Organization schema | Page 20**

An Organization schema will tie together all of RBH's locations together and help search engines categorize them.

**01**

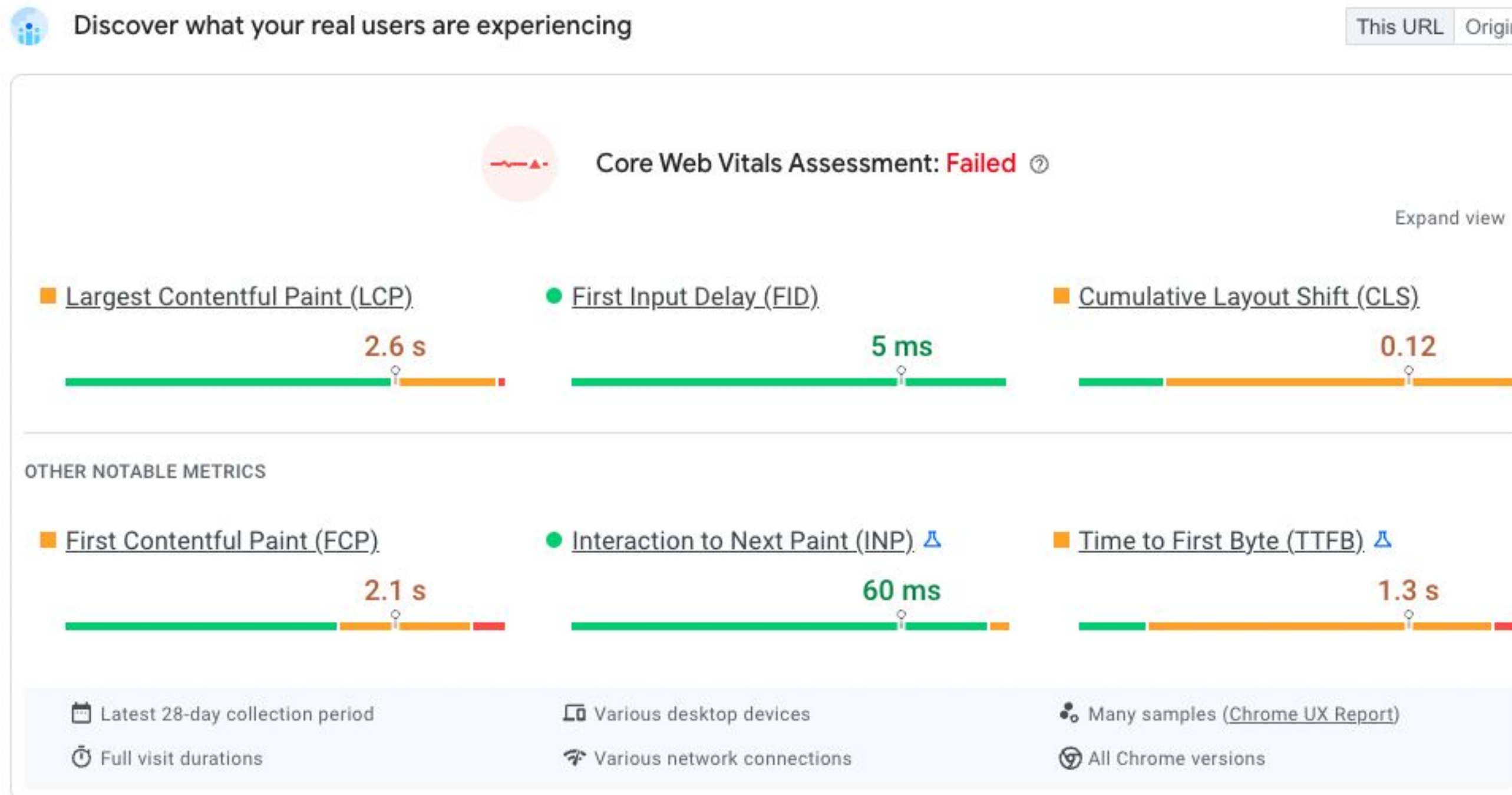
# Current SEO Profile



# Core Web Vitals

Core Web Vitals are a collection of metrics that search engines use to assess how quickly your website loads and how stable it is as visitors scroll down it.

The desktop version of the website is performing well, but with four metrics in the yellow, there is room for improvement.

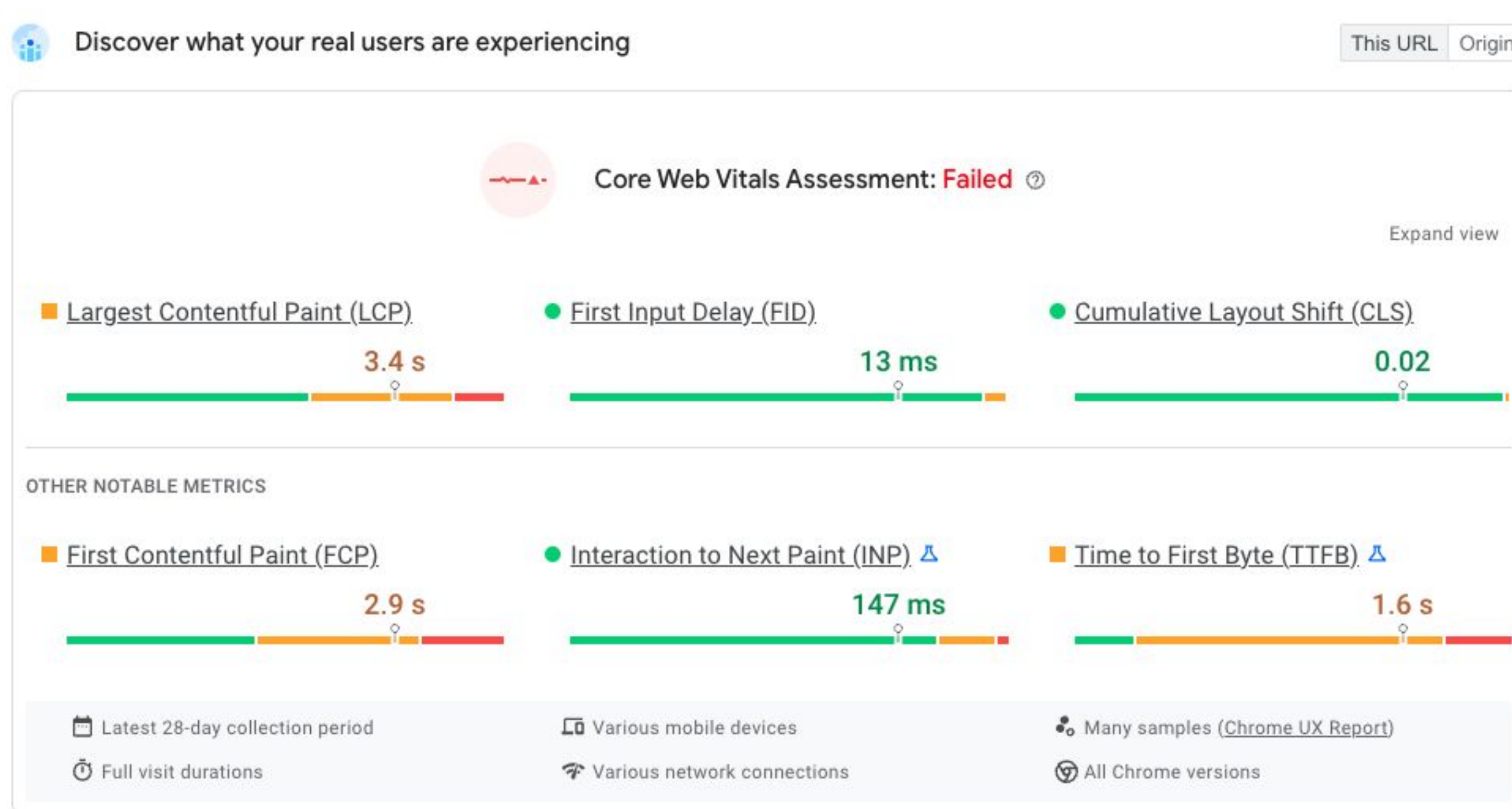




# Core Web Vitals

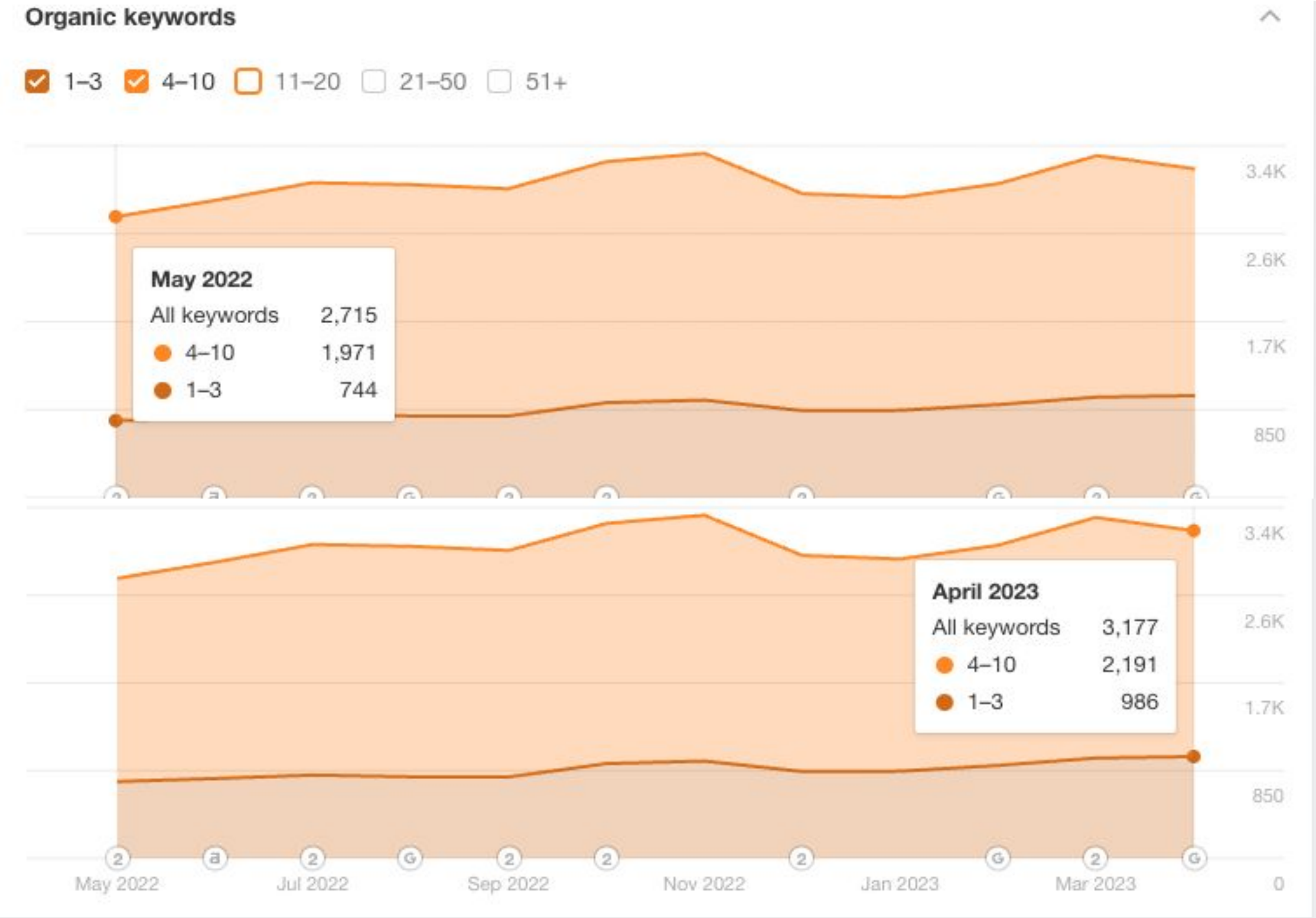
The mobile version of the website is performing slightly better, but there are a few areas of concern. Specifically, the 3.4 second Largest Contentful Paint and the 2.9 second First Contentful Paint. According to Google, [53% of mobile users will abandon a website](#) if it takes longer than 3 seconds to load.

If you'd like to learn more about what each of these metrics are, Moz does a good overview [here](#).



# Organic Keyword Rankings

First-page (top 10) keywords have increased slightly over the past year, with 462 new keywords in the 4-10 range and 242 new keywords in the top three.





# Top Keywords

This is a screenshot of the keywords the website is ranking for along with some other useful information.

The main top-of-funnel drivers to the website are the quizzes. These rank for high-volume, high-difficulty keywords and also signal someone who is actively seeking answers, if not help.

Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL
+ rogers behavioral health	4	21.0K	16	1.50	10,355		0	2 → 1	▲1	https://rogersbh.org/ 9 more
+ am i depressed quiz	2	24.0K	69	0.90	4,276	+2,840	0	6 → 3	▲3	https://rogersbh.org/depression-quiz
+ ocd test		31.0K	28	0.56	2,387	+1,309	0	9 → 6	▲3	https://rogersbh.org/OCDquiz
+ eating disorder test	1	11.0K	31	1.77	2,332	+184	0	3		https://rogersbh.org/edquiz
+ do i have anxiety quiz	1	3.6K	49	0.42	2,041		0	1		https://rogersbh.org/anxietyquiz
+ depression test	2	76.0K	68	0.98	1,716	+1,709	0	24 → 9	▲15	https://rogersbh.org/depression-quiz
+ arfid	3	104.0K	37	2.71	1,623	-913	0	8 → 10	▼2	https://rogersbh.org/about-us/newsroom/blog/more-picky-eating-7-things-know-about-arfid
+ depression quiz	1	21.0K	68	0.80	1,467	+516	0	8 → 7	▲1	https://rogersbh.org/depression-quiz
+ do i have ocd	1	7.3K	53	0.80	1,462	+579	0	4 → 2	▲2	https://rogersbh.org/OCDquiz
+ anxiety test	1	31.0K	47	0.72	1,358	+1,307	0	23 → 9	▲14	https://rogersbh.org/anxietyquiz
+ do i have ptsd	1	3.7K	41	1.20	1,323	+1,025	0	4 → 2	▲2	https://rogersbh.org/ptsdquiz
+ tms	6	55.0K	58	4.01	1,136	-284	0	7 → 8	▼1	https://rogersbh.org/what-we-treat/mood-disorders/transcranial-magnetic-stimulation
+ emotional dysregulation	4	16.0K	51	0.28	1,080		0	3		https://rogersbh.org/emotional-dysregulation-facts
+ do i have ptsd quiz	1	1.3K	33	1.69	1,077	+246	0	1		https://rogersbh.org/ptsdquiz
+ anxiety quiz	1	7.5K	47	0.62	1,061	+826	0	8 → 4	▲4	https://rogersbh.org/anxietyquiz
+ do i have depression	2	8.3K	80	0.31	1,028	+561	0	6 → 4	▲2	https://rogersbh.org/depression-quiz
+ ptsd quiz	2	2.3K	39	1.70	865	-422	0	1 → 2	▼1	https://rogersbh.org/ptsdquiz 1 more
+ rogers behavioral health oconomowoc	3	1.0K	30	N/A	793	+141	0	1		https://rogersbh.org/locations/oconomowoc 16 more
+ are you depressed quiz	1	2.2K	69	0.76	681	+458	0	4 → 2	▲2	https://rogersbh.org/depression-quiz
+ ptsd test	1	18.0K	49	1.48	655	+517	0	11 → 8	▲3	https://rogersbh.org/ptsdquiz
+ inpatient mental health	4	9.4K	28	11.41	626	+346	0	7 → 5	▲2	https://rogersbh.org/what-we-treat/inpatient-services
+ do i have an eating disorder	3	6.4K	78	0.60	523	-40	0	4		https://rogersbh.org/edquiz
+ rogers behavioral health west allis	3	600	9	N/A	514	+137	0	1		https://rogersbh.org/locations/west-allis 12 more
+ afrid	1	14.0K	46	0.00	513	-128	0	4 → 5	▼1	https://rogersbh.org/about-us/newsroom/blog/more-picky-eating-7-things-know-about-arfid
+ dysregulation	2	21.0K	51	0.00	500	-58	0	1 → 3	▼2	https://rogersbh.org/emotional-dysregulation-facts https://rogersbh.org/emotional-dysregulation-facts
+ dysregulated	3	21.0K	49	N/A	380	+199	0	6 → 4	▲2	https://rogersbh.org/emotional-dysregulation-facts

[Click here to download a list of all RBH's Top 20 keywords](#)

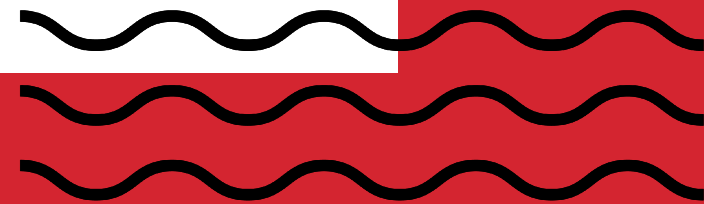
# Backlink Profile

A backlink is the term for when another website links to yours. Google sees links from high-quality sites as a sign of trustworthiness and authority, and thus rewards pages with lots of good backlinks. There was a big jump in backlinks in December and then another smaller one just this past month. These usually coincide with high-performing content or a PR push.



**02**

# On-page SEO Opportunities

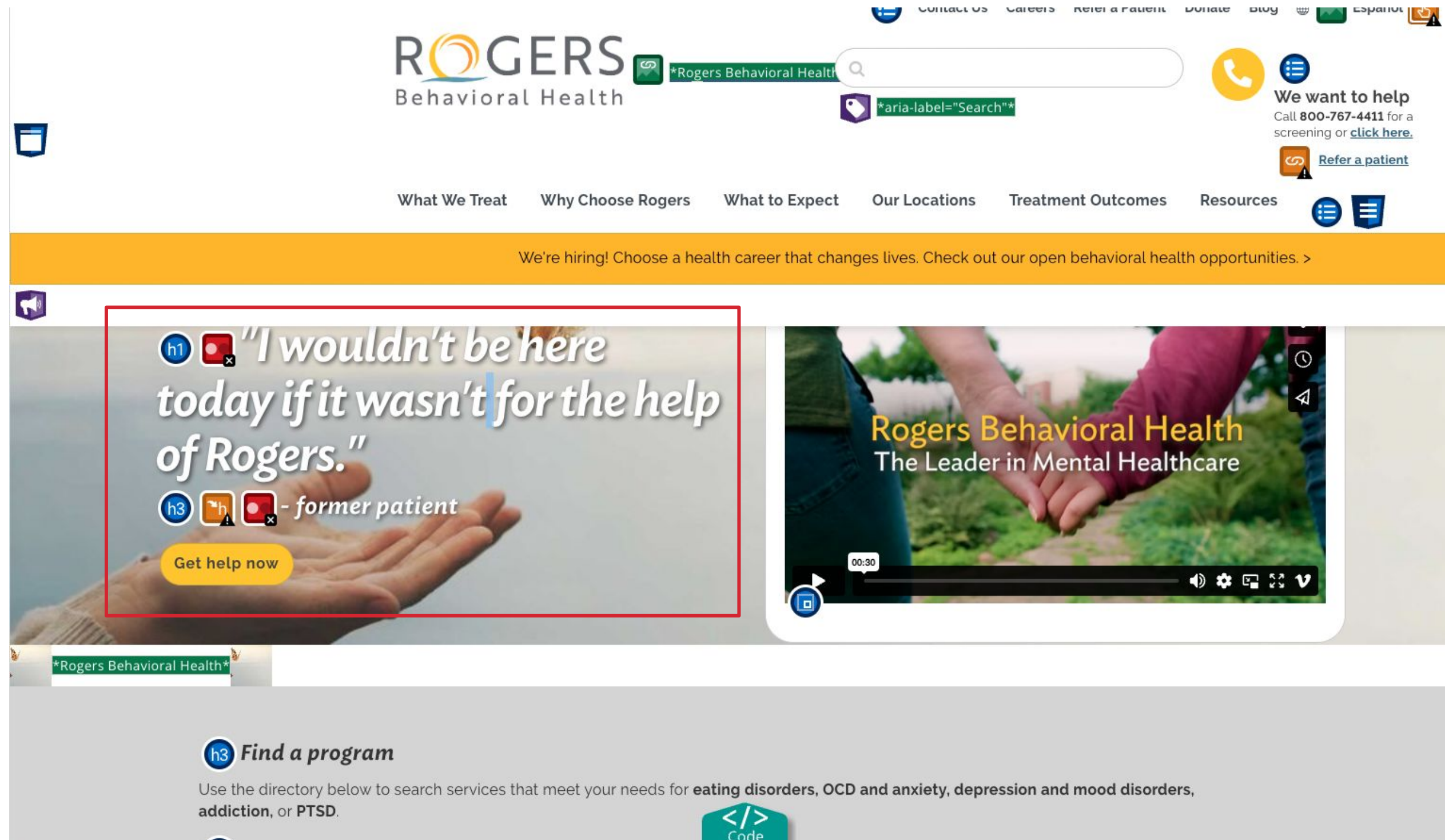




# Headings & Subheadings

A web page's H1 is one of the most important pieces of information on it. Google essentially understands the H1 to be the page's title. Ideally, the H1 should correspond directly to the most valuable target keyword(s).

The home page's current H1 is a testimonial. It's important to provide social proof, but this isn't helping the website get discovered by new audiences. The location pages are doing the heavy lifting of local SEO, so it's worth considering what could be put here that would be helpful.



# Accessibility | Alternative Text & Background Images

People with visual impairments often use screen readers to read website content to them out loud. These screen readers use alt text to describe an image, so it is important that be filled out and accurately describe the content and context of an image. Search engines also read alt texts and file names, so it is helpful from an SEO perspective to incorporate keywords into both where possible.

The website's current alt texts are good, but in places they are redundant. Screen readers are already going to read the headings, so having the alt texts repeat them makes for a frustrating user experience for visually impaired users.



\*Residential Care large beautiful building with flowers\*

#### **h4 Residential care**

Rogers' nationally recognized residential treatment centers providing intensive treatment for mental health, eating disorders, and substance use disorders.

[Learn More](#)



\*Rogers Connect Care\*

#### **h4 Rogers Connect Care**

A telehealth option for PHP and IOP programming currently available in Illinois, Minnesota, Tennessee, and Wisconsin.

[Learn More](#)



\*Adult care\*

#### **h4 Adult services**

Rogers offers a variety of services in multiple locations for adults.

[Learn More](#)



\*Child and adolescent care\*

#### **h4 Child and**

#### **adolescent services**

We have programs for kids and teens in multiple specialties in multiple locations.

[Learn More](#)





# Resources | Alternative Text & Background Images

It's encouraging to see different types of content being produced. The topics are SEO-optimized and appear to strategically serve multiple audiences and multiple points of the audience journey.



## Harm Reduction In Addiction Recovery: Current State And Treatment Considerations

Learn about the role of harm r...

[View >](#)



## Rachel's Story: How Rogers' Holistic Approach Helped Her Rise Above An Eating Disorder And Depression

Since she was young, Rachel ...

[View >](#)



## Rising Above Depression And An Eating Disorder | Rachel's Story

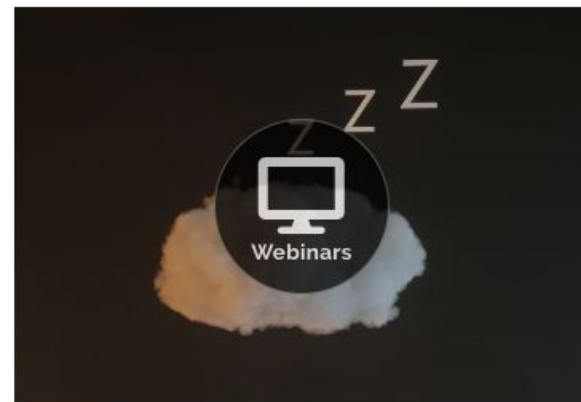
Rachel says her struggle with ...

[View >](#)



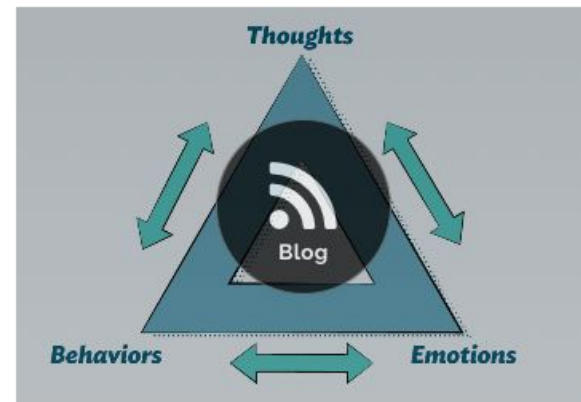
## Rogers Teammate, Michael Beyer, Shares His Journey To Sobriety For Alcohol Awareness Month

current-state-and-treatment-considerations



## Addressing Sleep Concerns With Therapeutic Interventions And Medication Management

Review diagnostic criteria and...



## Understanding CBT And DBT And How Rogers Uses These Evidence-Based Therapies

Cognitive behavioral therapy (...)

### Featured Series

A green backpack filled with school supplies like pens, pencils, and a ruler.

#### Back to school resources

Help for parents, families, and educators as they navigate the start of...

[View >](#)

A person seen from behind, looking out over a dark, smoky or hazy landscape.

#### Reducing the Risk of Teen Addiction

Resources for understanding why teens turn to drugs or alcohol, and what to...

[View >](#)

An illustration of a person standing on a path that leads into a dark, stormy area with rain falling.

#### Parenting Teens with Depression

Signs to watch for, tips to use at home, and knowing when it's time to seek...

[View >](#)

# Resources | Alternative Text & Background Images

As a consideration for future content, it would be good to see these podcast episodes turned into articles written for the same audience. For example, this series is for parents, but [the current RBH blog on the topic](#) is much more academic and relatively short.

deeper.

## ***How to help teens with depression***

In the 5-part Parenting Teens with Depression podcast, mental health experts from Rogers Behavioral Health provide critical insight on risk factors associated with teens and depression, symptoms to watch for, tips to use at home, when it's time to seek help, and effective therapies used in treatment.

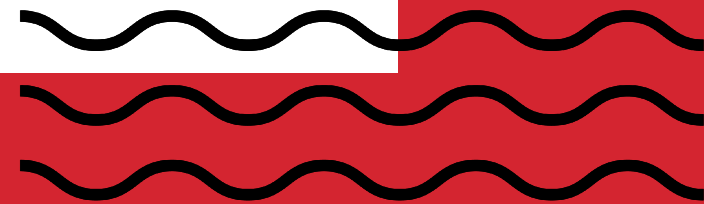
You can also find this podcast on [Apple Podcasts](#), [Google Play](#), [Spotify](#), [Tunein](#) and [Stitcher](#).

The screenshot shows a podcast player interface. At the top left is a thumbnail for 'Depression overview' featuring a cartoon illustration of a person holding balloons. The main title is 'Depression overview' under the series 'PARENTING TEENS WITH DEPRESSION - EPISODE 1'. Below the title is a play button, a progress bar, and controls for volume, speed (1x), and repeat. The duration is 00:00 | 09:31. Below the player are links for 'SUBSCRIBE', 'SHARE', and 'MORE INFO', and a 'Transistor' icon. A section titled '5 LATEST EPISODES' lists the following episodes and their durations:

Episode Title	Duration
Depression overview	10 min
Why behavioral activation works	13 min
Importance of validation	12 min
Screen time risks	13 min
Understanding self harm	11 min

**03**

# Off-page & Technical SEO

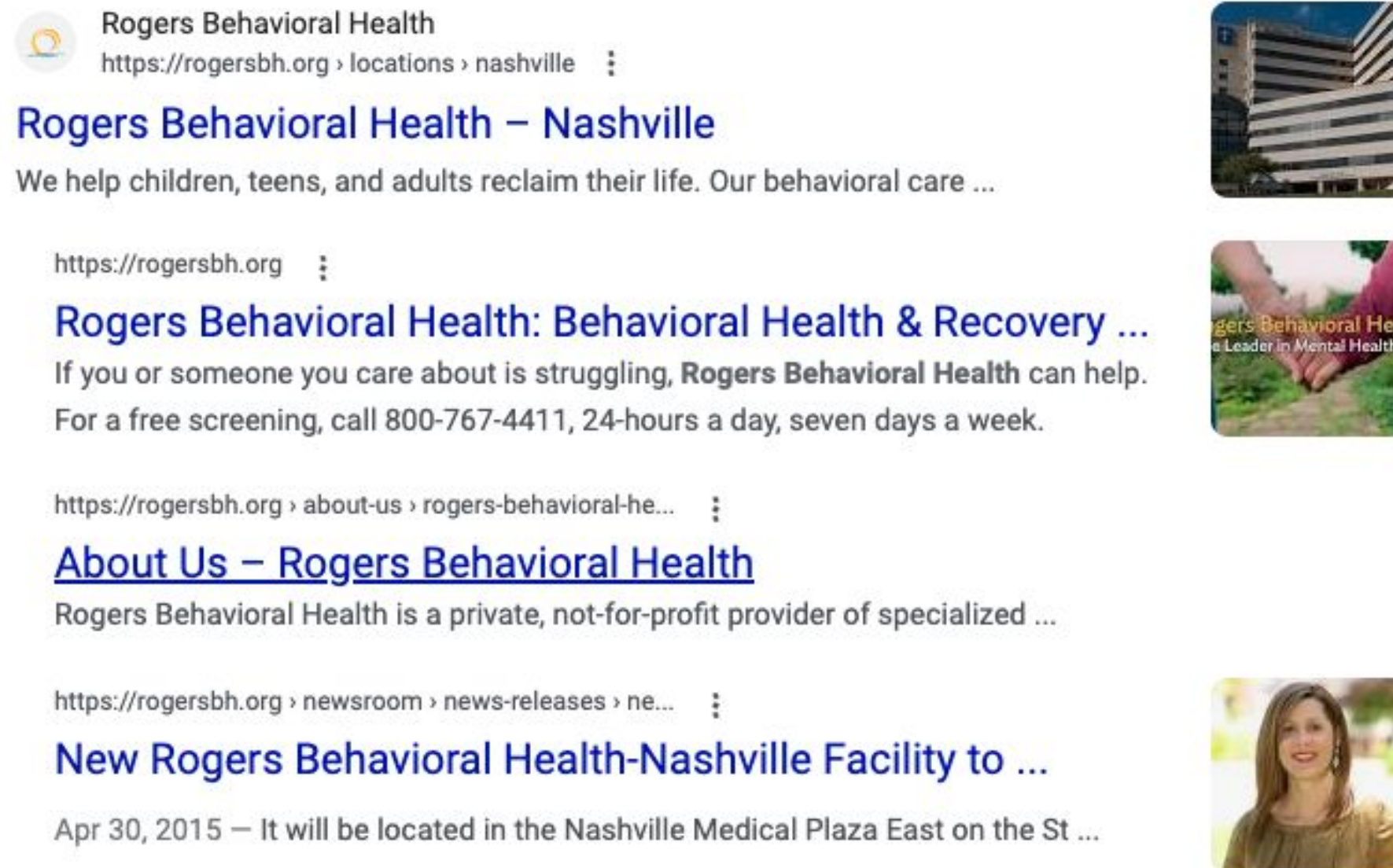




# Title Tag & Meta Descriptions

Along with the H1s mentioned earlier, title tags and meta descriptions make up the major ranking factors for a website. Ideally, the title tag should reflect the keyword or phrase people are most likely to search to find the information on that page. The meta description beneath should include that same keyword along with more context to help people understand what's on the page.

For most people, the location pages and the content are going to be the main landing pages. In this case, the main site is located directly below the Nashville page. The meta description for the Nashville page is being cut off early, partially due to the sitelinks and partially due to the featured image. Since the image isn't adding anything significant, we recommend removing it on the location pages to give the title tag and meta descriptions more room.



The screenshot displays three search results for Rogers Behavioral Health. Each result includes a breadcrumb trail, a title tag, a meta description, and a featured image. The first result is for the Nashville location page, the second is for the main organizational page, and the third is for a news release about a new facility.

**Result 1:**  
Breadcrumb: <https://rogersbh.org> > [locations](#) > [nashville](#)  
Title: **Rogers Behavioral Health – Nashville**  
Meta Description: We help children, teens, and adults reclaim their life. Our behavioral care ...  
Image: A modern multi-story building with a glass facade.

**Result 2:**  
Breadcrumb: <https://rogersbh.org>  
Title: **Rogers Behavioral Health: Behavioral Health & Recovery ...**  
Meta Description: If you or someone you care about is struggling, **Rogers Behavioral Health** can help. For a free screening, call 800-767-4411, 24-hours a day, seven days a week.  
Image: A group of hands of various colors clasped together in a circle.

**Result 3:**  
Breadcrumb: <https://rogersbh.org> > [about-us](#) > [rogers-behavioral-he...](#)  
Title: **About Us – Rogers Behavioral Health**  
Meta Description: Rogers Behavioral Health is a private, not-for-profit provider of specialized ...  
Image: A portrait of a woman with long brown hair, smiling.

# Google Business Profile

the Google Business Profile is, overall, good. There is the issue of the two one-star reviews that are showing but, without receiving several 5-star reviews, these likely aren't going away anytime soon.

It's good to see the "From the Business" section being used as well as the updates below it. The main thing to improve are the photos, all of which are over 5 years old.

Obviously, with privacy concerns, it'd be difficult to get pictures of patients, but it might be good to get physician and therapist headshots in here.

The screenshot shows the Google Business Profile for Rogers Behavioral Health. At the top, there are two photos: one of the interior of a clinic and one of the exterior building. Below the photos are buttons for 'See photos' and 'See outside'. The business name 'Rogers Behavioral Health' is displayed, along with the Rogers Behavioral Health logo. Below the name are buttons for 'Website', 'Directions', 'Save', and 'Call'. The profile has a 2.8-star rating from 24 Google reviews and is located in Nashville, Tennessee. A COVID-19 info link is provided. The location is listed as Ascension Saint Thomas Hospital West, with the address 4230 Harding Pike #707, Nashville, TN 37205. The hours are listed as 'Open' and 'Closes 6PM'. The phone number is (615) 760-3990. There are links for 'Suggest an edit' and 'Own this business?'. The 'Questions & answers' section shows one question and an 'Ask a question' button. The 'Send to your phone' button is also present. The 'Reviews' section shows three reviews, two of which are one-star reviews. The first review is from 'L' and says 'Getting better is hard work, but RBH gave my children the tools to succeed.' The second review is from 'S' and says 'These doctors refuse to listen and act as if ED treatment is one-size fits all.' The third review is from 'S' and says 'The staff and Dr. Eken had me in a room sobbing.' There is a 'View all Google reviews' link. The 'From Rogers Behavioral Health' section contains a text update: 'For a free, confidential screening, call 888-927-2203. Rogers' Nashville clinic provides children, teens, and adults specialized, evidence-based treatment for OCD and anxiety, depression and mood disorders, eating disorders, and addiction with... More'. Below this are two posts: one with a photo of three people and the text 'I think people need to be more vocal about being in recovery. Telling our stories provides r...' dated Apr 4, 2023; and another with a 'JOB OPENING!' sign and the text '#TeamRogers is looking for a Chief People Officer who will partner with other senior...' dated Mar 27, 2023.



# Schema

Schema is code that helps search bots put more context to the information they are scanning. It can help identify images, video, FAQs and reviews, as well as connect web pages with their social media accounts.

The local pages are currently set up with a Local Business schema, which is perfect.

The screenshot shows a Google Search Console interface for the URL <https://rogersbh.org/locations/nashville>. The page title is "Test results > Local businesses" and there is a "SHARE" button. A green checkmark icon indicates "1 valid item detected". Below this, there are two buttons: "VIEW TESTED PAGE" and "PREVIEW RESULTS".

The "Details" section shows the following information:

- Crawl:** Crawled successfully on Apr 20, 2023, 2:46:34 PM
- Detected items:** Rogers Behavioral Health (1 non-critical issue)
- Missing field "priceRange" (optional)**
- type:** MedicalClinic
- image:** <https://rogersbh.org/application/files/3614/9601/6024/nashville-slider1.jpg>
- id:** <https://rogersbh.org/locations/nashville>
- logo:** [https://rogersbh.org/application/themes/rbh/images/RBH\\_4c\\_nobkgrd.png](https://rogersbh.org/application/themes/rbh/images/RBH_4c_nobkgrd.png)
- description:** Rogers-Nashville provides children, teens, and adults specialized, evidence-based treatment for OCD and anxiety, depression and mood disorders, eating disorders, and addiction with co-occurring mental health disorders (dual diagnosis).
- name:** Rogers Behavioral Health

# Schema

The home page has some schema set up, but is missing an Organization schema that can link all of the various LocalBusiness schemas together, helping Google understand them as one business with multiple locations.

The screenshot shows the 'Rich Results Test' interface for the URL <https://rogersbh.org/>. The page is titled 'Test results' and includes a 'SHARE' button. The main content is divided into three sections: 'Details', 'Detected structured data', and 'Additional resources'.

**Details**

**Crawl**

- ✓ Crawled successfully on Apr 20, 2023, 2:41:35 PM

Crawled as	Googlebot smartphone
Crawl allowed?	Yes
Page fetch	Successful
Indexing allowed?	Yes

[VIEW HTTP RESPONSE](#)

**Detected structured data**

- ✓ Logos 1 valid item detected
- ✓ Videos 1 valid item detected

**Additional resources**

Monitor Rich Results for your entire site [GO TO SEARCH CONSOLE](#)

# In case you were wondering, **yes, we can help!**



## RESEARCH

- Quantitative Research
- Qualitative Research
- Secondary Research
- Focus Groups
- Audience Journeys
- Market Analysis

## STRATEGY

- Strategic Planning
- Advertising & Media Planning
- Campaign Planning & Management
- Content Strategy & Development
- Brand Strategy & Development

## CREATIVE

- Visual Brand Identity & Collateral
- Art Direction & Design
- Illustration & Animation
- Copywriting Services
- Commercial Photography & Videography

## DIGITAL

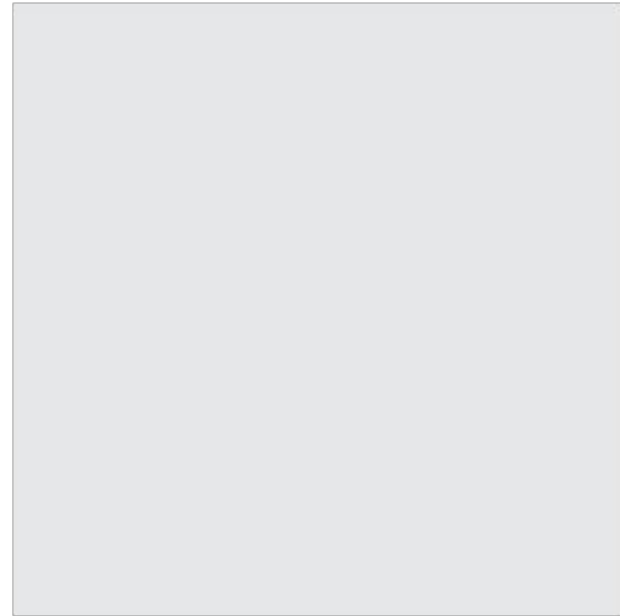
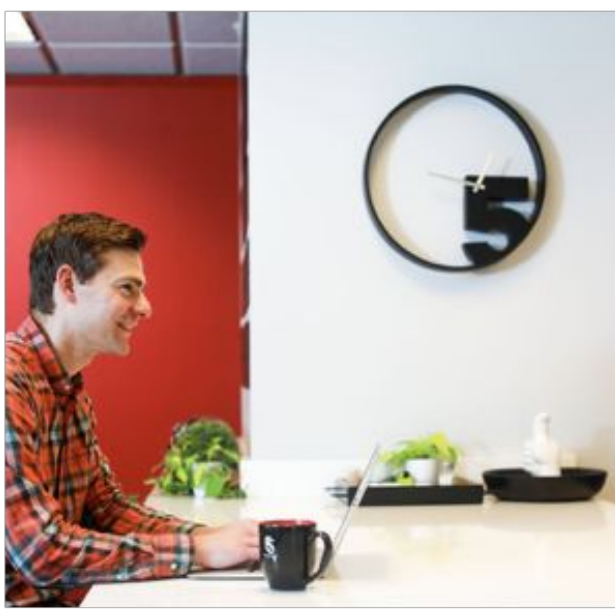
- Digital Advertising
- SEO
- Email Marketing
- Marketing Automation
- Conversion Rate Optimization

## DEVELOPMENT

- Mobile-first Web Development
- Website Hosting & Transfers
- Ongoing Website Maintenance

***Want to learn more? Let's talk.***  
**Jenny Dwyer, VP of Business Development**  
**[jdwyer@5by5agency.com](mailto:jdwyer@5by5agency.com)**





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5by5 was born from one simple but heartfelt belief: organizations driven by **change** deserve access to the **right** marketing strategies, tools and implementation to expand their **impact** and make a difference.

**Be a change maker today.**



A Change Agency