

Advertising Report Card for

**THINKHAPPYLIVEHEALTHY.CO**

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Think Happy Live Healthy

Est. 10+

Prepared: May 11, 2026

CONFIDENTIAL

# How This Advertising Report Card Works

This Advertising Report Card is a comprehensive audit of Think Happy Live Healthy's digital presence. Our team has analyzed the website, SEO, paid advertising, and social media presence to identify opportunities and areas for improvement across both locations.

- Initial Review: Deep-dive audit of website, SEO, paid ads, and social media.
  - Video Overview: Recorded walkthrough highlighting key findings.
  - Improvement Instructions: Actionable recommendations prioritized by impact.
  - Q&A Session: Direct consultation to address questions and plan next steps.
  - Ongoing Guidance: Support during implementation of recommended changes.
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## Goals & Objectives

Think Happy Live Healthy is a growing multi-location mental health practice in Northern Virginia serving children, teens, adults, and families. With two office locations in Falls Church and Ashburn plus telehealth across Virginia, the practice offers a comprehensive suite of services including therapy, psychiatric medication management, psychological testing, and workplace wellness programs. This audit evaluates whether the digital presence matches the quality and breadth of the practice.

### Channels Audited

- Website Design & Technical Infrastructure (Wix platform)
- Search Engine Optimization (SEO) - Local & Service-based
- Google Ads / Pay-Per-Click (PPC)
- Social Media Advertising (Facebook/Instagram)
- Reputation & Review Management

### Goals

- Review website layout, structure, and appointment conversion optimization
  - Analyze search engine rankings for Northern Virginia mental health keywords
  - Research paid advertising opportunities and competitor ad strategies
  - Audit social media presence and identify untapped content opportunities
  - Evaluate tracking and analytics setup for data-driven marketing decisions
  - Assess reputation management across Psychology Today, Google, and directories
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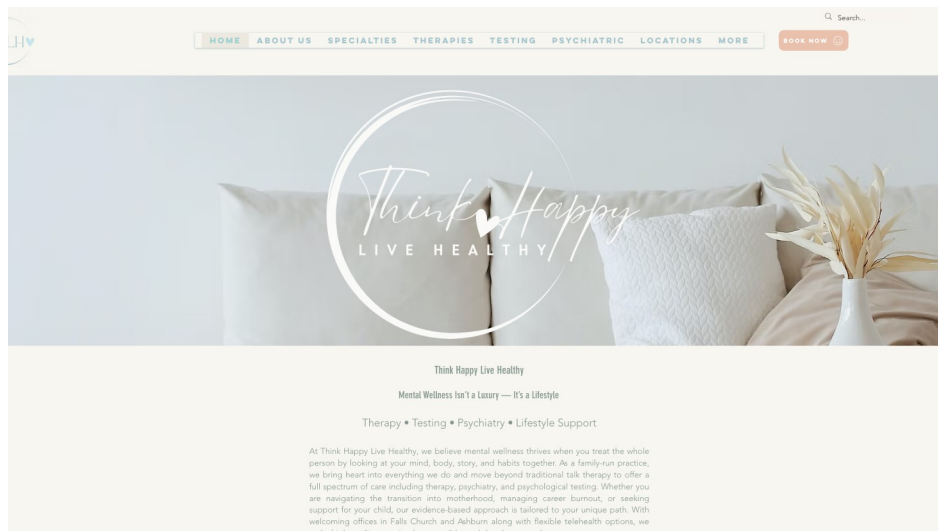
# Technical & Site Audit

The site is built on Wix (server: Pepyaka/Fastly CDN). Wix imposes platform limitations on technical SEO, page speed, and custom tracking implementation. Understanding these constraints is critical to setting realistic improvement goals.

## Web Design Audit

Think Happy Live Healthy's website is built on Wix and serves a diverse audience including parents seeking child therapy, adults looking for anxiety or depression help, and employers interested in workplace wellness. First impressions matter enormously in mental health - visitors are often in distress and need to feel safe, understood, and guided to book quickly.

### Homepage Above Fold



Screenshot: Homepage Above Fold

#### 1. Hero Headline

**Issue:** Check whether headline communicates a clear value proposition within 3 seconds. Assess emotional hook, keyword clarity, and font readability.

**Recommendation:** Rewrite to lead with the benefit ('Anxiety relief for busy professionals') not the service name. Use bold sans-serif at 40px+ for instant legibility.

#### 2. Primary CTA

**Issue:** Evaluate button contrast against background, copy strength, size, and whether it is visible above the fold without scrolling.

**Recommendation:** Use a high-contrast color not found elsewhere on the page. Replace generic 'Learn More' / 'Submit' with action-outcome copy: 'Book a Free Call' or 'Get My Plan'.

### 3. Phone/Contact

**Issue:** Check visibility and size of phone number. Service businesses lose leads when contact info is small or buried in a nav bar.

**Recommendation:** Display phone number at 18px+ in the top-right corner. Add click-to-call link on mobile. For mental health practices, also surface a text/chat option.

### 4. Navigation

**Issue:** Count top-level nav items. Ideal is 5-7. More creates cognitive overload. Check whether a CTA button is visually differentiated from standard links.

**Recommendation:** Consolidate sub-pages under dropdowns. Make the primary CTA (Book Now / Request Appointment) a filled button with contrasting color, not a plain text link.

# Homepage Full



Think Happy Live Healthy

Mental Wellness Isn't a Luxury — It's a Lifestyle

Therapy • Testing • Psychiatry • Lifestyle Support

At Think Happy Live Healthy, we believe mental wellness thrives when you treat the whole person by looking at your mind, body, story, and habits together. As a family-run practice, we bring heart into everything we do and move beyond traditional talk therapy to offer a full spectrum of care including therapy, psychiatry, and psychological testing. Whether you are navigating the transition into motherhood, managing career burnout, or seeking support for your child, our evidence-based approach is tailored to your unique path. With welcoming offices in Falls Church and Arlburn along with flexible telehealth options, we make high-quality care simple, accessible, and deeply personal.

→ Ready to get started?

[Book Your Appointment](#)



Top Vote Getter | Arlington Magazine Reader's Choice  
**Best Child Therapy Practice**

We're so grateful to our community for nominating and voting for us. Thank you for your trust and support. We look forward to continuing to serve you and your family in the years ahead.



SERVICES



[Anxiety therapy](#)



[Child psychological testing](#)



[ADHD testing](#)



[Autism testing](#)



[Psychiatry Medication Management](#)

[Book Your Appointment](#)

LANGUAGES

Looking for a therapist who speaks your language? We offer services in Spanish, Thai, Arabic, Polish, Portuguese, Serbian, Croatian, Bosnian, Telugu, and Hindi.

WHAT WE OFFER



THERAPY



PSYCHIATRY



TESTING



LIFESTYLE & WELLNESS SUPPORT

Locations

Falls Church, VA &

Screenshot: Homepage Full

## About Us



Screenshot: About Us

## Meet Our Founder



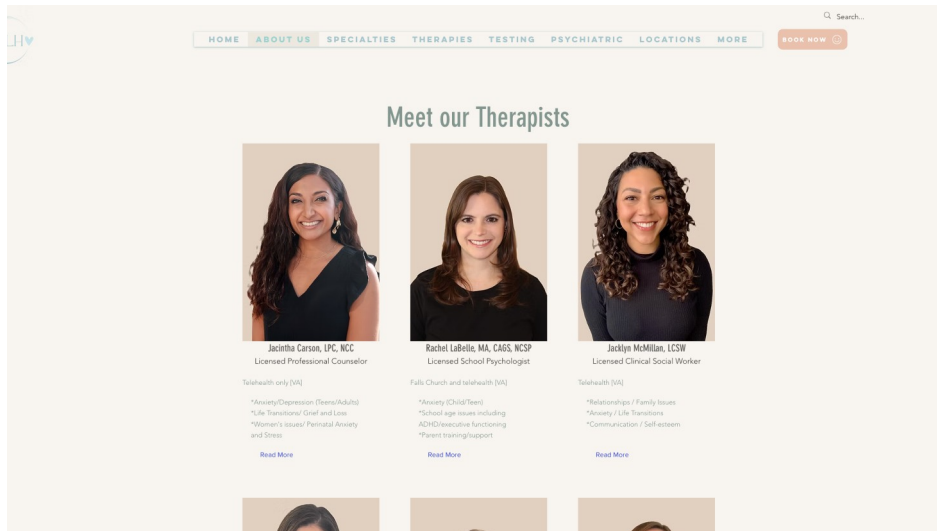
Screenshot: Meet Our Founder

### 1. Personal Branding

**Issue:** Assess whether founder/team credibility is visible early in the user journey. Photo quality, credential display, and warmth of bio copy.

**Recommendation:** Feature a professional headshot of the founder above the fold or in the first section. Add credentials (LPC, PhD, LCSW) directly under the name.

## Meet Our Therapists



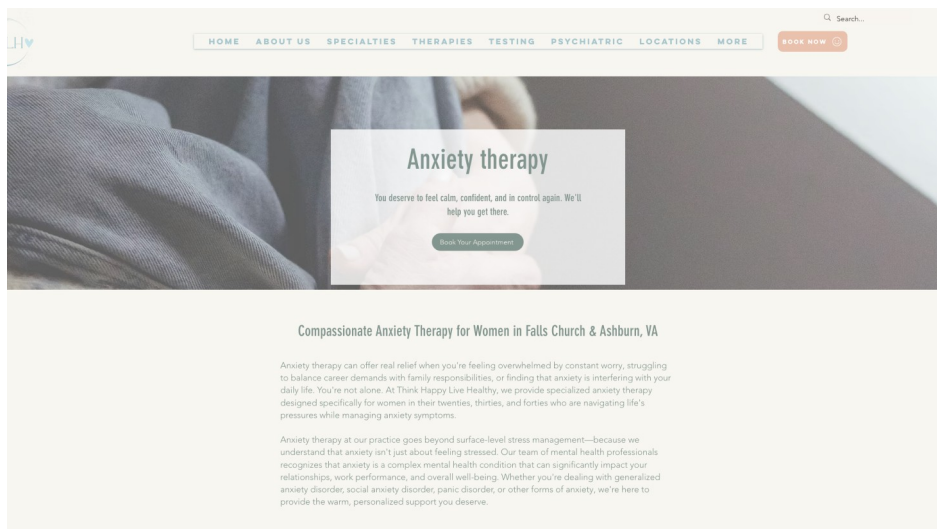
Screenshot: Meet Our Therapists

### 1. Team Presentation

**Issue:** Review therapist/provider cards for photo quality, bio depth, credential display, and booking links per individual.

**Recommendation:** Give each team member a dedicated card with headshot, credentials, specialty focus, and a direct 'Book with [Name]' CTA button.

## Anxiety Therapy



Screenshot: Anxiety Therapy

### 1. Content Depth

**Issue:** Assess whether service/specialty pages explain the condition, treatment approach, what to expect in session, and who this is right for.

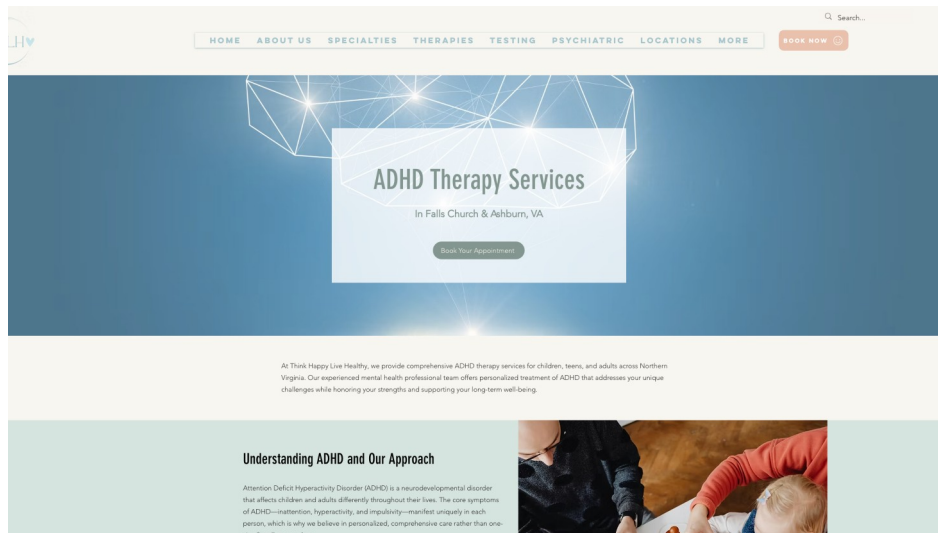
**Recommendation:** Add a 4-part page structure per specialty: (1) What is it? (2) Our approach (3) What sessions look like (4) Who benefits most. Aim for 600-900 words.

## 2. CTA Placement

**Issue:** Check how many scrolls are required to reach the next CTA after the hero. Users should never scroll more than one screen without a booking prompt.

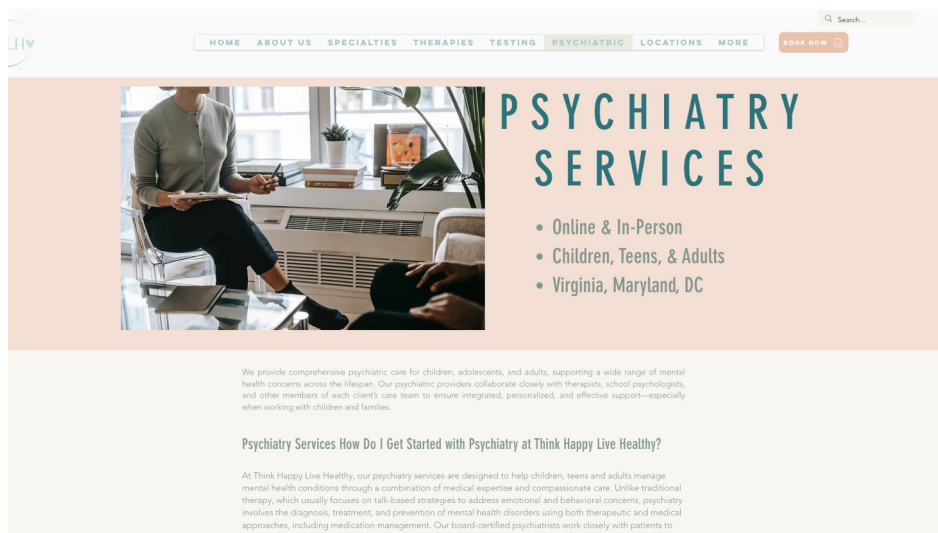
**Recommendation:** Insert a mid-page CTA block every 3-4 content sections. Use alternating styles (full-width banner vs inline button) to avoid banner blindness.

## ADHD Therapy



Screenshot: ADHD Therapy

## Psychiatric Services



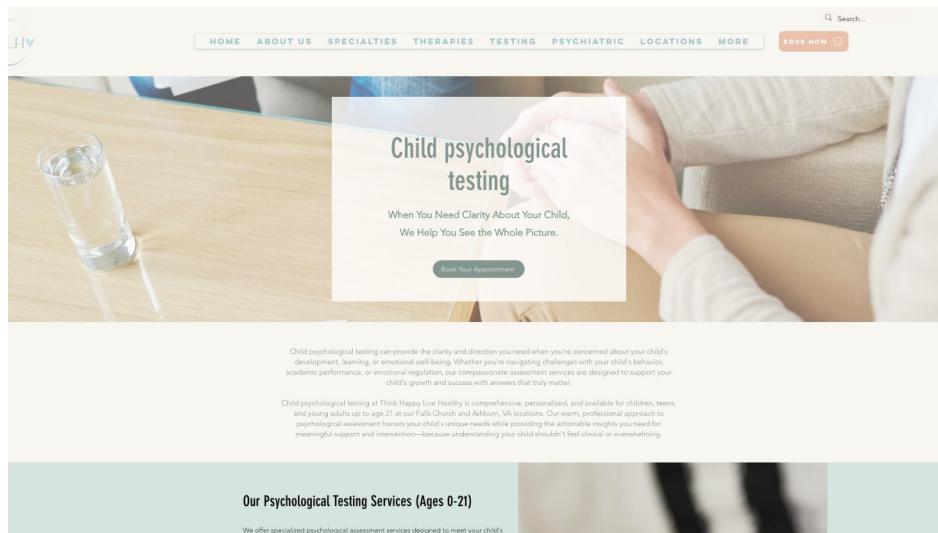
Screenshot: Psychiatric Services

## 1. Service Clarity

**Issue:** Check whether the page immediately communicates who this service is for, what it involves, and what the outcome is.

**Recommendation:** Open every service page with a one-sentence plain-English description: 'Psychiatric services help you find the right medication with ongoing monitoring by our licensed providers.'

## Child Psychological Testing



Screenshot: Child Psychological Testing

## 1. Process Explanation

**Issue:** Assess whether the testing/evaluation process is explained step by step. Parents making testing decisions need to know timeline, what to expect, cost, and report format.

**Recommendation:** Add a numbered process section: 1) Intake call (30 min) 2) Testing session (3-4 hrs) 3) Scoring & analysis (2 weeks) 4) Parent report + debrief. Reduces pre-sale anxiety.

# Request Appointment

Thank you for choosing Think Happy Line Healthy. We're so glad you're here.

Please complete one appointment request form per client. Our team will review your request and contact you with next steps. For clients ages 18 and older, forms must be completed by the client directly before services can be accepted or scheduled.

Please note: We currently provide therapy services for clients ages 5 and older. Psychological testing is available for children and adolescents up to age 21.

If this is a mental health emergency, please call 911 or go to your nearest emergency room. Submitting this form does not establish a provider-client relationship.

### Request an Appointment

Client Full Name \*

Name of client

Name of person completing this form \*

Your Name

Screenshot: Request Appointment

## 1. Form Complexity

**Issue:** Count required fields and assess friction. Every additional field reduces conversion rate by ~10%. Check for trust signals near the submit button.

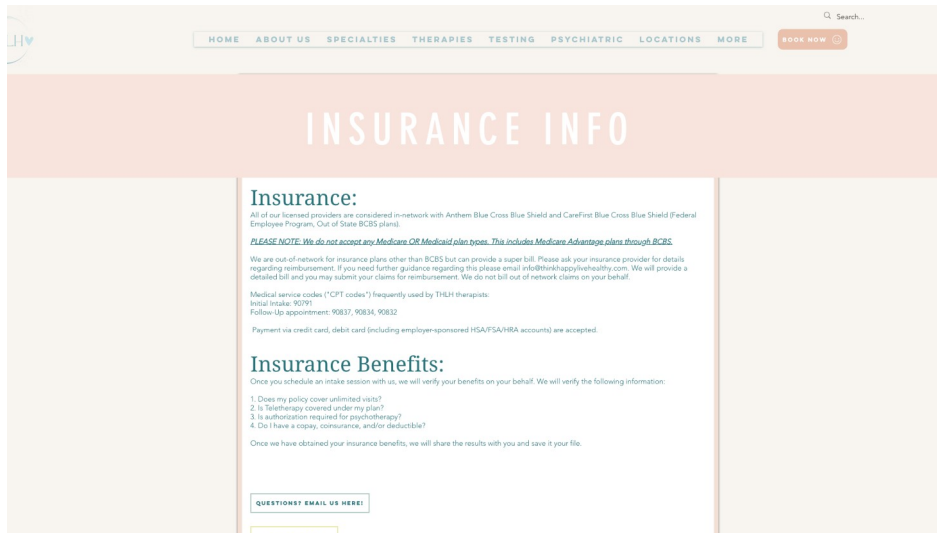
**Recommendation:** Reduce to first name + email + phone + one dropdown (service type). Add a trust line below the submit button: 'Your information is confidential and secure.'

## 2. Trust Signals

**Issue:** Identify missing trust indicators near conversion points: awards, certifications, insurance acceptance logos, review counts, HIPAA compliance notice.

**Recommendation:** Add BBB badge, insurance logos (BCBS, Aetna, etc.), and a Psychology Today verified badge near the booking form or CTA button.

# Insurance



Screenshot: Insurance

## 1. Accepted Plans

**Issue:** Check whether insurance panels are listed with logos, not just text. Verify out-of-network reimbursement guidance is present for self-pay clients.

**Recommendation:** Display insurance logos (not just text names). Add a section explaining superbills for out-of-network reimbursement. Include a 'Check my benefits' CTA linking to a Zocdoc or Alma verification tool.

# Blog



Screenshot: Blog

## 1. Navigation/Filtering

**Issue:** For a blog with 10+ posts, check for category filtering, search bar, and related post links. Without these, bounce rate on blog pages is typically 80%+.

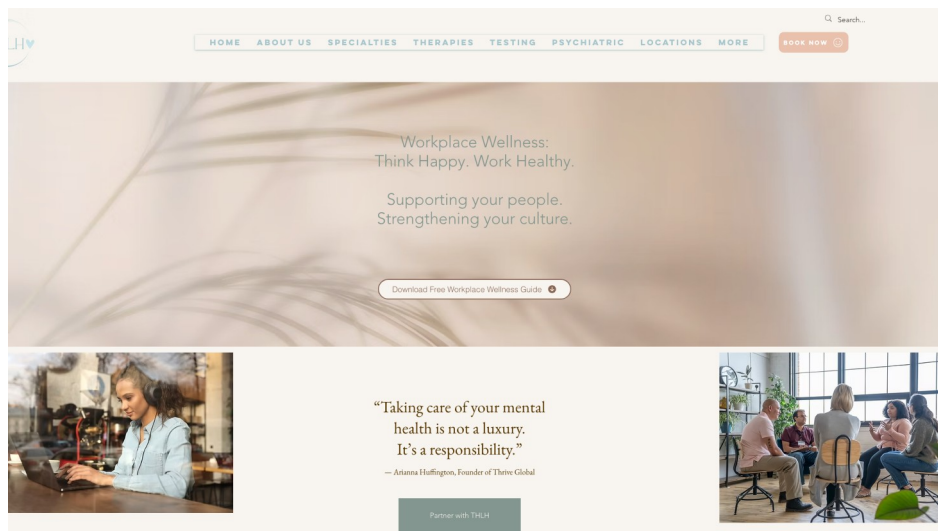
**Recommendation:** Add category tags per post (Anxiety, ADHD, Parenting, Relationships). Add a search bar. Show 3 related posts at the bottom of every article to reduce single-page exits.

## 2. Lead Magnets

**Issue:** Check whether the blog captures emails via content upgrades, free downloads, or newsletter opt-ins. Blog traffic is wasted without a lead capture mechanism.

**Recommendation:** Add a content upgrade to top-performing posts (e.g., 'Free ADHD Starter Kit' for ADHD posts). Place an opt-in form mid-post and at the bottom. Target 2-3% opt-in rate.

## Workplace Wellness



Screenshot: Workplace Wellness

## 1. B2B Conversion

**Issue:** For workplace wellness, evaluate whether the page speaks directly to HR/benefits buyers vs individual employees. Check for ROI framing and contact options.

**Recommendation:** Add a separate B2B landing page with corporate-specific language: 'EAP Alternative,' 'Per-employee pricing,' 'Group sessions available.' Include a 'Request a proposal' form.

## Online Courses



Screenshot: Online Courses

### 1. Course Offering

**Issue:** Assess course title clarity, pricing visibility, what's included, and the enrollment CTA. Check for social proof specific to the course.

**Recommendation:** Add course outcome statement: 'After this course you will...' List modules. Show testimonial from a past student. Use a limited-enrollment or cohort model to drive urgency.

## Falls Church Location



Screenshot: Falls Church Location

# SEO & Answer Engine Optimization

Northern Virginia is a competitive mental health market. The practice serves Falls Church, Ashburn, and broader Northern Virginia via telehealth. Local SEO for both office locations, service-specific pages (anxiety, ADHD, autism, EMDR), and Psychology Today profile optimization are all key ranking opportunities.

*As identified in the Web Design Audit, conversion element issues reduce user engagement metrics that Google uses as ranking signals - click-through rates, time on page, and bounce rates all factor into search visibility.*

## On-Page Optimization

On-page SEO analysis across 1 pages. Google uses title tags, meta descriptions, and heading structure to understand what each page is about and rank it for relevant searches.

Metric	Value
Pages Analyzed	1
Have Optimized Title	100%
Title Avg Length	53.0 chars
Titles Too Long (>60)	0
Have Meta Description	100%
Meta Avg Length	174.0 chars
Have H1 Tag	100%
Multiple H1 Tags	0
Image Alt Text Coverage	100.0%

## Technical SEO Health

Technical SEO health checks covering sitemap submission and robots.txt configuration. These files control how search engines discover and crawl the site.

Check	Status
Sitemap Found	Yes
Pages in Sitemap	126
Staging URLs in Sitemap	5
robots.txt Crawl-Delay	10s (too slow)
robots.txt Blocking	CRITICAL - site blocked

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Sitemap in robots.txt	Yes
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## Schema Markup Coverage

Schema markup (JSON-LD) tells Google what type of business this is and enables rich results in search - star ratings, business hours, FAQ answers, and more. Critical types not yet implemented: LocalBusiness.

Schema Type	Status
BreadcrumbList	Present
FAQPage	Present
ItemList	Present
MedicalBusiness	Present
Organization	Present
Person	Present
WebPage	Present
WebSite	Present
LocalBusiness	Missing

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## Competitor Analysis

The Northern Virginia mental health market includes independent practices, group practices, and national therapy chains (Thriveworks, BetterHelp, Talkspace). Local competitors include Insight Therapy Solutions, The Center for Anxiety & Behavioral Change, and Mosaic Minds Counseling.

*As identified in the SEO Audit, organic keyword gaps mean competitors ranking for these terms have a visibility advantage that can be quantified.*

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## Google Ads / PPC

Mental health keyword advertising on Google is competitive and expensive in Northern Virginia (\$8-25+ CPC for therapy keywords). However, specific service targeting (ADHD testing, EMDR, psychiatric medication management) and local campaigns can deliver strong ROI against high lifetime client value.

*As identified in the SEO Audit, organic keyword gaps represent immediate PPC opportunities - paid search can bridge visibility gaps while organic rankings build over time.*

*As identified in the SEO Audit, indexing issues limiting organic visibility make paid search even more critical as the primary search visibility channel until organic issues are resolved.*

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## Social Ads Audit

Mental health practices have significant social media advertising opportunity but must navigate strict platform policies around healthcare advertising. Facebook and Instagram allow awareness campaigns and education content; direct lead generation ads require careful compliance review.

*As identified in the Web Design Audit, landing page conversion issues directly affect social ad ROI - driving paid traffic to pages with poor conversion elements wastes ad spend.*

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## Reputation & Reviews

For mental health practices, online reputation is the single most important factor in new patient decisions. Psychology Today profile, Google Business Profile for both locations, and Yelp/Healthgrades presence all drive appointment bookings. Review volume and recency are critical.

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## Recommendations

Based on comprehensive analysis, priority actions are grouped by timeline and impact. Mental health practices benefit from a trust-first digital strategy: strong team profiles, clear service pages, frictionless booking, and consistent local SEO presence across both office locations.

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## Next Steps

Think Happy Live Healthy has built a strong clinical reputation with award-winning services, multilingual staff (10 languages), and two established Northern Virginia locations. The digital marketing just needs to

match the quality of the clinical practice. We recommend focusing on local SEO, Google Ads for high-intent service searches, and optimizing the appointment booking flow as immediate priorities.