



PHASE 1 OF THE TME METHOD

The StandOut Practice™ Plan

Brand + website strategy. The part every other designer skips, and the reason our websites actually work.

The required foundation for every Google GlowUp™ build

Before we design a single page, we build the foundation your website needs to attract private-pay clients. Most designers jump straight to the pretty part. We slow down just enough to get the strategy right, which is exactly what makes everything after it faster, and what makes it actually bring clients in.

Think of it this way: a gorgeous website with no strategy underneath is a beautiful car with no engine. Phase 1 is the engine.

"But I already have a website."

Then you especially need to read this. A fully-built site that no one can find doesn't have a design problem, it has a strategy gap underneath, and that gap is exactly what Phase 1 fixes. Whether you're starting from a blank domain or a site that looks finished but stays invisible, we go through the same process, because the foundation is what was missing either way.

The rare exception: if your existing site's authority score and ranking factors are already strong, we may waive the StandOut Plan and GlowUp and move you straight into monthly maintenance. That's a call we make based on your real data, and we'll always be honest with you about it.

What Phase 1 Includes

Everything we build before a single page gets designed.

- ✓ **Website + SEO Audit**
A clear-eyed look at your visibility issues, ranking gaps, copy weaknesses, and structural fixes. (Brand new with no site yet? Then this is your clear starting strategy instead.)
- ✓ **Brand Development**
Your tone, color direction, fonts, and a cohesive visual style, the foundation that makes you look and feel unmistakably you, and lets Google and clients tell you apart from every other practice.
- ✓ **Niche & Messaging Development**
Who you serve, how you help, and what makes your work genuinely different, in a voice that actually sounds like you, not a wellness brochure.
- ✓ **Client Pain Points & Journey Mapping**
Messaging built around your ideal client's real internal experience, the words running through their head at 11pm, not generic therapy language.
- ✓ **Keyword & SEO Content Strategy**
Therapist-friendly SEO that improves your visibility on Google and AI search, without adding social media or extra marketing to your plate.
- ✓ **Website Copy & Page-by-Page Write-Ups**
Written copy for your core pages, all crafted for clarity, your voice, and Google visibility, so your site says the right thing to the right client on every page.
- ✓ **Page-by-Page Conversion Flow**
Where the CTAs go, how visitors get guided through your site, and how we reduce drop-off before it costs you a client.



How Phase 1 Works, Step by Step

A calm, guided path from hello to your finished strategy.

1

Client Onboarding Survey

You tell us about your practice, your ideal clients, and your goals. The first round of discovery, before we even talk.

2

Vibes Call

A collaborative call to get aligned, hear your story in your words, and make sure we're the right fit for each other. (This is the fun one.)

3

StandOut Plan Deck Delivery

We deliver your strategy: niche breakout, messaging direction, brand tweaks, and SEO plan, all in one polished deck you can reference.

4

StandOut Plan Call

We walk through the deck together and align on messaging, niche breakout, and branding tweaks, so we're all on the same page before a word of copy is written.

5

Webpage Write-Ups + Approval

We write your core pages in your voice, built for Google and conversion, and you review and approve them. Your site, your words, your sign-off.

6

Homepage Mockup

You see your homepage come to life visually, the first real look at your new site, so you have clear direction and confidence before the full build.

7

Move Into the Build

Strategy locked, copy approved, homepage direction set. We move into Phase 2, the Google GlowUp. The hard part's already done.

Phase 1 typically takes 2 to 3 weeks, depending on how quickly we get your survey and feedback. You set the pace, we keep it moving.



What You Walk Away With

- A brand and messaging you're genuinely proud to share
- Written copy for your core pages, ready for build
- SEO direction based on how real clients search in your area and niche
- A page-by-page plan built for Google and AI search
- Complete clarity and zero guesswork heading into design

Why This Sets Us Apart

Most designers skip strategy and jump straight to visuals. We don't, because strategy is the thing that actually brings clients in.

Phase 1 is 70% of the real work. It's the secret behind our results.

Phase 1 is the required first step of every GlowUp build. Once your strategy and page map are locked, your final investment is confirmed, no surprises.

Ready to stand out?

Book your free 15-minute call → tmebrandmarketing.com