



TME Brand Marketing
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PHASE 2 OF THE TME METHOD

The Google GlowUp™ Build

Your website, built to rank. Where your strategy becomes a site that actually brings in private-pay clients.

Follows your StandOut Practice™ Plan · Rolls into ongoing maintenance

Phase 1 gave us the blueprint: your brand, your messaging, your niche, your SEO plan, and your approved copy. Now we build. Using everything we mapped together, we create a website designed to get found, get booked, and grow with your practice, right from launch day.

One build, done right. Whether you're starting from a blank domain or replacing a site that never worked, the workload is the same, because the real work was always the strategy underneath, not the pixels on top.

What We Build

Every piece, built with strategy guiding it, not bolted on after.

- ✓ **Custom-designed around your brand**
No templates, no recycled layouts. Designed around your brand, clinical style, and tone, so it feels unmistakably you.
- ✓ **SEO-driven from the ground up**
Technical SEO, schema, speed optimization, internal link mapping, alt text, and metadata, all done correctly and built into the structure.
- ✓ **Built for Google and AI search**
Optimized for how clients actually search today, both traditional Google and the AI search tools your future clients already use.
- ✓ **Written in your voice**
Your messaging and copy from Phase 1, so every page sounds authentically you and speaks straight to your ideal private-pay client.
- ✓ **Conversion-oriented**
Intentional flow, strategic headlines, and clear calls to action that guide the right client toward booking a consult.
- ✓ **Mobile-friendly & fully responsive**
Built for the way therapy clients actually browse, which is mostly on their phones, late at night.
- ✓ **Google-connected & ready to rank**
Analytics, Search Console, indexing, sitemaps, and your Google Business Profile, all set up for you. (Most therapists don't know Google can't even find you until you register your site. We handle that.)

WHAT'S IN A SOLO PRACTICE BUILD

Home · About · 3 Specialty Pages · Contact · Blog setup + your first 3 blog articles. Internal link mapping, alt text, and page-speed optimization are built in.

Larger practices scale to a bigger tier, with more pages, clinician bios, and additional specialty pages. See the tier breakdown or we'll map it on your call.

How the Build Works

From approved strategy to a site that's live and findable.

1

Design & Development

We build your site page by page using your approved Phase 1 copy and strategy, custom-designed around your brand.

2

Design Review

You see it come together and give feedback. One round of design revisions to get it just right.

3

SEO & Technical Setup

We handle the backend: schema, speed, internal linking, metadata, Search Console, indexing, analytics, and your Google Business Profile.

4

Launch

Your site goes live, connected, indexed, and ready to be found.

5

30 Days of Complimentary SEO/AIO Maintenance

We stay with you for the first month so your new site gets the early signals it needs to start growing.

The GlowUp build typically takes 4 to 6 weeks for solo practices and 6 to 12 weeks for groups, depending on your pace and page count.

Your First 30 Days, On Us

After launch, you get 30 days of complimentary SEO/AIO maintenance so your new site gets the signals it needs to start climbing. We connect your build to Google Search Console, pull a baseline report, and measure your progress from there.

Then most practices roll right into ongoing maintenance:

- Tech fixes and continued optimization for Google and AI search
- Light website edits and upkeep
- 2 blog posts a month and 2 Google Business Profile posts a week
- Ongoing progress tracking against your baseline

The best part: you own all of it

Your site, your domain, your content. All yours, forever. Walk away whenever you want and take everything with you. No hostage situations, no "sorry, you can't edit that," no renting a website you'll never truly own. Ever.

What You Walk Away With

- A polished, professional website that reflects how good you actually are
- A site built to rank and convert the day it launches, not six months later
- Full ownership of everything: your site, your domain, your content, forever
- A Google presence working for you instead of quietly burying you
- 30 days of complimentary SEO/AIO maintenance to start strong

Why This Sets Us Apart

Most designers hand you a site and disappear. We build your website and your visibility foundation, with strategy guiding every pixel, then we're right there through launch and beyond.

A beautiful website that no one can find is just an expensive secret. We make sure yours gets found.

The Google GlowUp is Phase 2 of the TME Method. It follows your StandOut Practice Plan and rolls into ongoing maintenance so your site keeps climbing. Your investment is confirmed on your call.

Ready to get found?

Book your free 15-minute call → tmebrandmarketing.com