



#### PHASE 3 OF THE TME METHOD

## SEO / AIO Maintenance

How you keep growing. A website is not a "set it and forget it" thing, search changes, and we keep up so you don't have to.

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The engine that keeps your practice visible, month after month

Launching a great website is the start, not the finish. Google updates its rules constantly. AI search is rewriting how clients find therapists right now. The practices that keep filling caseloads are the ones whose sites keep evolving, and that's exactly what maintenance is for.

*This is where most of our clients quietly get the biggest return, because a maintained site keeps climbing while an ignored one slowly slides.*

## What We Handle Every Month

The same core deliverables at every tier, so nothing slips.

- ✓ **Ongoing SEO, kept climbing**  
Continuous optimization and technical fixes so your rankings keep improving instead of slipping. Your visibility compounds over time.
- ✓ **Optimized for Google and AI search**  
We keep your site aligned with how clients search today, and track every Google and AI search shift, applying it before it costs you.
- ✓ **Fresh, niche content**  
2 blog posts a month, written in your voice on the topics your ideal clients are searching, so every article becomes another door that leads to you.
- ✓ **Google Business Profile, managed**  
2 GBP posts a week to keep you active and visible in local results, one of your most powerful ranking tools, handled for you.
- ✓ **Website upkeep & light edits**  
Ongoing technical maintenance, light website edits, page-speed and size optimization, alt text, and internal link upkeep, so your site stays healthy and fast.
- ✓ **Analytics & progress tracking**  
We measure your growth against your baseline so you can actually see what's working. No guessing.
- ✓ **Real communication**  
A mid-month check-in, an end-of-month report, and a monthly strategy call to set goals and talk through what's working and what's next.

### What It Actually Buys You

- Caseloads that stay full instead of drifting
- A practice that stays visible as search keeps changing
- One less thing on your plate, handled by people who do this all day
- A team that treats your growth like the ongoing project it actually is

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*You became a therapist to do therapy. You did not become a therapist to learn what a "search algorithm update" is. We've got it.*



## Two Ways In

However you come to us, we make sure your site is ready to grow.

### You built with us

You roll right into maintenance after your complimentary 30-day on-ramp. No audit needed, we already know your site inside and out, and we've been tracking it since launch.

### You didn't build with us

Your first month is an audit-and-fix-it month. We dig into your whole site, connect it to Google Search Console, pull a baseline, and get it healthy. If it needs more than a tune-up, we'll show you exactly what and what it costs before doing any big work.

*The rare exception: if your existing site's authority and rankings are already strong, we may bring you straight into maintenance. That's a call we make based on your real data, and we'll always be honest with you about it. No surprise invoices, ever.*

### Simple, monthly, and scaled to your practice

Maintenance is a straightforward monthly partnership that scales with your practice size, with the same core deliverables at every tier. You'll find current pricing on our website, and we'll confirm your exact plan on your call.

## Why This Sets Us Apart

Most agencies build a site and disappear, or "maintain" it by doing nothing until something breaks. We treat your growth as an active, ongoing project, staying ahead of the changes so you never have to think about them.

*Your site should keep working as hard as you do. That's the whole point of Phase 3.*

SEO/AIO Maintenance is Phase 3 of the TME Method. It's how your website keeps climbing, month after month, long after launch.

**Ready to keep growing?**

**Book your free 15-minute call → [tmebrandmarketing.com](https://tmebrandmarketing.com)**