



FOR SOLO PRACTICES

Your Investment, Explained

Exactly what we do, what it includes, and how the pricing works. No jargon, no surprises.

THE GOOGLE GLOWUP™ BUILD FOR SOLO
PRACTICES STARTS AT

\$4,200

Every solo practice is a little different, so every project is too. "Starting at" means the baseline for a complete, strategic build, and your final number is confirmed together on your call. This guide walks you through the whole thing.



"But I already have a website."

Then read this first. If you have a site but it isn't bringing in clients, we still take you through our full process, and here's the honest reason why: a finished-looking website can still have a gap underneath it. The problem usually isn't your design. It's the strategy, messaging, and SEO foundation that was never built in, and that's exactly what we fix.

So whether you're starting from a blank domain or a site that looks done but stays invisible, the work is the same, because the missing piece was always the foundation, not the pixels.

How Your Investment Can Change

Your starting price covers a complete, strategic website built to rank and convert. Most solo practices land right around their starting point. Your number only moves if your practice needs more than the standard scope, and if it does, we'll always show you the math first.

WHAT CAN RAISE YOUR INVESTMENT

- Additional strategy calls beyond the standard process
- Lead magnet setup (opt-ins, checklists, email capture)
- Intensive blog work beyond your starter articles
- Intensive website recovery or cleanup on a struggling existing site

WHAT NEVER CHANGES

- The strategy-first process
- The quality of the build and SEO foundation
- Full ownership of everything, always
- Honest, upfront quoting, you approve any extras first

Think of your starting price as the foundation. Anything above it is simply your practice needing a little more room, and you'll always see the math before we build it.

Prefer to spread it out?

Ask about our 3-month payment plan. We usually keep plans within this window so your project doesn't drag on, but here's the thing: we're your biggest cheerleaders. If a longer arrangement would genuinely make your life easier, we'd rather you be out living it than white-knuckling a payment schedule. Just talk to us, and we'll figure out something that works, case by case.

Scope of Work: The StandOut Practice™ Plan

Phase 1 · Strategy before design. Every project starts here.

Before we build anything, we create the foundation your website needs to actually attract private-pay clients. This is the part most designers skip, and the reason our sites work.

- ✓ **Website + SEO Audit**
Visibility issues, ranking gaps, copy weaknesses, and structural fixes, or a clear starting strategy if you're brand new.
- ✓ **Brand Development**
Tone, color direction, fonts, and a cohesive visual style that's unmistakably you.
- ✓ **Niche & Messaging Development**
Who you serve, how you help, and what makes you different, in a voice that actually sounds like you.
- ✓ **Client Pain Points & Journey Mapping**
Messaging built around your ideal client's real internal experience, not generic therapy language.
- ✓ **Keyword & SEO Content Strategy**
Therapist-friendly SEO that improves visibility on Google and AI search, no extra marketing required.
- ✓ **Website Copy & Page-by-Page Write-Ups**
Your core pages, written for clarity, your voice, and Google visibility.
- ✓ **Conversion Flow + Your StandOut Plan Deck**
Where CTAs go, how visitors get guided toward booking, plus a collaborative process and a polished plan before design begins.

Already have a fully built, fully optimized site? In some cases, based on your site's authority score and ranking data, we may waive the StandOut Plan and build and move you straight into monthly maintenance. That's a call we make from real data, and we'll always be honest with you about it.

Scope of Work: The Google GlowUp™ Build

Phase 2 · Where your strategy becomes a website that gets found.

Using everything from Phase 1, we build a site designed to rank and convert from day one.

- ✓ **Custom design around your brand**
No templates, no recycled layouts. Designed around your brand, clinical style, and tone.
- ✓ **SEO-driven structure**
Schema, speed, internal link mapping, alt text, and metadata, built in, not bolted on.
- ✓ **Built for Google and AI search**
Optimized for how clients actually search today, traditional and AI.
- ✓ **Written in your voice**
Your messaging and copy from Phase 1, so every page sounds authentically you.
- ✓ **Conversion-oriented & fully responsive**
Intentional flow, clear CTAs, and built for the way therapy clients actually browse.
- ✓ **Google-connected & ready to rank**
Analytics, Search Console, indexing, sitemaps, and your Google Business Profile, all set up for you.

YOUR SOLO BUILD INCLUDES

Homepage

3 specialty pages

Blog setup + first 3 articles

Alt text + page-speed optimization

About page

Contact page

Internal link mapping

30 days complimentary maintenance

And always: you own your site, your domain, and your content. Forever. No hostage situations.



The Maintenance Plan

Phase 3 · Launching is the start, not the finish. This is how you keep growing.

Search changes constantly. Maintenance keeps your site climbing while you focus on your clients. Every plan includes the same core deliverables:

- ✓ **2 blog posts a month & 2 GBP posts a week**
Fresh, niche content and an active Google Business Profile to keep you visible.
- ✓ **Ongoing SEO and website upkeep**
Tech fixes, speed, and continued optimization for Google and AI search.
- ✓ **Reporting and real communication**
Analytics reporting, a mid-month check-in, an end-of-month report, and a monthly strategy call.

SOLO MAINTENANCE STARTS AT

\$400/month

Built with us? You roll right in after your complimentary 30-day on-ramp, no audit needed. Didn't build with us? Your first month is an audit-and-fix-it month: we connect your site to 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 any big work. No surprise invoices, ever.

READY WHEN YOU ARE

Let's find your exact number

The fastest way to your real investment is a quick, no-pressure call. We'll look at your practice, confirm your scope, and give you a clear number.

Book your free 15-minute call → tmebrandmarketing.com

YOU OWN EVERYTHING. WE MEAN IT.