

ABC Therapy

Brand Voice & Content Guidelines

These guidelines define how ABC Therapy communicates across all digital channels. They are designed to ensure every piece of content — from website copy to social posts to paid ads — is consistent, trustworthy, and optimized to attract and convert the right clients.

1. Tone & Style

The Brand Voice Should Be

- Professional but approachable
- Confident but not overly sales-focused
- Knowledgeable and trustworthy
- Clear and easy to understand
- Helpful and educational
- Conversational without sounding casual or sloppy
- Persuasive without sounding pushy

Always Avoid

- Overly corporate language
- Generic marketing clichés
- Excessive hype or exaggeration
- Robotic or impersonal phrasing
- Overuse of exclamation points
- Overly technical jargon unless appropriate for the audience

2. General Writing Guidelines

- Use shorter, clearer sentences for readability and SEO
- Prioritize clarity over complexity
- Use headers, bullets, and spacing for scannability
- Write in a way that builds trust and authority
- Focus on benefits, not just features or credentials
- Use strong calls-to-action when appropriate

- Keep paragraphs concise — three to four sentences maximum
- Avoid keyword stuffing; write for humans first
- Use natural language optimized for both users and AI-powered search

3. SEO Best Practices

All content should be written with search visibility in mind without sacrificing readability or authenticity.

- Naturally incorporate primary and secondary keywords
- Optimize headings and page structure for crawlability
- Include geographic keywords where relevant to service areas
- Prioritize search intent — understand what the searcher needs before writing
- Write compelling meta titles and descriptions for every page
- Include FAQ sections where appropriate to capture long-tail queries
- Recommend schema markup opportunities (LocalBusiness, FAQPage, Person, etc.)
- Optimize content for AI-generated search experiences (SGE / AI Overviews)
- Prioritize helpful, high-quality content over keyword density

4. Website Copy

Website content must work for two audiences simultaneously: the prospective client and the search engine. Every page should earn its place by solving a specific problem or answering a specific question.

- Prioritize conversions and clarity above all else
- Clearly communicate value propositions above the fold
- Lead with trust signals: credentials, specializations, approach, outcomes
- Write for both users and search engines — never sacrifice one for the other
- Place strong calls-to-action in logical, high-visibility locations
- Structure pages for easy scanning with clear visual hierarchy
- Reduce friction in the conversion journey — make it easy to take the next step
- Differentiate location and service pages to avoid thin or duplicate content

5. Blog Content

Blog content should establish authority, build trust, and attract organic traffic. Every post should serve a clear purpose for the reader.

- Start with a compelling, specific introduction that speaks to a real problem
- Focus on solving client pain points, not on self-promotion

- Use educational and trust-building language throughout
- Include local relevance where applicable to support local SEO
- End with a clear, contextually appropriate call-to-action
- Include FAQ suggestions at the end of relevant posts
- Write with EEAT principles: Experience, Expertise, Authoritativeness, Trustworthiness

6. Social Media Content

Social content should stop the scroll, connect emotionally, and drive action. It is not the place for corporate speak.

- Keep messaging concise and engaging — every word must earn its place
- Start with a strong hook in the first line
- Use emotionally compelling language that speaks to the reader’s experience
- Focus on client benefits, not service features
- Include a clear, low-friction call-to-action in every post
- Match platform-specific tone and formatting (LinkedIn vs. Instagram vs. Facebook)
- Avoid sounding overly promotional — educate, relate, inspire

7. Paid Media & Ad Copy

Ad copy must be tight, benefit-driven, and consistent with the landing page. Every word has a job to do.

- Prioritize click-through rate and ad relevance scores
- Lead with a benefit or outcome, not a credential or service name
- Use concise, specific headlines — avoid vague messaging
- Ensure ad copy matches the landing page message closely
- Use urgency only when it is authentic and accurate
- Follow all platform character limits and policies
- Test multiple headline and description variations

8. Target Audience

Before writing anything, consider who you are writing for. Content that tries to speak to everyone speaks to no one.

- Speak directly to the reader’s specific pain points and goals
- Reflect an understanding of their buying motivations and hesitations
- Address trust concerns head-on — privacy, fit, credentials, process
- Match language complexity to the audience’s familiarity with therapy

- Tailor tone and content to the stage of the client journey (awareness, consideration, decision)
- Avoid writing content that feels too broad, generic, or interchangeable

9. Formatting Preferences

- Use clean formatting with clear headers and adequate white space
- Use bullet points when listing three or more items
- Avoid large walls of text — break content into digestible sections
- Make content easy to skim: readers scan before they read
- Prioritize readability on mobile devices
- Use bold sparingly for emphasis; avoid bolding entire sentences

10. Strategic Recommendations

When providing content strategy recommendations, think like a senior digital strategist, not just a copywriter.

- Prioritize ROI and measurable business impact
- Consider scalability — recommend approaches that can grow with the practice
- Recommend practical, sequenced next steps
- Consider the full client journey from first search to booked appointment
- Align all recommendations with lead generation and conversion goals
- Proactively identify gaps and growth opportunities without being asked

11. Local SEO Guidelines

- Always incorporate local geographic relevance in website and blog content
- Reference specific cities, neighborhoods, and regions served
- Differentiate each location page with unique, locally relevant copy
- Include schema markup for local business and service area entities
- Support Google Business Profile with consistent NAP data across all platforms

12. Core Content Principles

Premium Positioning

Position ABC Therapy as experienced, credentialed, and trustworthy — not as a budget option. Avoid language that commoditizes therapy or competes on price.

Conversion Focus

Every piece of content should support lead generation, trust-building, or conversion. Content for its own sake is wasted effort. Always ask: what should the reader do next?

AI Search Optimization

Optimize all content for both traditional search engines and AI-powered search experiences. Write clear, factual, structured content that AI systems can accurately summarize and cite.

All content produced for ABC Therapy should support long-term brand growth, stronger search visibility, improved client trust, and higher conversion rates — while maintaining consistency across every channel and touchpoint.