

## CASE STUDY

# Katy Counseling Increases Domain Authority and Trust Rating With The Help of Authority Boost

### THE CLIENT

#### Katy Counseling

The team behind Katy Counseling holds a diverse mix of specialization and treatment methods - but they all share one thing: the passion for helping people in need of emotional support.

Notably, this variety of expertise is also what enables the company to cater to clients of all ages with different needs. One of the foundational strengths of Katy Counseling is that it provides customized treatment programs for whole families.



**Authority Boost Pro** had the privilege of taking part in this inspirational mission when Katy Counseling acquired our content services to uplift their website's performance - and we welcomed the challenge with all zeal and enthusiasm.



## THE CHALLENGE

Dwelling in a profession that tackles such personal and sensitive matters, we knew that driving Katy Counseling forward required focus on one essential aspect: Trust. More than anything else, their clients put this as a top consideration in choosing to avail of their services.

The company had some fundamental starting points. It had a clear direction of the services it wishes to offer and an existing website that conveys this message.

However, the site was in need of reinforcement in able to establish its authority, draw in more traffic, and increase engagement. This was something that could be achieved by cultivating its blog - a forte that **Authority Boost** proudly possesses.



## THE SOLUTION

Just like the counselling treatments that Katy Counseling offers to its patients, we also applied a solution that was custom-tailored to the client's needs.

This had to start with a strategic development of blog topics. Our team invested in thorough research to determine high-relevance subject matters that align with the expertise of the company's therapists.

One approach was to come up with topics that are specific to different age groups, according to the demographics of Katy Counseling's target clientele.



CHILD COUNSELING

### What Is Play Therapy And How Can It Benefit Children?

By Kelly Peyton • May 31, 2023

Answering the question "What is Play Therapy and how can it benefit children?" is best answering by first understanding the need for...

The writing style also had to be considered. While the content needed to exude mastery of the subject, it also had to be expressed in a language and contextualization that was relatable to a layman's point of view.

Extensive studies in collaboration with the client were also conducted to ensure that technical facts were correctly explained and that the right terminologies were used.

The published blogs enriched and increased the content volume of the site which in turn amplified the online presence of the brand.



#### TRAUMA COUNSELING

## What Can Adults Expect From Trauma Therapy?

By Kelly Peyton • May 30, 2023

Uncovering trauma is one of the hardest things to do, but it's the first step to healing. Repressed childhood trauma can affect people well...



#### TEEN COUNSELING

## 4 Signs Your Teenager Needs Teen Counseling

By Kelly Peyton • May 29, 2023

Why should parents worry about whether or not they need teen counseling for their child? If there's one thing we know in...



## THE RESULTS

With the boost in quality content, the Katy Counseling website experienced a surge in metrics.

An apparent result that greatly benefited the client was the increase in the site's domain authority score which rose by 17 points.

The improved performance also contributed to the brand's obtainment of an A+ rating from the Chamber of Commerce, a status coveted by many businesses in the country.

Katy Counseling continues to flourish as a leading counseling clinic in Texas' Greater Katy area.



**+17**  
DOMAIN  
AUTHORITY



**A+**  
BUSINESS  
RATING

## THE AUTHORITY BOOST EXPERIENCE

" Quote review from client. "

**Kelly Peyton, MA, LPC-S, RPT-S, CCTP**  
Clinical Director | Katy Counseling

