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Website & Market Analysis Report

Thomas Integrative Psychotherapy

thomasintegrativetherapy.com

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CONFIDENTIAL

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Executive Summary

Thomas Integrative Psychotherapy operates a well-designed Squarespace website with warm, approachable branding built around a peach and teal palette. The practice serves Morgantown, WV with a team of 5 clinicians offering individual therapy, teletherapy, walk-and-talk sessions, and the Mountain Movement group program.

The practice sits in a market with **severe unmet demand**. West Virginia's depression rate (27.5%) exceeds the national average by 53%. Fifty of 55 WV counties are federally designated mental health shortage areas. In Monongalia County alone, an estimated 17,000+ adults need therapy but are not receiving it.

The integrative/somatic therapy segment is the **fastest-growing in behavioral health at 17.8% CAGR**, projected to grow from \$4.83B to \$24.85B by 2035. This directly validates Thomas Integrative's positioning and brand identity.

This report identifies **10 actionable improvements** ranging from \$0 (SEO cleanup) to \$1,000/month (advertising campaigns). Total one-time investment: \$375 to \$900. Expected ROI: 3 to 5 new clients per month, generating \$1,260 to \$2,900 in additional monthly revenue.

27.5%	50 / 55	17.8%	\$175B
WV Depression Rate	Shortage Counties	CAGR Integrative	Market by 2035

What Is My Brand?

A reflection before the analysis

Every practice begins as a set of intentions held loosely together. A therapist's training. A handful of clients. A rented room. Over time those intentions accumulate. They pick up texture from the people who walk through the door, the modalities that prove themselves in session, the quiet rhythms of a community that starts to recognize itself. A brand is not what you design on a screen. A brand is what remains when you subtract everything that is not essential.

Thomas Integrative Psychotherapy carries a name that does real philosophical work. *Integrative*, from the Latin *integrare* (to make whole), is not a marketing adjective. It is a claim about how healing happens: not through a single technique applied uniformly, but through the convergence of many approaches, calibrated to the individual. IFS, EMDR, somatic work, walk-and-talk, Mountain Movement. These are not a menu. They are tributaries.

"Integration is not a destination but a continuous process, a dance of forces finding equilibrium."

Consider the terrain. Morgantown sits where the Monongahela carves through Appalachian ridgelines, a university town nested inside one of the nation's most acute mental health crises. Fifty of fifty-five West Virginia counties are designated shortage areas. The people who need help the most live in hollows that broadband forgot. And yet here is a practice that has already built something rare: a team of five clinicians, multi-state licensure, a telehealth infrastructure that can reach across state lines, and a brand identity that naturally aligns with the fastest-growing therapy segment in the country.

What this report does is hold that brand up to the light and turn it slowly. We examine the website as a first impression, the content as a conversation, the search visibility as a signal, and the market as a landscape of unmet need. The proposals that follow are not about reinvention. They are about removing friction between what Thomas Integrative already *is* and the people who are looking for exactly that but have not found it yet.

The data in these pages tells a story of extraordinary demand meeting quiet capability. The question is not whether the market exists. It does, by the tens of thousands. The question is how to let the current carry.

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I. Design and Layout Analysis

Strengths

- **Cohesive visual identity.** Clean Squarespace design with a warm peach (#FDEDE6) and teal (#4B737A) palette that conveys approachability and calm.
- **Professional team presentation.** High-quality headshots for all 5 clinicians (Holly Thomas, Lorin Parker, Kari Kahl, Emily Braun, Stacy Chaplin) with consistent formatting.
- **Mobile-responsive layout** with clear navigation structure: About, What We Help With, Mountain Movement, Team, Information.
- **Virtual office tour** adds a personal touch that builds trust before the first visit. This is an uncommon and effective differentiator.
- **Brand-reinforcing footer.** The Brené Brown "Integrate" etymology quote ("from Latin integrare, meaning to make whole") reinforces brand identity.

Issues Identified

- **10+ duplicate/draft pages in sitemap:** home-1, home-2, services-6-1, new-page, new-page-1, new-page-3, new-page-4, faqs-3, mission-vision-value-1, member-site-homepage-2-2. These dilute SEO crawl budget and appear unprofessional if indexed by Google.
- **No pricing on services page.** Clients must navigate to a separate "Fees and Insurance" page. Only insurance panels and cancellation fee (\$60) are listed; no session rates. This creates booking friction.
- **No sticky "Book Now" CTA in header.** The booking path requires scrolling to the footer or navigating to a separate appointment page. A persistent header CTA would improve conversion.
- **Blog URL slugs are excessively long.** Slugs like "blog-post-title-one-rtdhe-pkyg6-h2k9s-kgsa3" hurt SEO and look auto-generated.
- **Store/e-commerce integration** feels disconnected from the therapy practice brand. The shopping cart paradigm is an unusual fit for mental health services.
- **Inconsistent tag capitalization:** "recovery" vs "Recovery", "Mental Health" vs "mental health" across blog categories and tags.

II. Content Analysis: Images & Verbiage

Strengths

- **Professional, jargon-free tone** throughout the site that makes therapy feel accessible rather than clinical.
- **Strong brand narrative:** "Helping You Find Your Path to Healing" with emphasis on a customizable, integrative approach.
- **30+ blog posts** covering relevant mental health topics across well-organized categories: Therapy, Substance Misuse, Depression, Recovery, Trauma, Healing, Self Love.
- **Mountain Movement Groups** are a genuinely unique differentiator blending "ancient wisdom with modern practices." The workshops, podcast, and moments content create a compelling sub-brand.
- **Team bios include pronouns** and multi-state licensure information, signaling progressive, inclusive practice.
- **Nature-themed blog series** ("Teachings from the Natural World") aligns with the integrative and holistic brand positioning.

Issues Identified

- **Homepage hero messaging is generic.** "Helping You Find Your Path to Healing" could apply to any therapy practice. It does not communicate the integrative differentiator.
- **No client testimonials or outcome data** visible anywhere on the site. Social proof is the top trust signal for therapy seekers.
- **No therapist introduction videos.** Video is the most effective medium for establishing therapeutic rapport before a first session.
- **Blog posts lack author attribution and published dates** in list/snippet views, reducing credibility and freshness signals.
- **"What We Help With" section** lists conditions but does not explain HOW the integrative approach differs from standard CBT practices. The key differentiator goes unexplained.
- **FAQ page exists but lacks schema markup.** This misses the opportunity for Google rich snippets, which drive significant click-through.
- **Podcast is mentioned but not prominently featured** or cross-promoted across the site.
- **Some duplicate blog post titles** exist in the sitemap (e.g., two "blog-post-title-one" entries) suggesting draft/test content was published.

III. SEO & Site Discoverability

SEO: Search Engine Optimization

The practice of optimizing a website to rank higher in search engine results pages (SERPs). Includes on-page factors (content, keywords, meta tags), off-page factors (backlinks), and technical factors (site speed, mobile-friendliness).

Domain Authority (DA)

A search engine ranking score (1 to 100) developed by Moz that predicts how likely a website is to rank in SERPs. Higher DA means more competitive. Built primarily through quality backlinks from other authoritative sites.

Current State

- Title tag: "Thomas Integrative Psychotherapy | Morgantown, WV | Mental Health & Wellness." Decent but not keyword-optimized for search intent.
- Built on Squarespace, which provides decent baseline SEO but limited flexibility compared to WordPress for advanced optimizations.
- Google Analytics (GA4) and Facebook Pixel are active; Google Ads conversion tracking is installed with multiple IDs.
- Listed on Psychology Today, MentalHealthUS.org, Facebook, Instagram, and LinkedIn.
- Sitemap exists at /sitemap.xml but contains draft/junk pages that should not be indexed.

10 SEO Improvement Suggestions

1. Clean up duplicate/draft pages

FREE

Remove or noindex 10+ draft pages (home-1, home-2, services-6-1, new-page variants). These dilute crawl budget and may confuse search engines.

2. Optimize title tags & meta descriptions

FREE

Add location-specific keywords. Example: "Integrative Therapy Morgantown WV | EMDR, IFS & Trauma | Thomas Integrative." Unique meta description per page, under 160 chars.

3. Add FAQ schema markup (JSON-LD)

FREE

Structure FAQ page with JSON-LD so answers appear as Google rich snippets. Squarespace supports code injection for this. (See definitions below.)

4. Create location-specific landing pages

~\$250

Build pages targeting "therapy in [city]" for Fairmont, Clarksburg, Bridgeport, communities reachable via telehealth.

5. Fix blog URL slugs

FREE

Shorten auto-generated slugs to clean, keyword-rich URLs. Set up 301 redirects from old URLs to preserve any existing link equity.

6. Optimize Google Business Profile

FREE

Weekly posts, monthly photo updates, populated Q&A; section, complete service menu, active appointment link.

7. Build local backlinks

FREE

Get listed on WVU campus resources, Morgantown Chamber of Commerce, NAMI WV, local wellness directories. Each quality backlink boosts domain authority.

8. Add therapist-specific schema markup

~\$50

Implement LocalBusiness + MedicalBusiness + Person schema for each therapist with credentials, specialties, and insurance accepted.

9. Strategic keyword blog content plan

~\$400/mo

Target long-tail keywords: "EMDR therapy Morgantown WV", "IFS therapist near me WV", "integrative therapy for trauma." 2 to 4 posts/month.

10. Claim & optimize directory listings

FREE to \$25/mo

Ensure consistent NAP across Google, Yelp, Healthgrades, Zocdoc, TherapyDen, GoodTherapy, Bing Places.

Schema Markup / JSON-LD

A standardized vocabulary (schema.org) embedded in website code that helps search engines understand page content. JSON-LD is the recommended format. FAQ schema enables Google rich snippets, meaning expandable answers displayed directly in search results.

NAP: Name, Address, Phone

The foundational data points for local SEO. Consistent NAP information across all online directories (Google, Yelp, Healthgrades, etc.) signals legitimacy to search engines. Inconsistencies actively hurt local rankings.

IV. Market Research

Monongalia County & West Virginia

A. Monongalia County Demographics

Metric	Value	Context
Population (2026)	110,593	3rd largest county in WV
Median Age	32.7 years	Skewed young by WVU
Per Capita Income	\$55,079	Above WV state avg (\$29,537)
Median Household Income	\$65,346	Above WV state avg (\$51,615)
Poverty Rate	19.71%	Higher than national (12.4%)
WVU Student Enrollment	26,046	Fall 2025 system headcount
Racial Composition	86.8% White	3.5% Asian, 3.3% Black

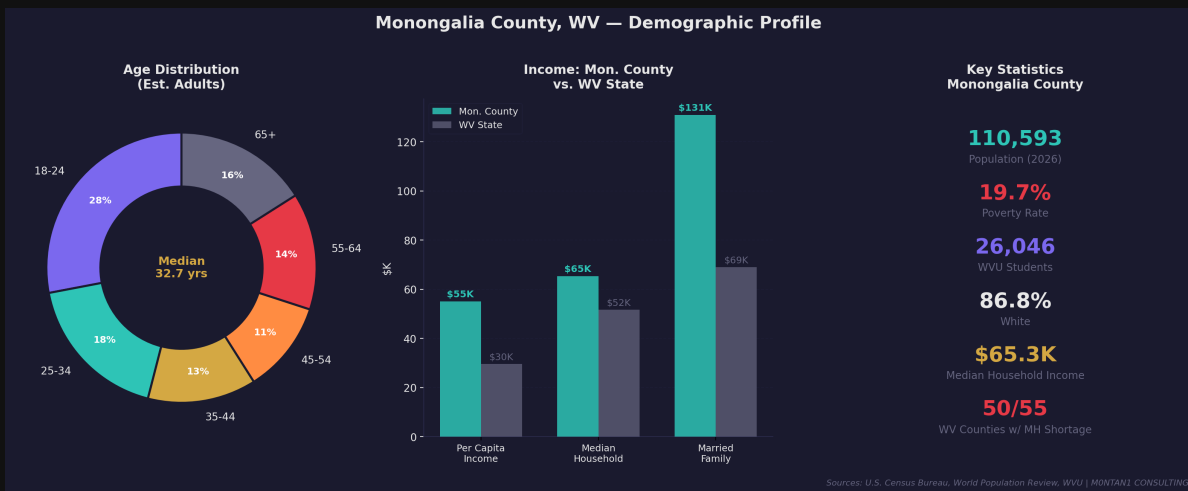


Figure 1: Monongalia County Demographic Profile

HPSA: Health Professional Shortage Area

A federal designation by HRSA indicating a geographic area, population, or facility with a shortage of primary care, dental, or mental health providers. 50 of WV's 55 counties carry this designation for mental health.

B. West Virginia Mental Health Crisis

West Virginia faces a mental health crisis of extraordinary scale. The state's depression prevalence among adults (27.5%) exceeds the national average (18%) by 53%. Nearly all of the state's counties, 50 of 55, are federally designated mental health professional shortage areas. For families in rural counties, accessing specialty behavioral healthcare can require a 2 to 4 hour drive.

Among at-risk individuals, 26.6% of those who have considered or attempted suicide are NOT currently receiving counseling or therapy. Barriers include transportation, insurance gaps, stigma, and low health literacy.

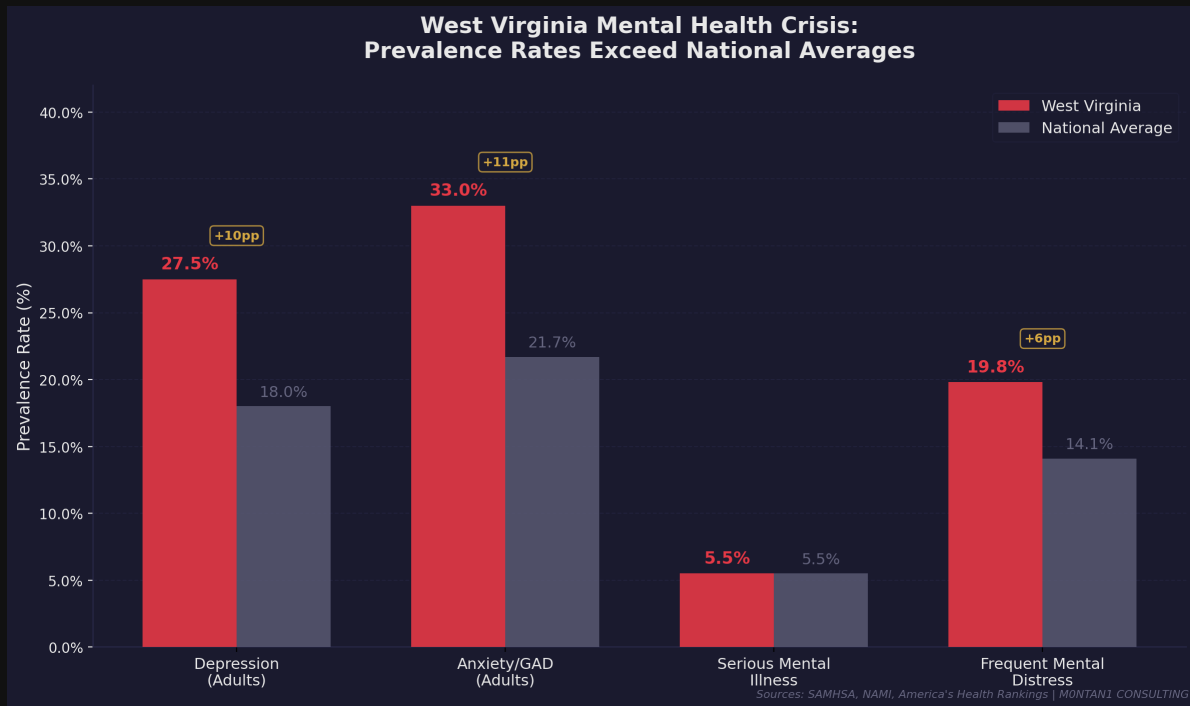


Figure 2: WV vs. National Mental Health Prevalence Rates

CAGR: Compound Annual Growth Rate

The mean annual growth rate of an investment or market over a specified period longer than one year. A 17.8% CAGR means the integrative therapy market roughly doubles every 4 years.

Market Sizing

The process of estimating the total revenue opportunity available for a product or service. Expressed as TAM (total), SAM (serviceable), and SOM (obtainable) to narrow from theoretical maximum to realistic capture.

C. Market Size & Growth Trajectory

The U.S. behavioral health market is valued at \$95 to \$97 billion (2025) and projected to reach \$175 billion by 2035. Within this market, the somatic/integrative therapy segment is growing at 17.8% CAGR, the fastest of any therapy modality, from \$4.83B to \$24.85B by 2035. Online therapy services represent another high-growth segment at 15% CAGR.

Segment	2025 Value	Projected	CAGR
U.S. Behavioral Health	\$95-97B	\$175B by 2035	5.3-6.3%
Somatic/Integrative Therapy	\$4.83B	\$24.85B by 2035	17.8%
Online Therapy Services	\$5B	\$15B by 2033	15%
Behavioral Therapist Businesses	\$18.9B	37,568 firms	10.2%

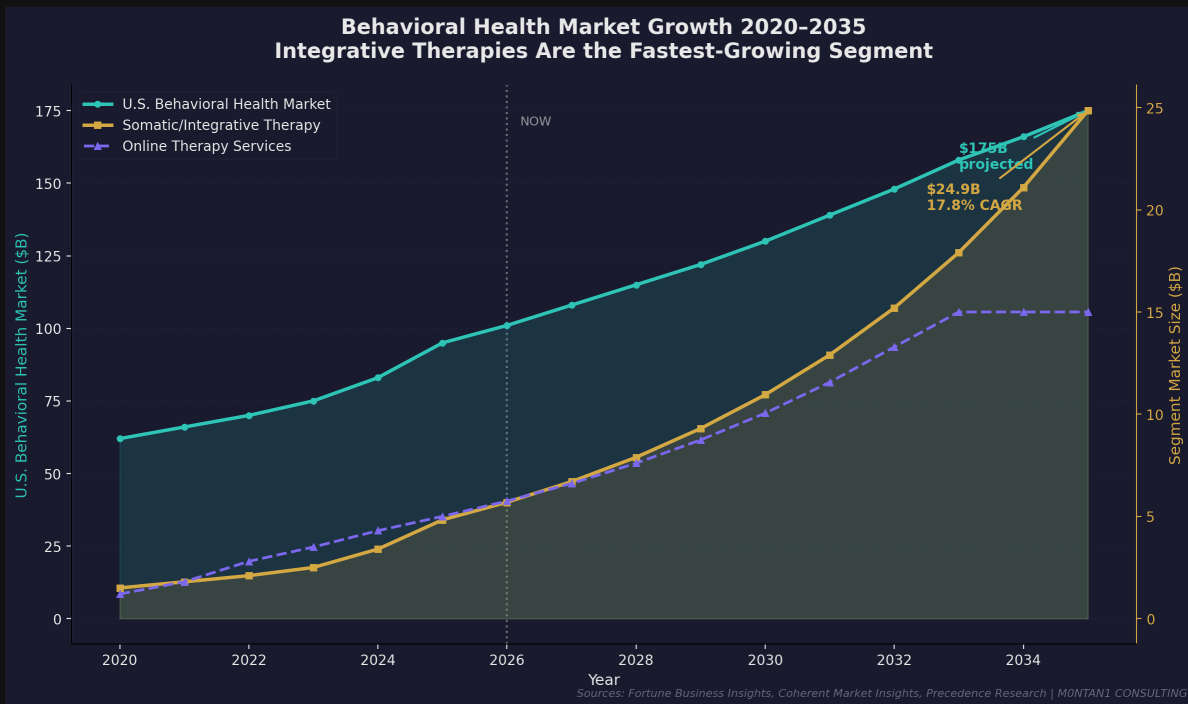


Figure 3: U.S. Behavioral Health Market Growth 2020-2035

TAM: Total Addressable Market

The total market demand for a product or service, assuming 100% market share. For Thomas Integrative, this is every adult in the service area with a treatable mental health condition (~32,000).

SAM / SOM

SAM (Serviceable Addressable Market) is the segment you can reach with your business model. SOM (Serviceable Obtainable Market) is the realistic share you can capture, here estimated at 3,400+ potential clients.

D. Addressable Market Analysis

Applying WV prevalence rates to Monongalia County's adult population reveals a substantial addressable market. Of 89,898 adults, approximately 32,000 have a treatable mental health condition. Roughly half (~17,000) are not currently receiving treatment. After filtering for digital reachability and integrative therapy preference, we estimate 3,400+ potential clients in the immediate service area.

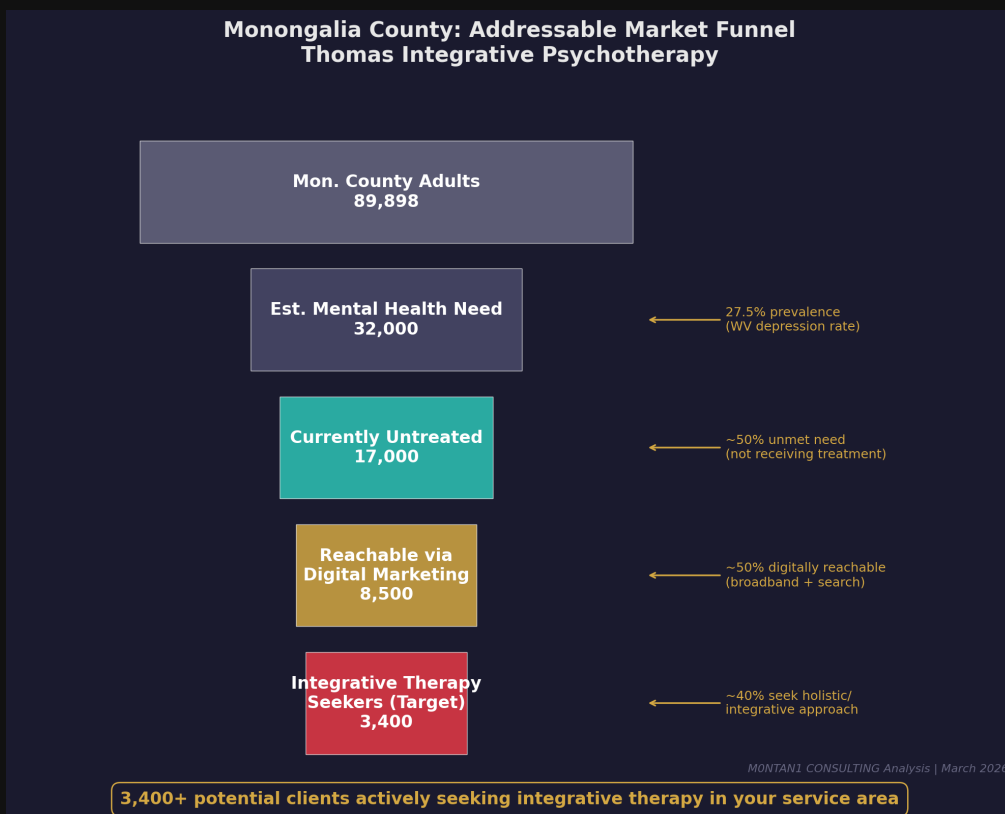


Figure 4: Monongalia County Addressable Market Funnel

E. Target Market Segments

Segment	Est. Size	Key Characteristics
WVU Students (18-25)	~26,000	Academic stress, anxiety, transitions, telehealth-friendly
Young Professionals (25-40)	~25,000	Career stress, relationships, insurance-covered
Parents & Families (30-55)	~20,000	Family dynamics, couples therapy, dual income

Segment	Est. Size	Key Characteristics
Seniors (55+)	~14,370	Grief, isolation, chronic illness, Medicare
Healthcare/Education Workers	~8,000	Burnout, compassion fatigue, EAP-sponsored

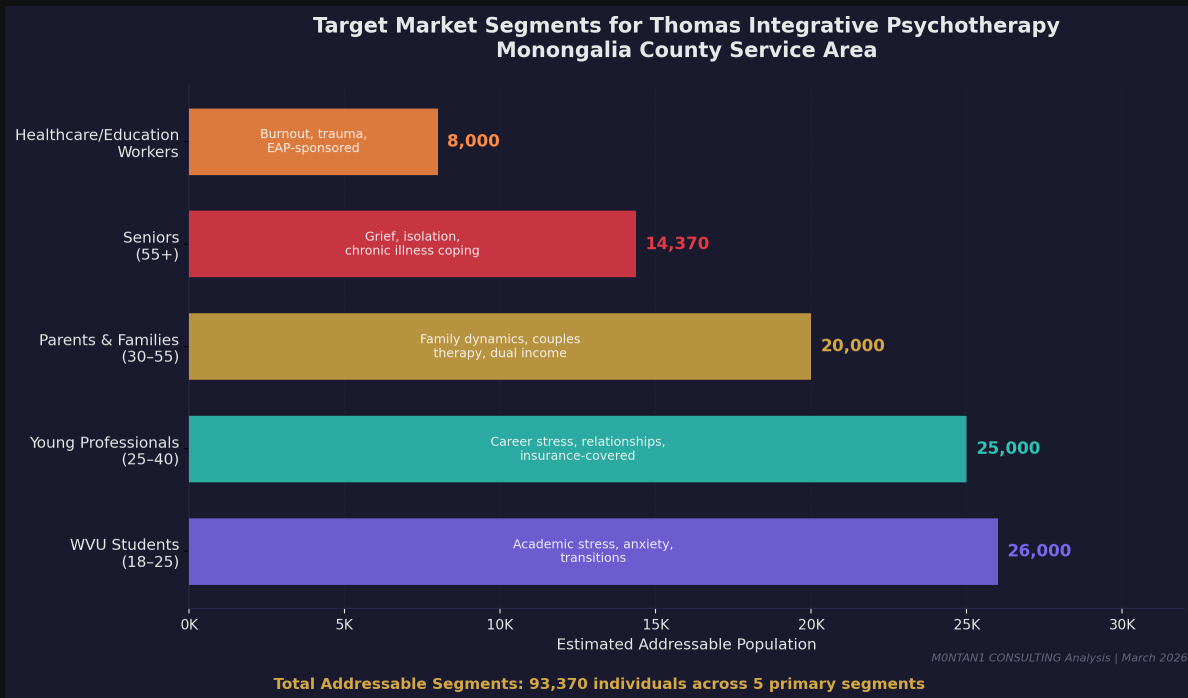


Figure 5: Target Market Segments by Estimated Size

F. Telehealth Opportunity

Telehealth has become structural, not temporary. WVU Medicine now conducts over 50% of its roughly 100,000 annual behavioral health visits via telehealth. Nationally, 88.1% of facilities offered telehealth by 2022 (up from 39.4% in 2019). Holly Thomas holds licensure in 6 states (WV, PA, MD, NC, WA, VA), creating enormous geographic reach potential beyond Monongalia County.

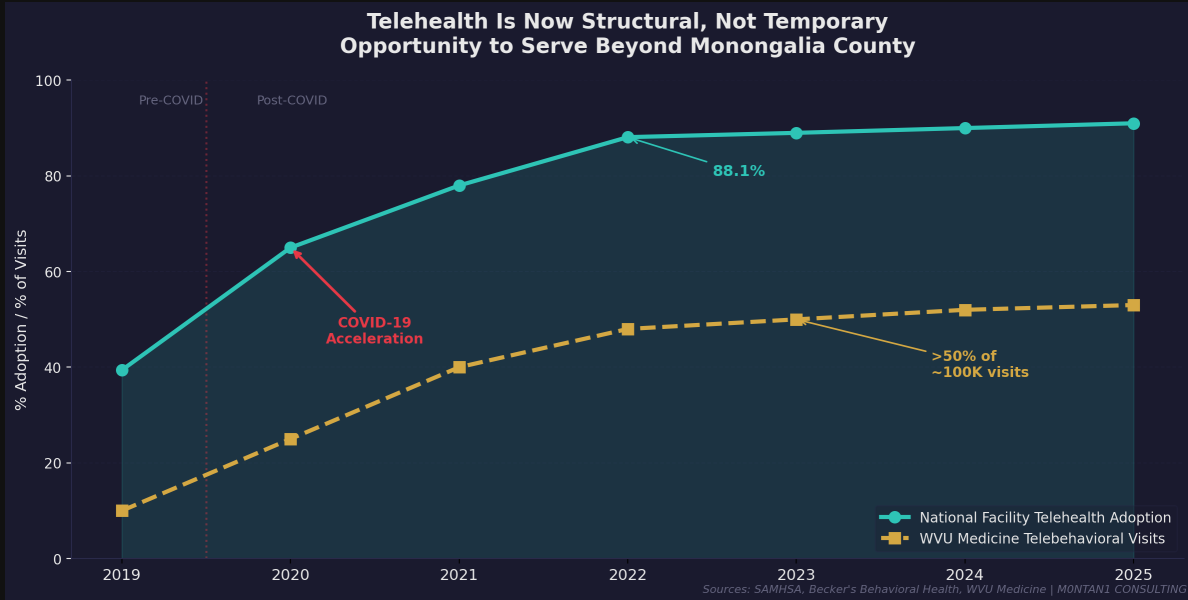


Figure 6: Telehealth Adoption Trend 2019-2025

G. Competitive Landscape

Session pricing in the Morgantown market ranges from \$105 to \$145 per session. Key competitors include:

Competitor	Type	Notes
Thriveworks	National Chain	Strong SEO, insurance-focused
GRW Health (Harmony)	Local	Psychiatry + counseling
Valley HealthCare	CMHC	Community mental health, Medicaid
WVU Carruth Center	University	Students only, limited capacity
Essential Foundations	Private Practice	Children/adults/families
Apex Counseling	Private Practice	General counseling

Thomas Integrative's Key Differentiator: The "integrative" positioning directly aligns with the fastest-growing therapy segment (17.8% CAGR). Most Morgantown competitors are traditional CBT-focused. The Mountain Movement program, IFS specialization, walk-and-talk therapy, and holistic approach create a defensible niche.

V. 10 Proposals for Improvement

Sorted by cost (cheapest first) | Labor rate: \$25/hr

1. SEO Cleanup & Duplicate Page Removal	Cost: \$0 (DIY)	Impact: High	Time: 2-3 hrs
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Remove or noindex 10+ draft pages. Fix blog slugs. Add unique meta descriptions. Immediate impact on search visibility.

2. Google Business Profile Optimization	Cost: \$0 (DIY)	Impact: High	Time: 1 hr/week
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Weekly posts, monthly updated photos, complete service menu, populated Q&A; section. Drives local search visibility.

3. FAQ Schema Markup (JSON-LD)	Cost: \$0-\$50	Impact: Med-High	Time: 1-2 hrs
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Add structured data to FAQ page for Google rich snippets. Increases click-through rate from search results.

4. Directory Listing Consistency Audit	Cost: \$0-\$25/mo	Impact: Medium	Time: 3-4 hrs
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Ensure consistent NAP (Name, Address, Phone) across 10+ directories. Inconsistent listings actively hurt local SEO.

5. Client Testimonial Collection System	Cost: ~\$75	Impact: High	Time: 3 hrs
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Set up automated review request emails, create testimonial page, embed Google reviews widget. Social proof is the top trust signal.

6. Sticky "Book Now" Header CTA	Cost: ~\$50	Impact: Med-High	Time: 2 hrs
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Add persistent booking button in header via Squarespace code injection. Reduces friction for motivated visitors.

7. Location-Based Landing Pages	Cost: ~\$250	Impact: High	Time: 10 hrs
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Create 4 to 5 pages targeting surrounding cities reachable via telehealth: Fairmont, Clarksburg, Bridgeport, etc.

8. Therapist Video Introductions	Cost: \$300-\$500	Impact: High	Time: Variable
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Film 60 to 90 second intro videos for each therapist. Smartphone quality with good lighting is sufficient. Builds rapport before first session.

9. Strategic Content Marketing Plan **Cost:** ~\$400/mo **Impact:** High **Time:** 16 hrs/mo

2 to 4 SEO-optimized blog posts/month targeting long-tail therapy keywords. Cumulative organic traffic growth.

10. Telehealth Expansion Marketing **Cost:** \$500-\$1K/mo **Impact:** Very High **Time:** Ongoing

Google Ads + Meta Ads targeting surrounding shortage counties. Leverages Holly's 6-state licensure for geographic reach beyond Morgantown.

ROI: Return on Investment

A performance measure calculated as (Net Profit / Cost of Investment) x 100. For this report, ROI is estimated based on new client revenue generated versus total marketing and improvement spend.

CPC: Cost Per Click

The price paid each time a user clicks on a paid advertisement (Google Ads, Meta Ads). Therapy-related keywords in WV range from \$2 to \$8 CPC. Lower CPC in rural markets creates a cost advantage over urban competitors.

Investment Summary

	Low Estimate	High Estimate
One-Time Investment	\$375	\$900
Monthly Ongoing	\$425	\$1,425
Expected New Clients/Month	3	5
Additional Monthly Revenue	\$1,260	\$2,900

* Revenue estimate based on \$105 to \$145/session x 3 sessions/client/month

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