

Allis blog and social content plan

First month drafts and a 90 day editorial plan

Prepared by Fleet Street Media for Ross and the Allis review team.

Proposal examples for practice review. Not scheduled or approved for clinical publication.

Editorial approach

Make the practice familiar. Make the first step clearer.

A useful article answers a question in depth. A social post makes one part of that answer easy to notice, understand and return to. The rooms and the people behind Allis give the content a recognizable home.

Our method uses repeatable formats, real staff voices and practical answers. For Allis, the recurring moment is getting to know the practice and preparing to ask for support.

Hero Introduce the practice An occasional introduction to the real rooms and people. Give someone a reason to recognize Allis.

Hub Build familiarity A recurring therapist question or a closer look at the space. A different person or detail within a familiar format.

Help Answer a practical question An article or carousel about preparation, choosing a therapist or asking about appointments.

Voice and scope

Warm, specific and unhurried. Explain without diagnosing the reader. Invite a next step without promising a result.

Two original English blog articles and four feed posts per month after launch, matching the recommended Optimal tier. Carousel frames are one feed post. A Reel is a proposed format within the four posts; filming, footage and editing arrangements must be agreed within the selected scope.

Use approved staff voices and genuine room photography. Patient stories, patient reviews, patient filming and invitations to disclose symptoms in comments are outside this pilot. The examples do not promise availability, insurance coverage, treatment results or a particular time to improvement.

Your first therapy appointment: a little preparation can help

To prepare for a first therapy appointment, note what you would like help with, write down questions and confirm the time, location or video instructions, forms and expected cost. You do not need a polished account of your life or every answer before you begin.

Editorial purpose Help a prospective client prepare and understand what to ask before an appointment.

Listing excerpt You do not need to arrive with a polished account of your life. A few notes and practical questions can give you somewhere to begin.

What can I say at a first therapy appointment?

A first therapy appointment can come with a very practical question: what am I supposed to say? You do not need a polished account of your life. If you are unsure where to begin, you can say that too.

Preparation can be simple. Think about what led you to make the appointment, what you would like help with and what you want to understand about the process. A short note can be useful if the words are easier to find at home than in the moment.

What notes might help me prepare?

A few prompts may help: What has felt difficult lately? When did you first notice it? How is it affecting your day? What would you like to be different? These are starting points, not a questionnaire you need to complete perfectly.

If you have questions about previous care or medicines you take, make a note of them for the clinician. Keep personal notes somewhere private and use the practice's approved process if it asks you to share information before the visit.

What questions can I ask a therapist?

The first conversation is also a chance to understand how the therapist works. You might ask what the early sessions usually involve, how you will agree on goals and how you will review progress together.

You can also ask how confidentiality works and what its limits are. If something feels unclear, ask for it to be explained in everyday language. You do not have to leave with every question answered, but you can agree on what to discuss next.

Article 1 continued

Which practical details should I confirm?

Before the day, confirm the appointment time, location or video instructions, any forms to complete and the expected fee. If you plan to use insurance, ask the practice and your insurer what applies to your particular plan and clinician. An accepted insurance plan does not by itself establish your individual costs.

Ask about access needs, communication preferences or anything that would help you attend. For a video appointment, check the connection instructions and discuss privacy or technology concerns with the practice in advance.

What can I consider after the first conversation?

Therapy does not need to be mapped out by you before the first meeting. The conversation can help you and the therapist decide what to explore and whether their approach is suitable for your needs.

Afterward, consider what you understood, what you want to ask next and how you felt about the conversation. Bring those questions back. Preparation is there to support the conversation, not turn it into another task you have to get right.

Closing call to action

Getting to know Allis? Explore the practice and its therapists, then ask about the next step through the appointment inquiry route.

Publishing metadata

SEO title Preparing for your first therapy appointment | Allis Mental Health

Suggested URL slug preparing-for-your-first-therapy-appointment

Meta description Preparing for a first therapy appointment? A practical guide to questions, notes and details to check before you meet a therapist.

Sources for editorial review

[NIMH — Tips for talking with a health care provider](#)

[NIMH — Psychotherapies](#)

Before publication

Confirm Allis's inquiry route, preparation instructions, fee wording and available visit formats before publication. Clinical reviewer and publication date are assigned after review.

Choosing a therapist: questions worth asking

When choosing a therapist, ask about their credentials and relevant experience, their approach, how you will agree on goals and review progress, and practical details such as fees and appointment options. A profile is a starting point; a conversation can help you understand whether the arrangements and approach suit your needs.

Editorial purpose Help a prospective client move from reading a profile to a useful conversation about suitability.

Listing excerpt A therapist profile is a starting point. A few questions can help you understand the person, their approach and the practical arrangements.

What matters when choosing a therapist?

A therapist profile can tell you about someone's background and interests. It cannot answer every question about working together. A conversation can help you understand their approach and decide what you need to know before taking the next step.

Start with your priorities. You may want to ask about experience with a particular concern, the ages someone works with, communication preferences or how appointments fit around your responsibilities. These are useful questions, not demands you need to apologize for.

What should I ask about experience and approach?

Try asking: What experience do you have with the kind of support I am seeking? How would you approach our early sessions? What do the therapy terms in your profile mean in practice?

A qualification or an approach listed on a page is a starting point for that discussion. Ask the therapist to explain their credentials, role and relevant experience in language that makes sense to you. If supervision is part of their role, you can ask what that means for your care.

How will we agree on goals and review progress?

Therapy is personal, and understanding the working relationship matters. You can ask how goals are agreed, what a session might involve and whether there may be activities to consider between appointments.

One useful question is: How will we review whether this is helping? The answer can open a conversation about progress, feedback and what happens if you or the therapist think a different approach may be needed. It is a question about the process, not a request for a guaranteed result.

Article 2 continued

Which fees and appointment arrangements should I check?

Ask about appointment times, expected fees, cancellation policies and the formats the clinician currently offers. If you intend to use insurance, check the specific plan, clinician and service with the practice and your insurer. If you need support with language or accessibility, discuss that before making arrangements.

It is also reasonable to ask about confidentiality, its limits and the best way to contact the practice between visits. Social media comments and direct messages are not the place to send clinical details.

What if I have more questions later?

You may not know all your questions at the start. You can write them down as they occur to you and bring them to the next conversation. If you have concerns about the approach or the working relationship, raise them with the therapist.

The aim is to understand enough to make an informed next step. There is no need to choose on the strength of a photograph or a phrase alone. A clear explanation of the person, the process and the practical details can be more useful than a long list of unfamiliar terms.

Closing call to action

Explore the Allis team and note the questions you would like to ask. Use the practice's appointment inquiry route to discuss suitability and current options.

Publishing metadata

SEO title Questions to ask when choosing a therapist | Allis Mental Health

Suggested URL slug questions-to-ask-when-choosing-a-therapist

Meta description Choosing a therapist involves more than a profile. Explore questions about experience, approach, practical arrangements and reviewing progress.

Sources for editorial review

[NIMH — Psychotherapies](#)

Before publication

Verify current clinician profiles, credentials, supervision descriptions, languages and appointment arrangements before publication. Do not infer an individual therapist's suitability from these general questions.

Before your first appointment.

Voice Practice

On artwork

01 Before your first appointment. A little preparation can help.

02 A few notes. Your own words. What brought you here? What would you like help with? A short note can be a place to begin.

03 Bring your questions too. Ask about the process, confidentiality and how you will agree on goals.

04 Check the practical details. Confirm the time, location or video instructions, forms and expected cost.

05 You can start with a question. Read our first appointment guide. Keep personal details out of comments and DMs.

Instagram caption

What do I need to say? What should I bring? What can I ask? A first appointment can come with questions before the conversation has even started. A few notes and a check of the practical details can give you somewhere to begin. Read our first appointment guide through the link in our bio.

Facebook caption

A first appointment can come with questions before the conversation has even started. A few notes and a check of the practical details can give you somewhere to begin. Read our first appointment guide on the Allis website.

Destination

Published first appointment article, once approved and live. Instagram uses the bio or Story link; Facebook uses the direct article URL.

Optional Story adaptation

01 Before your first appointment.

02 A few notes. A few questions. Check the practical details.

03 Read the guide. Add the approved article link sticker.

Alt text

Five text cards with a first appointment checklist: notes, questions about therapy, practical details and a link to the full guide.

Production note

Use the original Allis logo, navy text and generous space. One idea per card. This is preparation information, not a description of a confirmed Allis intake protocol.

Take a look around.

Voice Practice

On artwork

01 Take a look around. Get to know Allis Mental Health.

Instagram caption

A place can feel a little more familiar once you have seen inside. This is one of the rooms at Allis Mental Health. Take a look at the practice and meet the team through the link in our bio.

Facebook caption

A place can feel a little more familiar once you have seen inside. This is one of the rooms at Allis Mental Health. Explore the practice and meet the team on our website.

Destination

Approved practice or team page on the new Allis website after launch.

Optional Story adaptation

- 01** Take a look around.
- 02** Show a second approved view of the same room, with no people or private material.
- 03** Explore Allis. Add the approved practice page link sticker.

Alt text

An Allis therapy room with a sofa, armchair, patterned rug and soft lighting beneath the words Take a look around.

Production note

Use Ross's supplied real room photograph. Confirm it still represents the practice and clear any visible papers, calendars or personal belongings. No patients or staged therapy scenes.

One question worth asking.

Voice Participating therapist

On artwork

01 One question worth asking. How will we review progress?

Instagram caption

When you are getting to know a therapist, you can ask how you will review progress together. It is one way to understand the process and how to raise questions along the way. Our guide includes more questions to consider before choosing a therapist. Read it through the link in our bio.

Facebook caption

When you are getting to know a therapist, you can ask how you will review progress together. Our guide includes more questions to consider before choosing a therapist. Read the guide on the Allis website.

TikTok caption

One question to bring to a conversation with a therapist: How will we review progress? More questions are in our choosing a therapist guide. Use the website link where available.

Destination

Choosing a therapist article after publication. Use a profile link only where the account supports it.

Optional Story adaptation

01 One question worth asking.

02 Share the short approved answer with captions.

03 More questions in the guide. Add the approved article link sticker.

Alt text

A participating Allis therapist explains a question about reviewing progress. Accurate name and credentials appear only after verification.

Production note

Suggested script for a willing staff member to review and adapt truthfully. No invented attribution or patient story. Verify displayed credentials. Record clean speech, use captions and licensed audio only. The cover is artwork; the video requires filming and editing.

Therapist Reel filming plan

One question worth asking.

Proposed 25 second script for review and recording. Cover artwork is not a finished video. Confirm filming and editing arrangements within the selected scope.

0-3 seconds

Shot Therapist seated in an empty Allis room, looking toward the camera. Series label appears immediately.

Spoken words One question worth asking a therapist: how will we review progress?

On screen ONE QUESTION WORTH ASKING

3-12 seconds

Shot Steady medium shot. Keep the answer conversational; use open captions.

Spoken words You can ask how you will agree on goals, when you will check in on them, and how to raise concerns if something does not feel useful.

On screen Goals. Check ins. Questions.

12-20 seconds

Shot Same person; optional close detail of the empty room, with no clinical documents.

Spoken words You do not need all the answers before you begin. The process is something you can ask about too.

On screen Ask about the process.

20-25 seconds

Shot Allis end card. Keep text within platform safe areas.

Spoken words Our guide has more questions to consider when choosing a therapist.

On screen Read the guide • Allis Mental Health

Questions before you choose.

Voice Practice

On artwork

- 01 Questions before you choose.** A practical guide to finding a therapist.
- 02 Experience** What experience do you have with the support I am looking for?
- 03 Approach** What could working together involve? How will we agree on goals and review progress?
- 04 Practical details** What should I know about fees, appointment options and confidentiality?
- 05 A profile is a starting point.** Read the full guide. Bring the questions that matter to you.

Instagram caption

A profile gives you a starting point. A conversation can help you understand the person, their approach and the arrangements. These questions are here to help you prepare. Read the full guide to choosing a therapist through the link in our bio.

Facebook caption

A profile gives you a starting point. A conversation can help you understand the person, their approach and the arrangements. Read our guide to questions worth asking when choosing a therapist on the Allis website.

Destination

Choosing a therapist article, once approved and live.

Optional Story adaptation

- 01** Questions before you choose.
- 02** Experience. Approach. Practical details.
- 03** Read the full guide. Add the approved article link sticker.

Alt text

Five text cards with questions about a therapist's experience, approach, goals, progress and practical arrangements.

Production note

Keep each question legible on mobile. Do not add therapist endorsements, rankings, guaranteed matches or unverified availability.

The first 90 days

Six original English articles and twelve feed posts. Month 1 contains full drafts. Months 2 and 3 are proposed topics for approval.

Month 1 begins after the new site, approved articles and inquiry route are live. Publish B1 before W1 and B2 before W3. Choose calendar dates and times using confirmed production readiness and account data.

Month 1 Make starting clearer

Article 1 Your first therapy appointment: a little preparation can help

Article 2 Choosing a therapist: questions worth asking

W1 • Before your first appointment — Help carousel

W2 • Take a look around — Hero room introduction

W3 • One question worth asking — Hub therapist Reel

W4 • Questions before you choose — Help carousel

Month 2 Explain the practical arrangements

Article 1 What happens after you ask about an appointment at Allis?

Article 2 Planning for in person or online therapy: questions to discuss

W1 • After an inquiry — Help process carousel

W2 • How the team handles appointment questions — Hub staff answer

W3 • A closer look at the space — Hub room photograph

W4 • Planning for a visit — Help checklist

Month 3 Help people make an informed next step

Article 1 Therapy costs and insurance: questions to ask before you book

Article 2 Talking with your therapist about goals and progress

W1 • Ask about costs — Help carousel

W2 • One question worth asking about goals — Hub staff answer

W3 • Meet the people behind Allis — Hub verified team introduction

W4 • Getting to know Allis — Hero introduction using approved material

Story sequences are optional adaptations of these four feed posts, not an added daily Story commitment. Month 2 and 3 titles are a planning outline. Confirm operational topics and clinical review before drafting them. This sample pack does not change the proposal's contracted quantities, video editing allowances or language scope.

Production and review

Proposal examples for practice review. Not scheduled or approved for clinical publication.

Approval owners

Fleet Street drafts and prepares layouts. The practice's nominated clinical reviewer checks educational accuracy and scope. Ross or the practice operations lead verifies fees, insurance, availability, team details and destinations. Record an approved version before scheduling. Staff approve their own recorded words and participation.

Publication destinations

These proposal examples deliberately link to draft reading views, not a working appointment form. Before public practice publication, replace article and profile destinations with verified production URLs. Never route patients to this commercial proposal.

Measurement

Review aggregate article reads, outbound actions, qualified inquiries, booked first visits and attended first visits. Compare similar formats over similar periods. Track attended in person room hours against usable staffed room hours; keep telehealth separate. Saves and views are useful signals, not proof of occupancy or owner income.

A practical creative test

For one therapist answer, compare a question first opening with a room first opening using the same approved answer and CTA. Use organic results directionally; a four post month is not a conclusive experiment. Paid testing requires a separately agreed budget and appropriate review. Do not build audiences from patient lists or therapy page visits as part of this plan.

Handling public responses

Respond publicly to general service questions only. Do not confirm that someone is a patient. Move appointment administration to the practice's approved secure route; do not request symptoms, diagnoses or insurance identifiers in comments or DMs. Use a practice approved response protocol for urgent messages; do not present social accounts as emergency support.

Match promotion to capacity

Review clinician availability and usable room hours before choosing a service topic or increasing promotion. If the relevant team cannot accept more appointments, update the destination and inquiry wording before continuing a promotional post.

Search publication handoff

Where this applies

Optimize the approved Allis articles for their future production pages. Keep the commercial proposal and its draft reading views unindexed. These draft metadata fields are not authorization to publish or request indexing.

Article content and metadata

Use each article's seoTitle, meta description and slug. Place its answerSummary near the beginning as visible text, followed by the complete article and question-led sections. Keep readable text in the page rather than only in images.

Internal links

Link each article to its related article and relevant verified practice, therapist and inquiry pages using descriptive labels. Replace all draft destinations with verified production URLs before publication.

Accurate authorship

Add the actual author and clinical reviewer only after their roles, credentials and approval are confirmed. Record truthful publication and update dates at publication; do not display invented names, review labels or freshness dates.

Production implementation

On approved production pages, confirm canonical URLs, crawl access, internal discovery and accurate structured data matching visible content. Indexing eligibility does not guarantee indexing, rankings or selection in AI answers.

AI search discovery

Google's AI search guidance uses foundational SEO. No special AI file or special schema is required for its AI Overviews or AI Mode. Clear summaries and question-led headings serve readers; they do not guarantee citations.

Implementation references

[Google Search Central — AI features and your website](#)

[Google Search Central — Creating helpful reliable people first content](#)