



HelpPRO Dives Into Social Media!

Last week HelpPRO launched our new Mood Booster Twitter campaign which is catching on fast.



More and more people are following and tweeting fun, uplifting mood boosting ideas.

Here is how it works. We tweet a sentence such as, *when I am having a tough day at work, I do _____ to get through it.* You then respond by filling in the blank. Try it!

The idea is for people to share their own personal coping mechanisms for the little downs of life.

If you are on Twitter, you can check us out. Follow us @mood_booster. Feel free to participate and share the profile with your followers as well.

Our HelpPRO blog is also getting good attention and readership. We are pleased to announce that we will shortly share an expanded topic area we believe you will find inspiring. If you have expressed interest in writing for the blog, we will be in touch shortly. If you have not expressed interest and think you might be interested, please [click here](#) to get information.

Building a social media presence takes creativity, diligence, and time. HelpPRO is committed to this endeavor. We will launch a Facebook page in the very near future to spread the Mood Booster series there too.

By following and sharing our HelpPRO Mood Booster Twitter and Facebook profiles, you help raise awareness about HelpPRO, which increases your own visibility on the internet,

Even More Visibility...

We continue our mission to bring you even more visibility. Besides new efforts in social media, including our Twitter Mood_Booster series, ads in Facebook and continuing our successful blog, we have gained ground in SEO.

Success with nSphere

In February 2011 we began working with nSphere, a company that specializes in quality local content found easily in Google and other search engines.

HelpPRO providers listings now appear in search engines results in cities and towns throughout the country. Try it yourself. Type *Anxiety Treatment in Your City* into Google. Click on local results such as *local.mentalhelp.net* or other content partners to find HelpPRO listings with your contact information and a summary of your practice specialties.

New SEO Effort

We recently hired a company, DISC, to further expand our SEO efforts. Disc has special expertise in content management systems - SEO perfectly suited for HelpPRO with our huge database of provider information.

The Results: More Traffic

In the last three months our Alexa ranking has gone from 1,300,000 to 650,000 (lower rankings are better), and, according to Ranking.com, HelpPRO has improved from 235,000 in January to 29,900 in March.

The most reliable measure of website traffic comes from Google Analytics: HelpPRO averages over 12,000 visits per month as opposed to 9,000 visits in January with visitors averaging over four pages per visit and staying for more than three minutes each time.

Customer Service Corner

Question: I heard about the HelpPRO Therapist Finder from a colleague who suggested I list my practice. Do you charge monthly fees? What forms of payment do you accept?

Answer: Our listing fees are annual and can be paid online by credit card or by check. In addition to VISA and MasterCard, we are pleased to announce that **we now accept American Express, Discover, DinersClub and JCB.**

Lisa Guglietta
HelpPRO Customer Service

and ensures that we can continue to bring you steadily improving services.

We have more ideas brewing, and would love to hear YOUR feedback or ideas too.

Be well,

Jennifer Williams

Your login information:

Email: «LoginEmail»

Password: «Password»

(3 digits are hidden for security)

QUICK LINKS

[HelpPRO Home Page](#)

[Log into your Listing](#)

(see your personal login info)

[Premium Listings in Atlanta](#)



A Blog from Bill Blout

William L. Blout, LICSW
President, HelpPRO

Dear Colleagues,

In the past few months searches are up more than 50%. As we continue to build visibility and expand our circle of partnerships with respected professional organizations, our reputation grows as the *Professional Therapist Finder*.

More and more we hear positive feedback from you. Although we hear about your problems, we also hear how much you like our new programs, services and partnerships.

The other day a woman wanted to sign up because her friend said that, not only has she received lots of referrals from HelpPRO, but also, the referrals have been good matches and have become good clients. That was very nice to hear.

So what makes you feel good about HelpPRO? We learn from what you like as well as what you may not like. So, make my day, and [email me](#).

Other important items:

1. HelpPRO now has a relationship with the Long Island chapter of the Soldiers Project to help soldiers with PTSD and trauma. If you practice in Long Island and are interested in providing free counseling to the military and their families, please [email Susan Cohen](#), Director.

2. If you have not already done so, please login to update your practice listing. HelpPRO has added several new items to the listing pages, including:

- Multiple Chemical Sensitivity
- Diabetes
- Multiple Sclerosis
- Caribbean
- Italian
- Video Counseling

3. Finally, we are working on making your listing pages more intuitive and user friendly. Look for this soon.

Warm Regards,

Bill