



## **Pro-Bono Marketing Project: SEO Strategy**

Kingston Women's Centre provides affordable counselling and mental health support for women in our local community.

As mental health concerns continue to rise in our society alongside the increasing cost-of-living, access to counselling is often regarded as a luxury rather than a necessity.

We believe mental health support should be accessible to all, particularly at the moment someone reaches the point of needing support.

At KWC, we provide a safe, non-judgemental and caring environment where women can begin to build emotional resilience and regain a sense of control over their lives.

Many of the women who come to us find our service through online searches when they are actively looking for support.

We're looking for help to strengthen our search visibility so that more women who need support can find us easily. As a small charity with very limited marketing resources, we would hugely value the expertise of someone who can help us sense-check our current approach and guide us towards the most impactful opportunities.

The goal of this project is to help more women discover our service online and feel confident taking the first step towards booking an introductory counselling assessment. Even a modest increase in search visibility could help more women in our local area access counselling support when they need it most.

We're primarily looking for strategic guidance and recommendations that our team can implement over time, rather than ongoing SEO management. We anticipate this being a short, focused project involving an initial review and recommendations.

We have a small but committed team who will be responsible for implementing the recommendations over time, so your guidance will translate directly into action.

- **Keyword Research & Strategy**

- Help us to identify the top keywords that our potential counselling clients might be using to find a local, low-cost, women-run service like ours
- Break out the different keywords being searched for at each stage of their consumer journey; from research, all the way through to booking their introductory call, bearing in mind the opportunity (search volume) and achievability (difficulty level)

- **On-Site SEO Audit & Strategy**

- Help us to audit our existing website and pages to see what's working and where there are opportunities to optimise and evolve
- Suggest an optimal website structure, ideally within our Wordpress set-up, to ensure we've got the best chance of ranking
- Recommend additional pages or blog posts that could help us to optimise for these keywords
- **Technical SEO Audit**
  - Help us to sense-check the technical health of the website and identify anything that might be holding us back from ranking well.
  - This might include things like site speed and performance, mobile optimisation, crawlability and indexing, broken links, and any technical issues that could affect search visibility.
  - If there are opportunities to improve things like structured data, our sitemap or robots.txt set-up, we'd really value guidance on those too.
- **Local SEO Strategy**
  - Help us strengthen our visibility in local search results, particularly for women searching for counselling services nearby.
  - This might include reviewing and optimising our Google Business Profile, improving how we appear in "near me" or map searches, and identifying relevant directories or local listings where our service should be present.
  - It would also be helpful to review whether our contact details (name, address and phone number) are consistently represented across the web.
- **Off-Site SEO Audit**
  - Help us to review our existing backlinks and understand what is currently supporting our search performance.
  - We'd also appreciate recommendations for additional organisations, directories, partnerships or publications that could help us build high-quality backlinks over time.
- **Prioritised Action Plan**
  - Finally, it would be incredibly helpful to receive a clear list of recommended improvements, prioritised by impact and effort.
  - If possible, highlighting quick wins alongside longer-term opportunities would help us understand where to focus first and make the best use of our limited resources.

While this project is unpaid and offered on a pro-bono basis, in return for sharing your expertise with us we would be very happy to provide a testimonial and link to your website from our supporter's page and acknowledge your contribution as part of the project if that would be helpful.

To express your interest, please contact [carey.khan@kingstonwomenscentre.org.uk](mailto:carey.khan@kingstonwomenscentre.org.uk) with a short letter explaining your interest in working together, as well as briefly detailing your prior experience in SEO.

Expressions of interest: by 15<sup>th</sup> September 2026 (although we'd welcome earlier conversations, don't wait for the end date!)

We anticipate selecting a partner by 30<sup>th</sup> September 2026 but can be flexible on the project start date.