

A checklist for writing listings that show up in searches and convert browsers into members.

YOUR GROUP TITLE

- INCLUDE the group type and main topic
- INCLUDE format (virtual, in-person) if it's a selling point
- AVOID jargon — write like a seeker would search

Example: "DBT Skills Group for Adults — Virtual, Weekly" not "Dialectical Group #4"

YOUR GROUP DESCRIPTION

- First sentence: who is this for and what will they get out of it
- Second sentence: what makes your group different or worth joining
- Include: cost, schedule, format (in-person/virtual), group size if notable
- Include: facilitator credentials (LCSW, LMFT, Peer Specialist, etc.)
- Keep it under 150 words — long descriptions get skimmed or ignored
- Write in second person: 'You'll learn...' not 'Members learn...'
- Include a clear call to action: 'Contact us to learn more' or 'Open enrollment'

CATEGORIES & TAGS

- Select the most accurate primary category (Therapeutic, Peer Support, etc.)
- Use all relevant tags — they drive search results
- Include the condition/topic AND the format (e.g., 'anxiety' + 'virtual')

PHOTOS

- Add at least one image — listings with photos get significantly more clicks
- Use a real photo if possible (headshot, group space, or branded graphic)
- Avoid generic stock photos of people looking sad or stressed
- Image should be at least 1200px wide for best quality

LOCATION & SCHEDULE

- Fill in the exact city and state — seekers filter by location
- For virtual groups: mark as Virtual AND note time zone in the description
- List the day and time clearly — vague schedules reduce inquiries

- Update your listing if the schedule changes

CONTACT & INQUIRY SETTINGS

- Enable the contact form so seekers can reach you without leaving the directory
- Check your messages regularly — response speed matters to prospective members
- Consider adding a direct link to a scheduling page or intake form