



Meet our first Fellows of the AfSFH

What is Fellowship of the AfSFH?

Individuals designated AfSFH(Fellow) are members of the organisation who have been awarded Fellowship status in recognition of their outstanding contribution to the field of Solution Focused Hypnotherapy and the Association for Solution Focused Hypnotherapy. It is a prestigious honour that is awarded following peer nomination and majority vote by the AfSFH Executive Committee.

Earlier this year, the AfSFH Executive Committee were delighted to award their first designations of 'Fellow' to the following members, who were deemed to have made an outstanding contribution to the field of Solution Focused Hypnotherapy and the organisation itself:



David Newton

David is the co-founder of The Clifton Practice Hypnotherapy Training (CPHT), along with his wife, Stefanie, and is the founder of the AfSFH. Over his career, he helped thousands of people as a Solution Focused Hypnotherapist and went on to establish the largest training provider for Solution Focused Hypnotherapy in the country (CPHT). David is now semi-retired but enjoys keeping up to date with all things related to Solution Focused Hypnotherapy.



Susan Rodrigues

Susan is a key interface between CPHT and the AfSFH and is also Chair and Trustee of the organisation. Susan runs her own private hypnotherapy practice and assisted in developing CPHT, alongside training and Supervising hundreds of students and practitioners. She is also an UK Confederation of Hypnotherapy Organisations (UKCHO) Executive Director.



Nicola Griffiths

Nicola is a key founding member of the AfSFH Executive Committee and was the inaugural CEO of the Association, later also taking on roles as Trustee and Chair. She runs her own private practice, is a CPHT Lecturer, and Supervises other students and practitioners.



Trevor Eddolls

Trevor is Head of IT and Social Media for the AfSFH and is the organisation's longest-serving Executive Committee member. He has published numerous books and articles about hypnotherapy and regularly contributes to hypnotherapy publications. He runs his own private practice, but also Supervises other practitioners, and runs training courses for therapists.

Nominations for Fellowship of the AfSFH will reopen next spring. Criteria for nominations are listed at www.afsfh.com/fellows.



SEO (Search Engine Optimisation) for beginners

By Trevor Eddolls, AfSFH(Fellow)

Our website is the most powerful tool we have for publicising our business – but how can we make it more visible? Many of us manage our own websites and we simply can't afford to ignore SEO these days. This article contains useful information to ensure your website will be found by potential clients. I have detailed HTML code in the text, but if that all sounds very technical, don't panic. Website builders such as Weebly, Wix and WordPress offer user-friendly interfaces to update keywords, titles, descriptions etc, so it's worth doing some exploration if you use one of these – mastering your SEO might be a lot easier than you think.

Search engine optimisation (SEO) helps to get your website found on search engines like Google. Most people rarely look at page two of search results, and hardly anyone gets as far as page eight or nine where your business's website might first appear.

Here are some thoughts on how to get up the rankings and appear on page one of a web browser search.

Page content

The reason your website exists is to tell people about your business. Make sure that each page has a single main topic, and that the text is clear, useful, or entertaining. It's a good idea to have a mixture of text, graphics, and multimedia on the page. It's also important that page sections are clearly identified in the HTML code (eg, header, navigation, body, ads, footer). Your page should also include the keywords you want to use for that page. So, keep the keywords in mind when writing the text.

Google seems to like pages that follow a question-and-answer pattern rather than long lines of text. Google also likes lists.

It's useful if keywords (see below) appear in headings and subheadings. It not only helps SEO, but is also useful for people browsing for something specific. Keywords should also appear in the content – but not too often. If the keyword density is too high, it doesn't work well.

The one-to-one rule says that the contents of each page should be optimised for a single keyword, ie you can write about phobias on one page (if that's the keyword), but don't also write about stopping smoking. That should go with its keyword on a different page.

Keywords

The primary keyword should be the main focus of the content of a page, eg weight loss.

As well as using that keyword in the text, when you look at the HTML code for a page, there are several places you can also put keywords. The title tag (eg <title>Stop smoking</title>) is what search engines scan first, and it is what appears as the actual link on the search engine results page. Make sure each page has a different title tag and that they include the keyword.

The META description tag (eg <meta name="description" content="We can help you with weight loss, losing weight, and becoming slimmer"> should be 140 to 160 characters long. It should include the keyword and say what the page is about. It will appear with your title and URL (web address) on the results pages of search engines. These are sometimes called SERP (Search Engine Results Pages) features.

The title and META description should be different on each

page. There is a META keywords tag, but Google doesn't seem to take much notice of it these days.

Links

Don't use 'click here' for links in the text because it's not SEO-friendly. The strength of links is used for SEO, and the strength of a link can be increased if a keyword is used in the link. So, your link will say 'About us', and the HTML will look like this: `About us`

It's also good for SEO if page links go to authoritative external websites and provide visitors with relevant content. Backlinks (incoming hyperlinks) from reputable websites can increase a site's authority. Domain authority is the value a search engine assigns to a web page. The higher the value, the more likely the search engine will return a web page early in organic search results. So, get links to and from other sites with a high domain authority.

Other attributes

ALT and TITLE attributes can benefit SEO because they allow additional text (ie your keyword) to be added to a page. The ALT tag can be used with graphics and tells people using screen readers what the image is about. For example: ``

It's a good idea to use keywords as filenames for web pages because that name will be displayed when people hover over a link, eg phobias.htm. Similarly, the name of images on a page should include the keyword (rather than call it image01.jpg, rename it as phobias.jpg – or whatever is appropriate for the page).

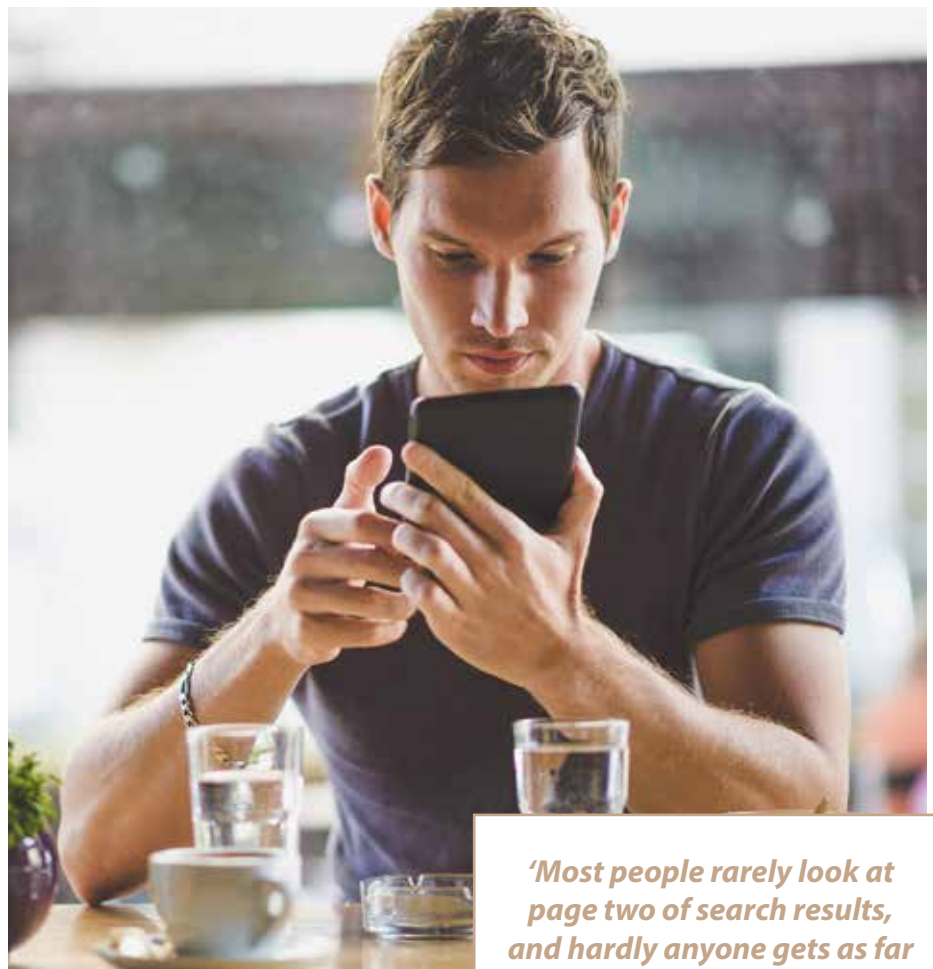
URL

The actual URL (address) of your page should use keywords; be user readable so they can see what the page is about; and be short (around 60 characters). Some search engines can't process long URLs and will consequently lower the ranking of the page.

Page qualities

Pages need to load quickly (or else users click away, and search engines lower your ranking), so remove anything slowing down the load time.

In addition, the page needs to render in all browsers and be at least mobile-friendly. Many sites are designed as mobile-first because more people visit websites from phones or tablets than computers. It needs to be hosted on a



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site that has a logical hierarchy that can be navigated easily. And it needs to be hosted on a site with a good reputation that publishes new content on a regular basis.

Things to avoid

Check your website regularly because there are certain things to avoid. Pretending to be a potential client can often highlight these issues, which include:

- HTML errors on a page.
 - Bad links (404 errors) that go nowhere.
 - Blank pages or pages stuffed with keywords, which are hard to read and search engines will lower their ranking.
 - Duplicate page content is boring to read and lowers the ranking of a page.
 - The page is cloaked – the URL seen by search engines is different to the one seen by users.
 - The page contains hidden text or links.
- These issues will all lower the search engine rankings.

Conclusion

Keeping these things in mind when developing or reviewing your hypnotherapy website will help improve its search engine rankings, making it more easily found – at least until Google changes its algorithm again!



About the writer:

Trevor was made a Fellow of the AfSFH this year. He is Head of IT and Social Media for the AfSFH and regularly contributes to the Journal and the website. He runs his hypnotherapy practice in Chippenham, runs CPD sessions, and offers one-to-one Supervision sessions over Zoom.

Talking Solutions

The new podcast by the AfSFH – a contemporary approach to promoting the benefits of Solution Focused Hypnotherapy. By AfSFH Head of Communications, Sally Hare

We've been sharing a new AfSFH project over the last few months: the podcast *Talking Solutions*, presented by our recently designated Fellow, Trevor Eddolls, and me, Sally Hare, of the AfSFH Executive Committee. We have uploaded three episodes to date, looking at common topics searched for by potential clients: anxiety, sleep, and phobias. This article looks at what the podcast is, where you can find it, our plans for its future and, perhaps most importantly, how you can use it to spread the SFH word.

Why a podcast?

At our first post-lockdown awayday in March, the Executive Committee focused on two main topics – how best to support our members, and how best to spread the word about SFH to as broad an audience as possible. On this latter subject we shared ideas and discussed their respective merits, deciding that a podcast would be a cost-effective way of promoting the Association and SFH directly to the public. Creating our own audio download bypasses the need for initially attracting the attention of external publishers and broadcasters, and allows us to get straight to the point of the positives of SFH without having to waste time negotiating the usual questions about swinging pocket watches and people clucking like chickens! Podcasts are mainstream media now, and rapidly increasing in popularity, so it made sense to use this new platform to our best advantage. Trevor already records his own, therapist-focused podcast with Catherine Eland, *Solutions*, and therefore had all the expertise necessary to edit and upload ours.

Where can I find it?

You can find the podcast on all the major podcast platforms and apps: Apple, Google, Spotify, Podbean, and YouTube. Search AfSFH or *Talking Solutions*.

What next?

With three episodes under our belt, following a recognisable format of Trevor and I discussing a topic then me delivering a



short relaxation, it would be easy to feel we've hit our groove and turn out more of the same. That was never the plan for *Talking Solutions*, however. We have picked our topics directly to appeal to the public in order to start building our listener base immediately, but we've also been aiming to establish the credibility of the podcast to start attracting guest speakers. We'll be inviting positive mental health champions with whom we can share ideas to join us – and perhaps be invited to guest reciprocally on their podcasts, too – building our network and audience, and widening public awareness of SFH.

How can I help?

It's over to you now, to help us get *Talking Solutions* out there and spread the word about SFH! It's vital to start building momentum, as the more listeners we have, the more we'll attract, and the more appealing we'll be to potential guests, and to their networks and audiences, and so on. So please do like and comment when you see a new podcast published, as these actions will cause our posts to be seen in more feeds – and most importantly, please share it! Share on your own social media, share links on your website or directly to individuals who might be interested – share everywhere! Help us build a growing audience for *Talking Solutions*, and who knows where it will take awareness of SFH and our community in the future?



About the writer:

Sally qualified in 2020 and is building her business in Bristol and online.