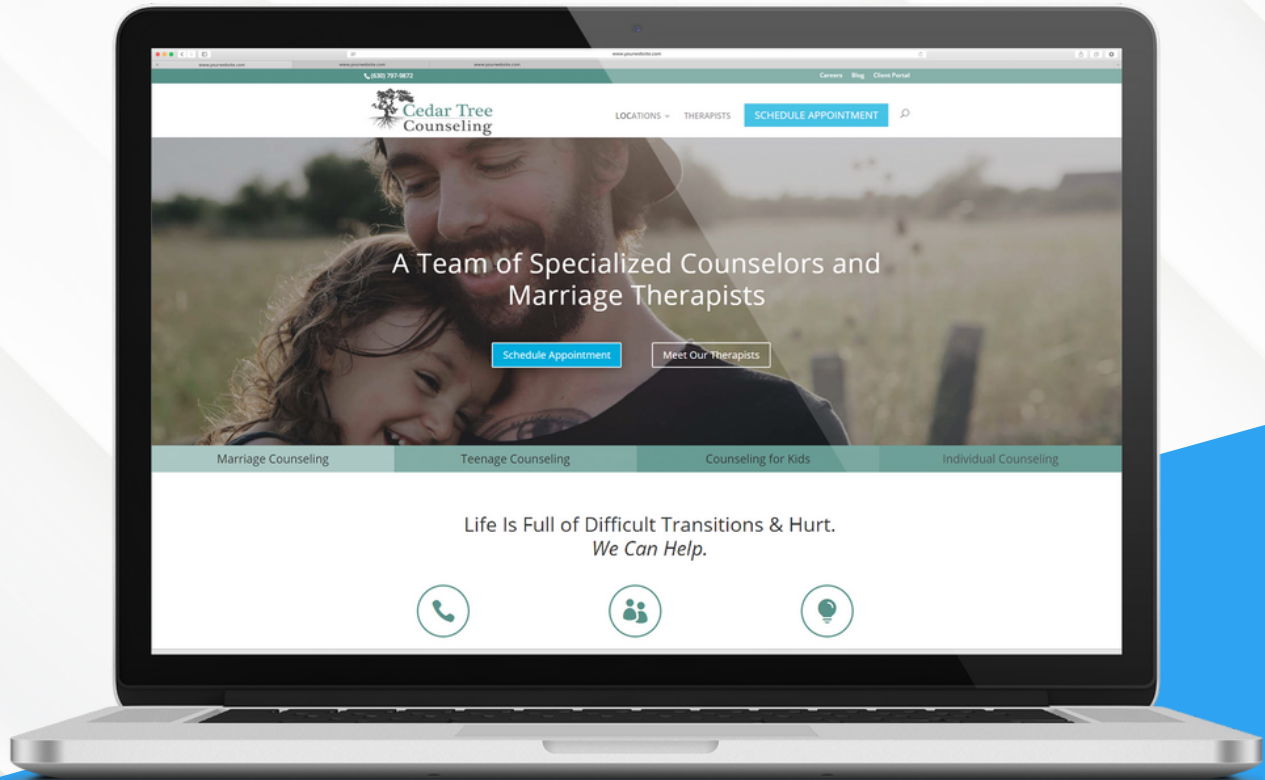


Ultimate Website Checklist for Therapists!



Everyone coming to your website has a problem that needs solving. You need to make sure that you **address the problem your client is facing right away.**

1. The HEADER



In five seconds or less **could anyone answer these** three questions:

1. What does your **private practice do?**
2. How can you **help the client?**
3. How can the client **schedule an appointment?**

If these questions are **not answered, people will leave** your site. Communicate the **problems you solve** and have a **clear call to action**. When your ideal client comes to your website, they need to know they are in the right place.

DO NOT write about topics **unrelated to your specialty**.

Some people write blog posts about pets or hobbies, but **DON'T DO IT!** **Write about your field. Stay on topic.**

2. IMAGES -

Do your images reflect success?



Choose photos of **smiling, happy people** that represent your private practice's **ideal client** demographic.

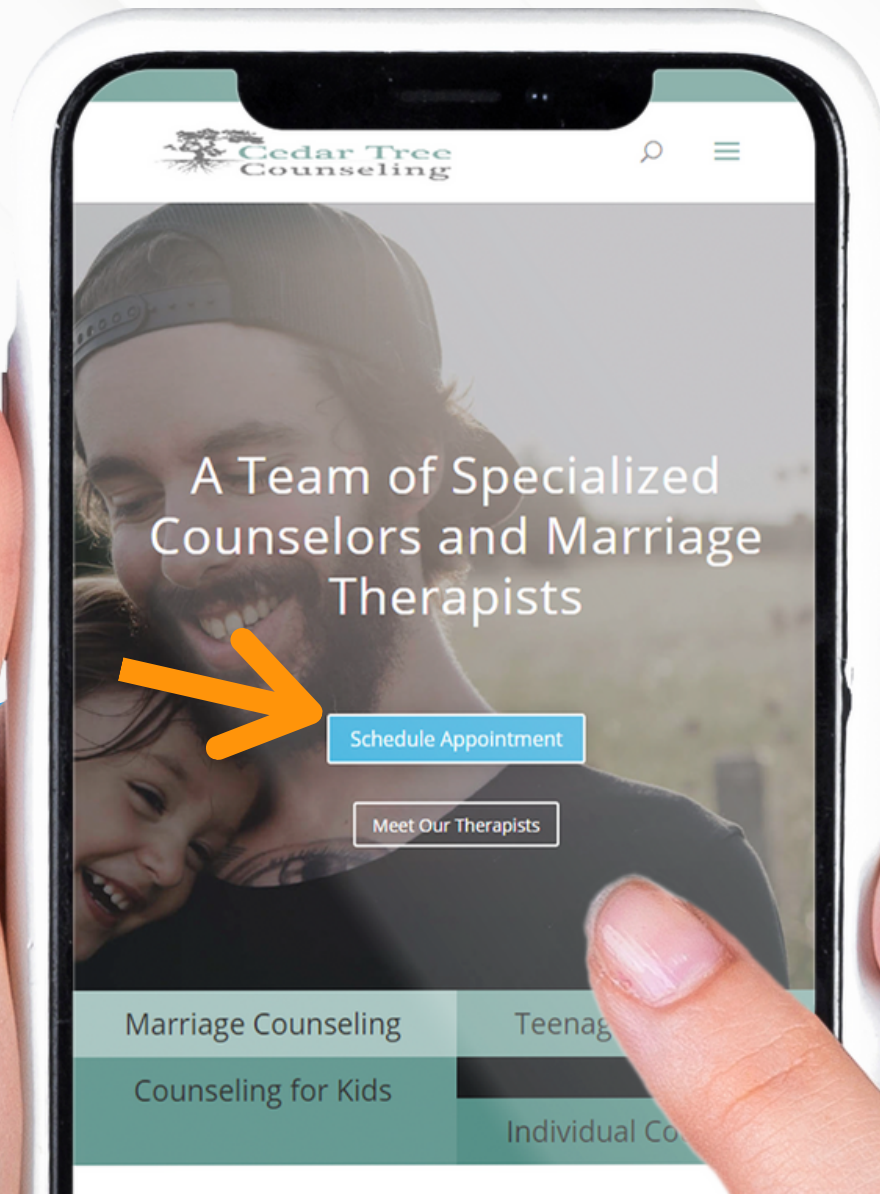
Stock images are OK, but if you can get real-life photos of people in your office that's even better.

DO NOT use random pictures **just because they're beautiful.**

Cityscapes or landscapes, for example, don't help clarify your message.

3. The CTA BUTTON -

Do you have a clear Call To Action button?

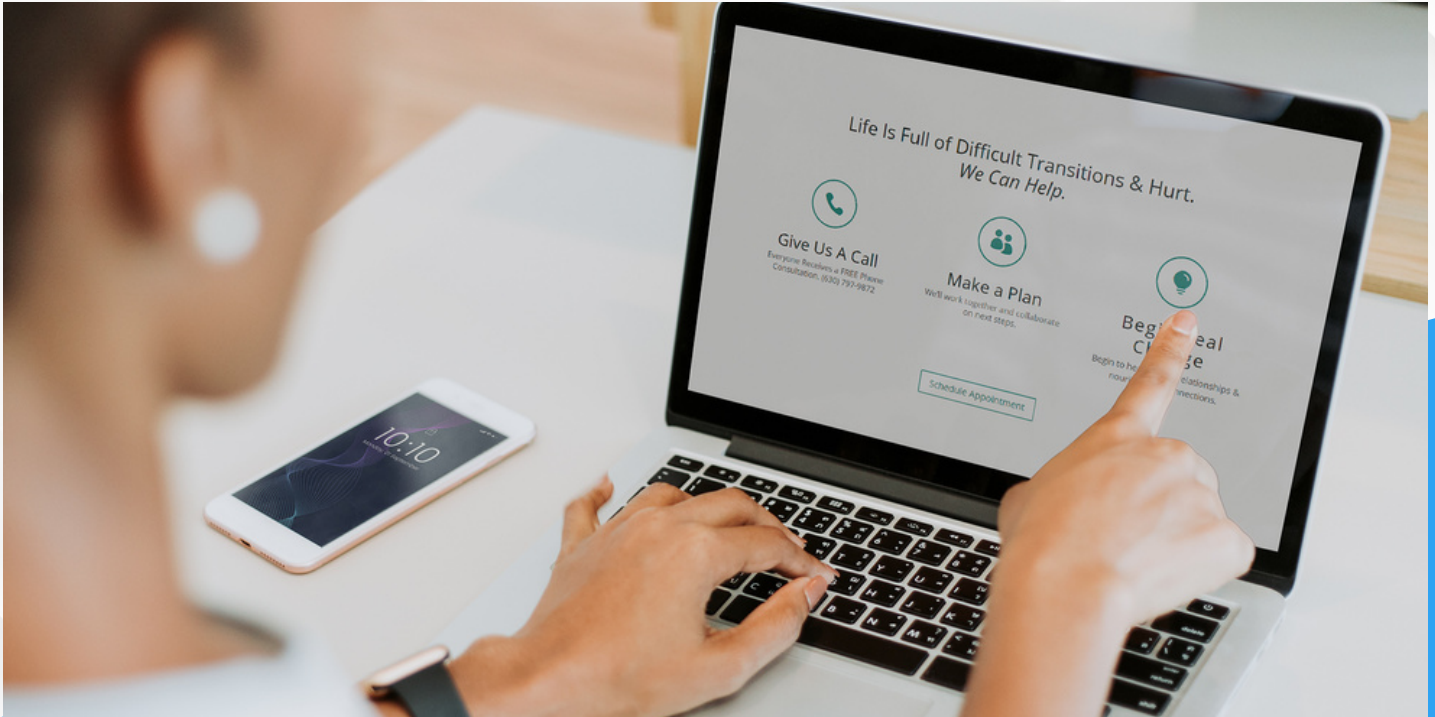


You need to **lead people** by telling them the **next step** to take.

A lot of the time we **assume people know** what the next step is, but when we assume that, we will **lose potential clients**.

Have a **clear, colorful button saying, "Schedule Appointment!"**
You have to tell people what to do next.

4. The PLAN - Do you outline a simple plan?



Just having a clear three step plan is going to take away a lot of the ambiguity out of the questions, “What do I do?” or “What does the treatment look like?”

But you don't want to burden people with too many steps.

For example, buying a home can be complicated and overwhelming. **Listing 57 detailed steps will lose clients!**

Instead, use a **simple three step plan** to get them started:

Step 1. Schedule an appointment.

Step 2. Create a treatment plan for you.

Step 3. You can get back to your life!

5. TESTIMONIALS -

Are you displaying social proof?



People are valuing social proof more than anything right now.

Amazon has taught us how to shop.

We instantly notice the ★★★★★ and number of reviews.

Then you make your decision based on that.

Since people are heavily weighing their purchasing decisions on social proof, you need to have testimonials from people that you've helped and **what success looks like.**

Why? Because people trust your clients more than they trust you.

Bonus Tip! - Use Video



I've been able to scale my clients' private practices faster than anything else by using video.

Whether holding up your cell phone or having it professionally done, Talk about your **process**.

Talk about your **plan**.

Talk about **how you can solve people's problems**.

Video is the quickest way **for someone to know, like and trust you!**

Deciding which doctor to work with can be difficult, especially when people don't know them.

However, people will choose you because they are already getting to know you.

Invest in video.

Checklist

Print it out!

- The first section of my website clearly states what my practice does, how I help my clients, and how they can schedule an appointment.
- My images show what success looks like for my clients.
- I talk about the main problem my practice solves.
- I talk about the consequences of not solving that problem.
- I talk about the benefits my clients experience when seeking treatment.
- I show empathy for my client's situation.
- I have social proof I can solve my client's problem.
- I gave my client's a plan so they know their next steps.
- I've asked my clients to take action (schedule an appointment, schedule a consultation, etc.)
- I'm offering a lead gen in exchange for a viewer's email address.
- My website loads in under 3 seconds (Test it [here](#) and look for the "Fully Loaded Time").
- My website overcomes the common client objections I get.
- My website isn't cluttered and has consistent spacing throughout.
- My website looks good on phones and tablets.
- My website looks professional.

Brand Your Practice



Brent Stutzman

Certified Story Brand Guide
Owner

We partner with mental health professionals to become the #1 trusted practice in their community.

[Discover Our Partnership Plan!](#)



**Clarify Your Business
Growth Plan**



**Get Your Marketing
Strategy Right**



**Become The #1
Trusted Practice In
Your Community**

Resources For Mental Health Professionals



Brand Your Practice Podcast

Learn about branding, marketing, and scaling your private practice from other private practice owners.

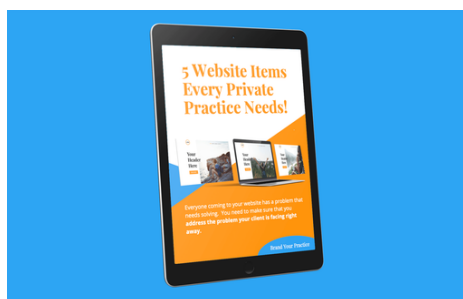
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Launch Your Private Practice: Ultimate Guide

This is the ultimate guide to starting and growing a counseling private practice.

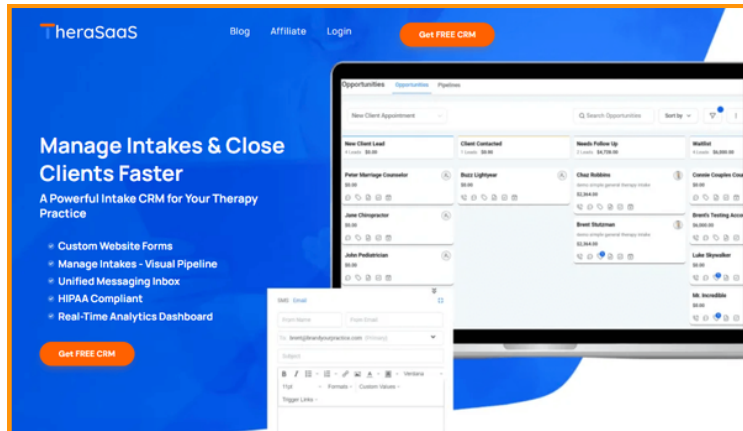
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Ultimate Website Checklist

Is your website losing you potential clients? That ends today. Turn your website into a 24/7 selling machine.

[Get The Checklist!](#)



A Powerful Intake CRM for Your Therapy Practice

Stop losing money on a broken intake system.

- ❌ Tired of prospective clients falling through the cracks?
- ❌ Frustrated by a complicated waitlist?
- ❌ Wish you can objectively evaluate your marketing?

This all changes with [TheraSaaS](#).

With TheraSaaS, you get:

- ✅ **Custom Intake Forms** On Your Website
- ✅ **Visual Pipeline** For New Client Appointment Requests
- ✅ **Instantly Connect** With New Clients With Automation
- ✅ **Unified Messaging Inbox** with HIPAA Compliant SMS & Email
- ✅ **Real-Time Intake Analytics**

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FREE YouTube Series



LAUNCH Your Private Practice

A step-by-step ultimate guide with all the essential things you need in order to start your own therapy practice.

[Watch Video!](#)



BRAND Your Private Practice

Discover how to position your practice as the top trusted brand in your community.

[Watch Video!](#)



MARKET Your Private Practice

A step-by-step, ultimate guide on how to market your private practice. Stand out from the competition and attract your ideal clients.

[Watch Video!](#)

A woman with brown hair in a ponytail, wearing a white high-collared blouse with three buttons and tan high-waisted pants, is smiling and looking out a window. She is holding a brown clipboard. The window has white blinds, and the background is a bright, slightly blurred outdoor scene.

Brand Your Practice

www.BrandYourPractice.com