The therapist website checklist

Fifteen checks for a private practice site. What to look at, why it matters, and what to do next.

15	4	1 hr
CHECKS	GROUPS	FIRST PASS



How to use this

Read the list once, mark what is already done, then fix the three that would stop someone getting in touch. The box beside each check is there to be ticked, not scored.

01

Read it once

Several checks touch the same page. Fixing them together is less work than fixing them twice.

02

Tick what is done

The scorecard on page 7 holds all fifteen on one page.

03

Fix three first

Fees, the enquiry form, and a page that says who you help.

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Before you build

Three decisions made before a page exists, which is why they are the ones that are expensive to change later.

01 Positioning and the client you are for

Whether you can say in one sentence who you help, what you help them with, and how you work, and whether that same sentence appears on every page.

FIX

Write the sentence before any design work, read it to three people outside your modality, and use it as the subtitle of your homepage and the opening line of your about page.

02 The pages you actually need

Whether every page on the site has a job, and whether the list stops where it should.

FIX

Start with five: home, about, specialties or services, fees, contact. Add a page only when it answers a question those five cannot, and see the website design page for how that list is scoped.

03 Domain and account ownership

Who is named as the registrant on the domain, and who holds the logins for hosting, the site and analytics.

FIX

Register the domain in your own name with an email address you control, keep the registrar login yourself, and ask for a written handover of every account before the final invoice.

NOTES

The pages that do the work

Four pages carry almost all of the decisions a prospective client makes.

04 ☐

The first screen of your homepage

Whether the top of the homepage says what you do, who for, and where, with one obvious next step, before anything scrolls.

FIX

Put the sentence from check 01 into the headline area, add one line naming the format and place (in person, online, or both), and give the screen a single button to the enquiry page.

05 ☐

The about page

Whether a nervous reader can tell who you are, how you work and what a first session would be like within a minute.

FIX

Write it in the first person, name your modality in plain terms, describe the first session, and use a real photograph. Credentials belong here as well as in the dedicated block in check 08.

06 ☐

Fees, insurance and what a session costs

Whether your fee, session length, cancellation terms and insurance panels are on the site as text, not only inside a PDF or a booking widget.

FIX

Publish a fee table with session length and any sliding scale, name the insurers you are in network with, and put a date on the page. The cost guide covers what else to budget for beyond the session fee.

07 ☐

Contact and the enquiry form

Whether there is one obvious way to get in touch, and whether the form asks only what you need in order to reply.

FIX

Put phone, email and the form on one page, keep the form short, send the sender a confirmation, and test it from a phone and from a desktop before launch.

Trust and accessibility

These are the details a reader uses to decide whether contacting you is safe, and the ones a phone exposes first.

08 Credentials, registration and scope

Whether your registration body, membership number, qualifications and the limits of your practice are visible and spelled out.

FIX

Add a short credentials block to the about page and the footer, use only the post-nominals you are entitled to, and say plainly what you do not work with.

09 Privacy, consent and what the form collects

Whether a privacy notice explains what the site collects, where enquiries go, how long they are kept, and which tools see the data.

FIX

Publish a plain-language privacy page, link it directly under the form, keep clinical detail out of the website form, and load analytics or cookies only with consent where it is required.

10 How the site behaves on a phone

Whether every page works at 390 pixels wide: readable without zooming, tappable buttons, no sideways scrolling, and a menu you can close.

FIX

Test on a real handset rather than a resized browser window, then check the menu, the form and the fee table. Fix overflow before adding anything new.

11 Reading level and images

Whether the copy uses short sentences and everyday words, and whether every image is one you have the right to use and carries alt text.

FIX

Cut sentences to under twenty words, replace clinical jargon with the words clients use, swap stock for your own photographs, and describe each image in its alt text.

Being found

Four checks about being found by someone who does not know your name.

12 Local search: your pages and your Google profile

Whether your location and service area appear in page titles, headings and body copy, and whether your Google Business Profile is claimed, verified and linked to the site.

FIX

Name your town or area naturally on the homepage and contact page, add one page per location or service you genuinely offer, and complete the Google profile with the same name, address and hours as the site.

13 Directory profiles

Whether the directories you already pay for carry the same name, phone number, area and website link as your site.

FIX

Audit each profile once, point every link at the new site, and reuse the site's own wording instead of writing a second biography that drifts.

14 Structured data (schema)

Whether the practice, the person and the questions on the page are marked up in a format search engines can read.

FIX

Add LocalBusiness or ProfessionalService and Person markup to the pages they describe, keep FAQ markup identical to the visible answers, and validate the result before launch.

15 Page speed

Whether the homepage arrives in a few seconds on an ordinary phone connection, and what is slowing it down.

FIX

Compress and resize every image, remove plugins and font families you are not using, and test the page on a throttled connection instead of your own wifi.

Scorecard

Mark each check in one column, then start with anything in “not there”.

#	CHECK	DONE	PARTLY	NOT THERE
01	Positioning and the client you are for	☐	☐	☐
02	The pages you actually need	☐	☐	☐
03	Domain and account ownership	☐	☐	☐
04	The first screen of your homepage	☐	☐	☐
05	The about page	☐	☐	☐
06	Fees, insurance and what a session costs	☐	☐	☐
07	Contact and the enquiry form	☐	☐	☐
08	Credentials, registration and scope	☐	☐	☐
09	Privacy, consent and what the form collects	☐	☐	☐
10	How the site behaves on a phone	☐	☐	☐
11	Reading level and images	☐	☐	☐
12	Local search: your pages and your Google profile	☐	☐	☐
13	Directory profiles	☐	☐	☐
14	Structured data (schema)	☐	☐	☐
15	Page speed	☐	☐	☐

Most of it missing

A rebuild is usually cheaper than fifteen patches.

Three or four missing

Fix them on the site you have, starting with fees and the form.

Prompts to use with AI

Six prompts, one for each place where the writing is the work. Replace anything in [brackets], paste it into ChatGPT, Claude or Gemini, and edit what comes back. The prompt does the first draft, not the judgement.

01–04

The first screen and the about page

Act as a copy editor who writes for private therapy practices. Here is the top of my homepage and a rough description of how I work: [paste]. Rewrite the first screen so it answers three things in plain English: who this is for, what I actually do, and what happens if someone gets in touch. Give me three versions of 25 to 40 words, at a reading age of 12, with no adjectives about warmth or safety. Then write a first-person about page of about 250 words that opens with the client's problem rather than my qualifications.

OPEN IN ChatGPT Claude Perplexity

05–06

Fees, insurance and practicalities

Act as a practice manager. Here is what I charge and how I work: [paste]. Draft the fees section of my site: session length, fee, cancellation notice, insurance panels and any reduced-fee place. Use a short table and three sentences. Do not use the word affordable, do not promise an outcome, and say plainly what happens if someone needs to cancel.

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07

The enquiry form

Act as a web editor reviewing an enquiry form. Here are the fields: [paste]. Tell me which ones I can remove without losing what I need to reply, in a table with a reason per field. Then rewrite the intro line above the form and the message someone sees after sending, in plain English, saying who reads it and when.

OPEN IN ChatGPT Claude Perplexity

08–11

Trust, privacy and readability

Act as a plain-English editor. Here are my credentials block and privacy notice: [paste]. Rewrite both at a reading age of 12. Keep my professional body, registration number and the limits of my practice. In the privacy notice, cover what the form collects, why, how long I keep it, and how someone asks for deletion. Flag anything that reads as a promise or a clinical claim.

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12–13

Being found locally

Act as a local search consultant for a therapy practice in [town]. I work with [issues]. Write a Google Business Profile description of about 700 characters, five service items with one-line descriptions, and a single 60-word biography I can reuse across directories. Keep the same name, phone, area and link in every version.

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14–15

The technical checks

Act as a technical reviewer who is not selling me anything. My site is built on [platform]. Give me a one-page checklist to verify structured data, page speed and mobile behaviour: what to test, what a pass looks like, and the single fix that matters most for each. Use plain language and name the free tool for each test.

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