

is your website high five worthy?



# 20 Things Every <sup>👋</sup>Therapist Website Must Have

Knowing what to put on your website isn't as daunting as it might seem. To help you out, I've put together a list of 20 essential elements every therapy or coaching website should have.



# 01

## A SIMPLE DOMAIN

Don't overthink your domain. Use your name or the business name and that's it. Don't bother with extra stuff like adding "therapy" at the end, or using "LLC." Above all, it should make sense and be easy to remember.

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# 02

## AN ATTENTION-GRABBING HEADLINE

You only get a couple seconds to grab your reader's attention, so your headline is very important. It can simply be what you do, like "Therapy for Adults with Anxiety," or something more compelling, like "Life is Too Short to Be at War With Yourself."

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# 03

## YOUR LOCATION

Your location plays an important role in how Google provides information to potential website visitors. Be sure to include it in a few places, like your homepage, your contact page, and in your footer.



# 04

## DESCRIPTION OF WHO YOU WORK WITH

If you want to attract the very clients you're best able to help, then you'll want to make sure this is clearly stated on your website. You can do this in several ways: You can create a list of problem areas you treat or write a section labeled "who I work with." You can also have your ideal client population reflected in your stock images.

# 05

## DESCRIPTION OF WHAT YOU OFFER

Your visitors will definitely want to know what services you offer. But don't just list your services - describe them. Many people have never seen a therapist or coach before, so they will need help understanding what it means to work with you.







## 06

### THE BENEFITS OF YOUR SERVICES

Potential clients need to know why your service matters to them. You do this by describing the benefits of the service. This is called your value proposition. Just like when you're interviewing for a job, you want to let your potential clients know why they should work with you rather than the therapist down the street.

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## 07

### PLAIN LANGUAGE

Use simple, basic language everywhere - in your headlines, taglines, navigation titles, button text, paragraph text, etc. Stay away from clever, ambiguous, or hard-to-scan language. Fancy words might make you look smart but it won't help you connect with your website visitors.



# 08

## STRAIGHTFORWARD NAVIGATION

It's best not to clutter your website navigation with all your content. Navigation should be simple and straightforward. Streamlining will make it easier for visitors to find content, and it will simplify the look of your website. A good rule of thumb: Keep your main navigation to 7 pages or less. Use drop down menus if you have more.

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# 09

## CREATES CONNECTION

Since you (the therapist or coach) is the face of the business, website visitors will want to know you. They want to know that you are skilled and that you understand them. Take the opportunity to connect by placing your portrait photo and a short, attention-grabbing blurb on your homepage that links to the About Me page. Then write a compelling About Me page that resonates with your ideal clients.

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# 10

## REFLECTS THE THERAPIST AUTHENTICALLY

There is nothing more distancing than website copy that is cliché-ridden, stale, or psychobabbly. Write your copy as if you're talking to a friend. If you're funny, be funny. If you're compassionate, let that show. If you have a great (relevant) story, tell it. The best way to attract your ideal clients is to be yourself.

# 11

## MODERN DESIGN

Gone are the days when people tolerated crappy website design. If your website looks like it hasn't been updated since the 90's, it can give a bad impression. No website is actually better than an ugly or outdated one. Make it a priority to invest in a beautiful design that reflects the modern therapist that you are.

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# 12

## IT'S NOT BROKEN

Make sure everything on your website is doing what it's supposed to do. For example, test all linked content and forms, be sure it's optimized for mobile, make sure all pages load quickly, and of course, check for spelling and grammar errors.

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# 13

## FRESH, HIGH-QUALITY CONTENT

When you update your website often with high-quality content, search engines will love it. This is because fresh content results in more indexing, more keywords for Google to pick up, and more authority over other sites. You possess heaps of knowledge that people want, so a blog or vlog are perfect platforms for therapists or coaches.

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# 14

## A COMPELLING ABOUT ME PAGE

The second most visited page on your website is your About Me page. Why you ask? Because clients want to know what it might be like to sit in a room with you. Your About Me page should be compelling, interesting, and authentically you. But remember, it's about the client - not you - so speak to them directly.



# 15

## CALL TO ACTIONS

A call to action, is exactly what it sounds like - a way to encourage visitors to take action, like signing up to a newsletter or submitting a contact form. This is how you guide visitors to all the important places on your website so they get their questions answered and take the action you want them to take.



# 16

## BASIC SEO

Most people assume that when they build a website, Google will automatically find it. Nope. Without Search Engine Optimization, your website will get no love from search engines. Optimizing your website for search engines will give you an advantage over non-optimized sites and you increase your chances to rank higher. In addition, good SEO practices improve the user experience.

# 17

## A WAY TO CONTACT YOU

You might be thinking, "duh, of course!" You'd be surprised at how many people overlook this. Be sure to include only one or two methods of contact and place it somewhere that's easy to find. Providing only one or two reduces the worry that clients have chosen the wrong one. Plus, it helps you create a simple, streamlined process for taking in new client inquiries.



# 18

## ANSWERS ALL OF YOUR CLIENTS' QUESTIONS

Put yourself in the shoes of your potential clients and think about what questions they need answered in order to contact you. They want to know your fees, your office location, what insurance you take, if you have openings, who you work with, etc. Make sure all the information they need is on your website, and organized so they can easily find it.



# 19

## DESIGN THAT REFLECTS YOU AND YOUR CLIENTS

Choosing a website design can be loads of fun. I find that therapists fall into two different camps when choosing design elements and color schemes: They choose what they like or they choose what they think their clients will like. I say do both. You want the website to reflect you and also speak to your potential clients.

# 20

## OPTIMIZED FOR MOBILE

Around 50% of your visitors will be looking at your website on their mobile device so it is essential that you optimize it for mobile viewing. Mobile optimization addresses the design of the site, the structure, speed of the page, and more. Optimizing your site for mobile ensures that visitors won't simply leave due to inconvenience.





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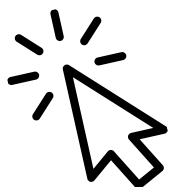


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