THE HEALING SPACE THERAPY

The Therapist *Website Roadmap*

The 8 things every therapy website needs before it will consistently generate enquiries

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FREE GUIDE

WELCOME

Before we start

If you've ever sat with your laptop on a Sunday night, three hours deep into choosing between two shades of sage green, this guide is for you.

I've spoken to so many therapists who've spent months on their website and still feel unsure about it. Some have been stuck on the About page for weeks because writing about yourself feels uncomfortable and slightly ridiculous. Some aren't sure what pages they actually need, so they've either got far too many or not nearly enough. And some have a genuinely lovely website, the kind people compliment, that just sits there. Nobody gets in touch. Or the enquiries that do come in are from people you can't really help.

That last one is the most frustrating, because it feels like you've done everything right.

When I built my own website, I made most of the mistakes in this guide. I wrote far too much about my qualifications, I tried to speak to everyone, and I assumed people would work out for themselves how to get in touch. What I've learnt since, through my own practice and through looking at a lot of other therapists' websites, is that the websites that bring in steady enquiries aren't always the prettiest. They're the clearest.

A potential client landing on your site is often anxious, tired and unsure whether therapy is even for them. They're not reading every word. They're scanning for one thing: does this person understand what I'm going through, and can they help?

This guide walks you through the eight elements that matter most, in the order that makes most sense to tackle them. Each step explains why it matters, what to focus on, the mistake I see most often, and one quick thing you can do this week.

You don't need to do it all at once. Work through it a step at a time, and come back to it when you're ready for the next bit.

Gemma

THE HEALING SPACE THERAPY

SOUND FAMILIAR?

So many therapists:

- Spend months choosing colours
- Get stuck writing the About page
- Don't know what pages they need
- Have beautiful websites that never generate enquiries

The websites that bring in steady enquiries aren't always the prettiest. They're the clearest.

INSIDE THIS GUIDE

8 steps, in order

8 quick wins for this week

8 common mistakes to skip

1 roadmap checklist

INSIDE THIS GUIDE

The roadmap

Eight steps, in the order that makes most sense to tackle them. Work through one at a time; you don't need to do it all at once.

01 Know Who You're Talking To

02 Plan Your Website Structure

03 Create a Homepage That Builds Trust

04 Write an About Page That Feels Human

05 Create Service Pages That Answer Real Questions

06 Build Trust Throughout Your Website

07 Improve Your SEO, Gently

08 Turn Visitors Into Enquiries

LEARN
Why each element matters and what to focus on.

AVOID
The mistake I see most often, so you can skip it.

ACT
One quick win you can do this week.

STEP 1 OF 8

01 Know Who You're Talking To

Why this matters

The most common website mistake therapists make is trying to speak to everybody.

It makes sense why we do it. When you're building a practice, turning anyone away feels risky. But when your messaging is too broad, potential clients struggle to see themselves in what you've written. "I work with a range of issues including anxiety, depression, stress and relationships" could be written by almost any therapist in the country. It doesn't give anyone a reason to choose you.

When your website clearly describes a particular person and what they're dealing with, the people who fit that description feel like you've been reading their mind. That's what makes them pick up the phone.

What to focus on

- **Age group** Are you working with children, teens, adults, parents, couples, older adults?
- **Presenting issues** What are people actually coming to you with most often?
- **Life stage** New parents, people going through separation, adults recently diagnosed with ADHD, parents of teenagers. Life stage often matters more than diagnosis.
- **The language clients use** Clients rarely say "I'm experiencing emotional dysregulation." They say "I'm snapping at everyone and I don't know why."
- **What they're searching for** Think about what someone types into Google at 11pm when they can't sleep.

COMMON MISTAKE

Building your website around your qualifications instead of your client's needs. Your training matters, but it belongs further down the page. A client cares first about whether you understand them, and second about whether you're qualified to help.

TIP

The best therapy websites make the reader think, "That's exactly how I feel." If you're not sure what that sounds like, think back over your initial sessions and how clients described their reasons for coming. That wording is often better than anything you'd write from scratch.

QUICK WIN FOR THIS WEEK

Write down five things clients have said to you in a first session about why they've come. Plain words, how they said them. Keep that list next to you while you work through the rest of this guide.

MY NOTES FOR THIS STEP

WANT MORE SUPPORT? Niche development comes up all the time when therapists get together. Come along to a Warrington Therapy Network meet-up, where we regularly talk through niche, private practice marketing and attracting the clients you actually want to work with.

STEP 2 OF 8

02 Plan Your Website Structure

Why this matters

Before you write a single word, you need to know what pages you're writing. Without a plan, most therapists end up either cramming everything onto one long page or building fifteen pages nobody clicks on.

A clear structure helps visitors find what they need without thinking about it. It also helps search engines understand what you offer, which we'll come back to in Step 7.

The core pages most therapy websites need

- ○ **Home** A clear introduction and the first step towards getting in touch.
- ○ **About** Who you are and how you work.
- ○ **Services** Ideally one page for each main service or client group.
- ○ **Fees and practical information** Session length, cost, location, online or in person, cancellation policy.
- ○ **Contact** Easy, simple, with clear expectations about what happens next.
- ○ **Privacy notice** How you handle personal information.

Optional pages that can be useful later. FAQs, a blog, resources, and a page for professionals making referrals.

COMMON MISTAKE

Hiding fees. A lot of therapists leave prices off because it feels awkward, but many clients won't enquire if they can't see what it costs. They'll just go to the next website that tells them.

TIP

Sketch your site out on paper as boxes and arrows before you go near your website builder. For each page, write one sentence about what it's for. If you can't say what a page is for, you probably don't need it.

☑ **QUICK WIN FOR THIS WEEK**

Look at your current menu. Count how many clicks it takes to get from your homepage to your contact form. If it's more than one, fix that first.

MY NOTES FOR THIS STEP

WANT MORE SUPPORT? If you'd like someone to look at your website structure with you, mentoring with me is a space to work through exactly this kind of practical business question.

STEP 3 OF 8

03 Create a Homepage That Builds Trust

Why this matters

Visitors usually decide within seconds whether they'll stay on your website. In that time, they need to work out whether they're in the right place.

A clear homepage helps them feel understood quickly. A cluttered or vague one sends them back to Google.

What every homepage should include

- ○ **A headline that speaks to the client** "Counselling in Lymm" tells them what. "Support for parents who feel like they're getting it wrong" tells them who it's for.
- ○ **Who you help** One or two sentences, specific enough that the right person recognises themselves.
- ○ **The problems you help with** In their words, not clinical ones.
- ○ **A short line on your approach** How it feels to work with you, not a list of modalities.
- ○ **One clear call to action** "Book a free 15-minute call" or "Get in touch." Put it near the top as well as at the bottom.

COMMON MISTAKE

Trying to fit everything onto the homepage. Your full history, every service, every qualification, a welcome paragraph, a quote, three photos of the waiting room. When everything's on the page, nothing stands out.

TIP

Your homepage isn't your whole website. Its job is to make someone feel understood enough to keep reading or to get in touch. Everything else can live on other pages.

☑ **QUICK WIN FOR THIS WEEK**

Open your homepage on your phone. Without scrolling, can you see who you help and how to contact you? If not, move those two things up.

MY NOTES FOR THIS STEP

WANT MORE SUPPORT? Sign up to the Warrington Therapy Network newsletter for practical private practice tips like this, straight to your inbox.

STEP 4 OF 8

04 Write an About Page That Feels Human

Why this matters

The About page is often the most visited page on a therapy website after the homepage. People want to get a sense of who you are before they share something difficult with you.

It's also the page therapists dread writing most. Writing about yourself is uncomfortable, and many of us default to listing qualifications because it feels safer.

What to focus on

- **Start with the client, not your CV** Open with what you understand about the people you work with.
- **Why you do this work** You don't need to share personal history, but a sense of what drew you to it helps people connect.
- **How you work in practice** What happens in a session? Is it talking, creative work, play, a mix? Help them picture it.
- **Your training and memberships** Include them, but towards the end, and explain what they mean if it's not obvious.
- **A photo of you** A natural, warm photo. Not a heavily posed headshot, and not a picture of a pebble.

COMMON MISTAKE

Writing your About page like a job application. Long lists of courses and dates tell a client you're qualified, but they don't tell them what you're like to sit with.

TIP

Read your About page out loud. If it doesn't sound like something you'd say to a client in a first session, rewrite it until it does. Your website should sound like you on a good day, not like a formal letter.

QUICK WIN FOR THIS WEEK

Rewrite the first two sentences of your About page so they're about your client rather than about you. That small change alone often makes the whole page feel different.

MY NOTES FOR THIS STEP

WANT MORE SUPPORT? Writing about yourself is much easier when someone else is asking the questions. Bring your About page to a Warrington Therapy Network meet-up and get honest feedback from other therapists.

STEP 5 OF 8

05 Create Service Pages That Answer Real Questions

Why this matters

Service pages are where people decide whether your specific support is right for them. Vague service pages leave too many unanswered questions, and unanswered questions stop people enquiring.

A good service page answers the questions someone would be too nervous to ask on the phone.

For each service, include

- **Who it's for** Be specific about age, situation and what they might be noticing.
- **What it can help with** Described in everyday language.
- **What actually happens** How sessions work, how long they last, whether parents are involved, online or in person.
- **How long it usually takes** A rough idea is better than nothing.
- **Fees** Or a clear link to them.
- **The next step** One clear call to action at the end.

COMMON MISTAKE

Having one page called "Services" with a bullet list of everything you offer. If you work with children, adults and families, those are three very different readers with three very different worries. Each one deserves its own page.

TIP

Think about the questions you get asked on every initial phone call. "Will I have to talk about my childhood?" "Will my child tell you things I don't know about?" "What if I cry?" Answer those on your service pages and you'll find your calls get easier and your enquiries get more suitable.

QUICK WIN FOR THIS WEEK

Pick your most popular service. Add a short section called "What happens in the first session" and describe it plainly. That one section takes a lot of the worry out of reaching out.

MY NOTES FOR THIS STEP

WANT MORE SUPPORT? If you're thinking about additional income streams alongside your client work, my self-paced CPD courses and therapist resources are a good example of services presented clearly online. Have a look in the Therapist CPD section of my website.

06 STEP 6 OF 8 Build Trust Throughout Your Website

Why this matters

Reaching out to a therapist takes a lot. People need to feel safe before they get in touch, and that sense of safety builds up across your whole website, not just one page.

Trust comes from clarity, consistency and transparency. When a visitor can find the information they need without hunting for it, they relax.

What to focus on

- **Professional body membership** Show your registration or accreditation and link to the register so people can check it.
- **Clear fees and policies** Including cancellations and what happens if they need to stop.
- **Confidentiality** A plain explanation of what it means and its limits.
- **Your process** From first contact to first session, what happens and how long it takes.
- **Up-to-date information** Old dates, broken links and "coming soon" pages chip away at trust.
- **Consistency** The same name, photo and tone across your website, directories and social media.

> **A NOTE ON TESTIMONIALS**
>
> Be cautious about client testimonials. Professional bodies generally discourage asking current or former clients for them, because of the power imbalance and confidentiality concerns. Check your own professional body's guidance before using any. Trust can be built just as well through clear information and a strong sense of who you are.

COMMON MISTAKE

Leaving pages unfinished. A menu item that clicks through to nothing, or an events page with something from last year, makes visitors wonder whether you're still practising.

TIP

Ask a friend who isn't a therapist to look at your website for two minutes and tell you what they'd want to know before booking. Then check whether it's actually on there.

☑ **QUICK WIN FOR THIS WEEK**

Click every single link and button on your site this week. Fix or remove anything that's broken or out of date.

MY NOTES FOR THIS STEP

WANT MORE SUPPORT? For more practical support with the business side of private practice, the newsletter is where I share what's working, what isn't, and what I'm learning along the way.

STEP 7 OF 8

07 Improve Your SEO, Gently

Why this matters

SEO stands for search engine optimisation. It's about helping Google understand what you offer and who it's for, so you show up when people search for help.

It's worth knowing the difference between visibility and traffic. Visibility is how easily you can be found. Traffic is how many people actually visit. SEO is a long game, and nobody can promise you top spot on Google. Neither visibility nor traffic guarantees enquiries on its own, which is why the earlier steps matter so much: there's no point getting people to your site if it doesn't speak to them when they arrive.

What to focus on

- **Keywords people actually search** "Child therapist Warrington" rather than "integrative psychotherapy."
- **Page titles and meta descriptions** The short title and description shown in search results. Each page needs its own.
- **Your location** Mention the areas you work in naturally throughout your site.
- **Image descriptions** Short alt text on images helps search engines and people using screen readers.
- **Internal links** Link between your own pages, for example from a blog post to a service page.
- **Unique content** Write your own words. Copying wording from other therapists' sites can work against you.
- **Mobile and speed** Most people will find you on a phone. Large images slow everything down.
- **Local and directory listings** A Google Business Profile and professional directory listings help people find you locally.

COMMON MISTAKE

Trying to do all of it at once and then giving up. SEO works best as small, steady improvements over time.

TIP

Start with your service pages. Make sure each one has a clear title, mentions where you're based, and uses the words your clients would type into Google. That's a strong foundation before you worry about anything more technical.

☑ **QUICK WIN FOR THIS WEEK**

Google your own service and town, for example "family therapist" plus your town, and look at what comes up. Note the words other practices use in their titles, then check whether your own pages use the words your clients use.

MY NOTES FOR THIS STEP

WANT MORE SUPPORT? SEO and website visibility come up a lot in mentoring. If you'd like to work through your own site with someone who's been through it, get in touch through The Healing Space Therapy website.

STEP 8 OF 8

08 Turn Visitors Into Enquiries

Why this matters

This is where everything comes together. You can have a clear message, good pages and steady traffic, but if it's not obvious what someone should do next, they'll leave and tell themselves they'll come back later. Most don't.

The journey from landing on your website to sending an enquiry needs to feel easy, especially for someone who's anxious about reaching out at all.

What to focus on

- **One main call to action** Decide what you want people to do and make that the main button everywhere.
- **Calls to action on every key page** At the end of every service page and your About page, not just the contact page.
- **A short, simple contact form** Ask only for what you need at this stage. Long forms put people off.
- **Set expectations** Tell people how soon you'll reply and what happens next.
- **Reassurance at the point of contact** "You don't need to know exactly what to say. Just let me know a little about what's going on."
- **Follow up promptly** An enquiry that waits four days often goes elsewhere.
- **Data protection** Make sure your contact form, privacy notice and how you store enquiries meet current requirements. If unsure, check the ICO's guidance or speak to a specialist.

COMMON MISTAKE

Making people work out for themselves how to contact you. A phone number in tiny text in the footer isn't a clear next step.

TIP

Map the journey yourself. Pretend you're a worried parent or an exhausted adult landing on your homepage from Google. Count every click and every moment of hesitation between arriving and pressing send. Each one is a place someone might leave.

QUICK WIN FOR THIS WEEK

Add one line under your contact form telling people exactly when they'll hear back, for example "I reply to all enquiries within two working days." It makes reaching out feel less like shouting into the void.

MY NOTES FOR THIS STEP

WANT MORE SUPPORT? If you'd like to keep working on the business side of your practice with other therapists who get it, come along to a Warrington Therapy Network meet-up and sign up to the newsletter for future dates.

YOUR NEXT STEP

Where to go from here

You don't need a brand-new website to start getting more enquiries. Most therapists don't. What usually makes the difference is going back through what you already have and making it clearer, more specific and easier to act on.

If you've worked through this guide, you'll probably have a list of changes. Pick the three that feel most important, do those first, and leave the rest for later. Then, in a month or so, look at whether anything has shifted: more visits, more enquiries, enquiries from the people you actually want to work with.

Building a private practice can feel lonely, and so much of it is learnt by trial and error. That's why I set up the Warrington Therapy Network alongside my practice, so you don't have to work it all out on your own.

YOUR ROADMAP CHECKLIST

- ☐ **Step 1.** Define your ideal client
- ☐ **Step 2.** Plan your website structure
- ☐ **Step 3.** Create your homepage
- ☐ **Step 4.** Write your About page
- ☐ **Step 5.** Create your service pages
- ☐ **Step 6.** Build trust
- ☐ **Step 7.** Improve your SEO
- ☐ **Step 8.** Turn visitors into enquiries

My top three changes

The three things you'll tackle first, and when you'll do them by.

PRIORITY 1

PRIORITY 2

PRIORITY 3

With warmth, Gemma

THE HEALING SPACE THERAPY

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You don't have to work it all out on your own.

Honest, practical support for therapists building and growing a private practice.

Warrington Therapy Network
Relaxed meet-ups, referrals and a newsletter for therapists in and around Warrington.

Mentoring
One-to-one space for the business side of private practice.

CPD & Therapist Resources
Self-paced courses and practical in-session cheatsheets.

thehealingspacetherapy.co.uk