

CHECKLIST

Pages to Include on Your Therapist Website

Whether you're building a new site or auditing one you already have, this checklist walks you through exactly what each page needs. Go section by section, check off what's already there, and you'll have a clear list of what's left to tackle.

☐ HOMEPAGE

- ☐ One clear sentence describing who you serve
- ☐ Real personality (not generic stock photography)
- ☐ One clear call to action

☐ ABOUT

- ☐ Your approach or philosophy, in plain language
- ☐ Credentials stated simply
A real photo of you
- ☐ Your actual voice, not a generic bio

☐ SERVICES (OR SPECIALTIES)

- ☐ Specific, named specialties
- ☐ Organized around what clients actually search for
- ☐ Plain language over clinical jargon

☐ CONTACT & BOOKING

- ☐ Phone and email listed
- ☐ A booking link or inquiry form
- ☐ What to expect after reaching out

☐ FAQ & FEES

- ☐ Session fees or clear note on how to find them
- ☐ Insurance and superbill info
- ☐ Cancellation policy
- ☐ Telehealth vs. in-person

☐ OPTIONAL (ONLY IF IT FITS RIGHT NOW)

- ☐ Blog (skip unless you're ready to commit)
- ☐ Resources or Client Portal
- ☐ Testimonials (check licensing board rules first)