

7 Ways to Improve Your Private Practice Website





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1. MAKE IT ABOUT THEM, NOT YOU

People mostly just want to know **how you can help them** - not where you got your degrees or the history of your practice. In prominent areas of your website, make sure you are talking about information that relates directly to your client's needs and save the information about yourself for another tab or further down the page.

2. INCLUDE A CALL TO ACTION

A **call to action** is a request for your customer to do something. When someone comes to your website, what is your ultimate goal? What's the entire point of you having a website? Likely, it's for them to "SCHEDULE NOW" or "CALL TO SPEAK WITH US." **Don't assume that people will automatically know what the next step is.** You need to lay it out for them in a clear and direct way. Feature buttons or prominent text with your call to action(s) in multiple places on your site.

3. KEEP IT VISUAL

People don't read websites, they scan them. Present important information with big bold headlines or **use photos and icons** to draw attention to your content.

4. DROP THE JARGON

With your extensive training, it's easy to forget that most people don't regularly use the terms you do. In fact, they may not even understand them. **Think about what a client would say to a friend** if they were describing their problem. "I need someone to help me/my child/my loved one ____," and mirror that language in your content.

5. EXPLAIN THE PROCESS

Starting therapy for your child or loved one can be an overwhelming process. From finding the right place, to making room in their schedule, to navigating insurance, families may not know where to start. Guide them. **Explain the process and the role you play within it.** Give them a call to action (see tip 2) to direct them to their very next step.

6. PROVIDE VALUE

People want to receive therapy from someone they trust. Instead of just detailing your degrees and certifications - **build trust and position yourself as the expert by providing VALUE.** What can you "give" to families that will help them? Could you break down something complicated to them? Create a free PDF download? Think about what your clients don't know or what they might struggle with and fill that gap. Give them something they want for free so they trust you to provide something they're willing to pay for.

7. INCLUDE IMAGES OF YOUR SPACE

At a real estate open house, homes are styled so that families can imagine themselves living there. When we can envision ourselves somewhere, it feels more real. By including photos of your actual therapy space, you **encourage families to picture what it might be like doing therapy with you.** Don't have an official space? That's fine. Photos of you doing therapy on the floor in a home work too. Even a photo of a small corner of your space or a single feature (like the table at which you work) can work.

Tip: Keep photos simple and uncluttered and use natural light. If possible, try to wear a shirt or include objects in the same colors as your logo.