

A FREE WORKBOOK

See what your website makes clear. Find what to fix next.

Walk through your website as a prospective client would. Keep a record of what works and choose a few useful changes.

46 CHECKS. SEVEN SHORT SECTIONS. YOUR OWN PACE.

Open your website in another tab or on another device. A few checks need a computer or help from your website person.

Print this workbook and mark your answers. The online version calculates your results and can email a copy.

Yes You checked it and it is in place.

Not yet You checked it and found something missing or unclear.

Not sure You need to verify it. Put it on your questions list.

Doesn't apply Use this only when the stated exception fits your practice.

Keep unanswered checks separate. This self-assessment does not predict inquiries or certify compliance. It is not a full accessibility, security, or clinical review.

[Use the guided version at \[crediblebydesign.com/therapist-website-checklist\]\(https://crediblebydesign.com/therapist-website-checklist\)](https://crediblebydesign.com/therapist-website-checklist)

FIRST IMPRESSIONS

Is your site clearly for them? Can they see you?

Start with your homepage, then open your service, About, and location pages. Read as someone meeting your practice for the first time.

1.1 The first screen says who you help and what you help with.

Check: Open the homepage on your phone. Can you name the audience and main concern without scrolling?

Example: Therapy for adults navigating anxiety and major life changes.

☐ Yes ☐ Not yet ☐ Not sure

1.2 Your main services are explained in words a new client can understand.

Check: Read one service description. Can you explain what help it offers without looking up a clinical term?

☐ Yes ☐ Not yet ☐ Not sure

1.3 The homepage makes the next step easy to identify.

Check: Look at the first screen and the end of the homepage. Can you identify how to inquire?

☐ Yes ☐ Not yet ☐ Not sure

1.4 The site explains the ages and concerns your practice works with.

Check: Find who each service is suitable for. Check any limits that regularly come up in inquiries.

☐ Yes ☐ Not yet ☐ Not sure

1.5 Visitors can understand which clinician to contact or how matching works.

Check: Open your team page. Can a visitor choose someone or find a clear matching process?

Doesn't apply: You are a solo practitioner.

☐ Yes ☐ Not yet ☐ Not sure ☐ Doesn't apply

1.6 A visitor can find where in-person sessions take place.

Check: Find the office location and arrival instructions. If you share the exact address after booking, is that explained?

Doesn't apply: Your practice offers online sessions only.

☐ Yes ☐ Not yet ☐ Not sure ☐ Doesn't apply

1.7 The site explains where clients can be located for online sessions.

Check: Find your online-session page. Check that the locations match your current practice arrangements.

Doesn't apply: Your practice does not offer online sessions.

☐ Yes ☐ Not yet ☐ Not sure ☐ Doesn't apply

FEES

Can a private-pay client understand what it costs?

Open your fees page, your booking screen, and your main directory profile side by side. Use the facts that apply to your practice.

2.1 A visitor can find the fee or fee range for the service they need.

Check: Start at the homepage. Follow the fees or service link and look for a price and session length.

☐ Yes ☐ Not yet ☐ Not sure

2.2 The fee, what it covers, and how insurance, superbills, or reduced fees work are explained together, in one place.

Check: From the homepage, find the fee. Can you understand the whole payment picture on that one page?

Example: Sessions are 50 minutes and \$180. We are out of network with all insurers, and we can give you a monthly superbill to submit for possible reimbursement.

☐ Yes ☐ Not yet ☐ Not sure

2.3 The site explains how insurance and private payment work at your practice.

Check: Find whether you accept insurance. Check that any out-of-network or superbill explanation describes what you actually offer.

☐ Yes ☐ Not yet ☐ Not sure

2.4 Any introductory call has a clear purpose, length, and price.

Check: Read the consultation description and booking screen. Can you tell what the call involves and whether it is free?

Doesn't apply: You do not offer an introductory call.

☐ Yes ☐ Not yet ☐ Not sure ☐ Doesn't apply

2.5 Fees and payment details agree across the pages and profiles you checked.

Check: Compare your fees page, booking screen, and active directory profiles. Note the places you checked.

☐ Yes ☐ Not yet ☐ Not sure

2.6 Introductory-call details agree across the pages and profiles you checked.

Check: Compare the consultation's price, length, and purpose on your site, scheduler, and active profiles.

Doesn't apply: You do not offer an introductory call, and no checked page advertises one.

☐ Yes ☐ Not yet ☐ Not sure ☐ Doesn't apply

NOTES / PAGE TO REVISIT

PEOPLE AND TRUST

Can someone picture working with you?

Read the clinician information and the claims the site makes. Choose Not sure when a fact needs confirmation.

3.1 A current photo helps a new client recognize the clinician they will meet.

Check: Look at the clinician's homepage or biography photo. Would it help someone recognize them today?

☐ Yes ☐ Not yet ☐ Not sure

3.2 The clinician's biography explains what working with them is like.

Check: Read the biography. Can you describe their approach beyond a list of qualifications or treatment names?

☐ Yes ☐ Not yet ☐ Not sure

3.3 The site explains what to expect at a first session.

Check: Find a first-session explanation. Look for what happens and anything a client needs to prepare.

☐ Yes ☐ Not yet ☐ Not sure

3.4 Each clinician's professional role and credentials are clear and current.

Check: Read the clinician information. Ask the clinician to confirm the role, credentials, and any supervision description.

☐ Yes ☐ Not yet ☐ Not sure

3.5 The site's claims are supported and avoid guaranteed treatment outcomes.

Check: Read claims about results, experience, and training. Can the practice support them? Flag any guarantee for clinician review.

☐ Yes ☐ Not yet ☐ Not sure

NOTES / PAGE TO REVISIT

GETTING IN TOUCH

Does getting in touch actually work?

Walk through the contact route on your own site. Use clearly labeled test details, and avoid booking a real appointment.

4.1 Each main contact button opens the destination its label describes.

Check: Tap the main buttons on the homepage, service pages, and contact page. Check for broken links and unexpected destinations.

☐ Yes ☐ Not yet ☐ Not sure

4.2 A test inquiry reaches the person responsible for replying.

Check: Send a clearly labeled test through your inquiry form. Confirm receipt, including spam filtering, with the person who replies.

Doesn't apply: Your website has no inquiry form.

☐ Yes ☐ Not yet ☐ Not sure ☐ Doesn't apply

4.3 The contact page explains the next step and when someone can expect a reply.

Check: Read the contact page and confirmation. Look for a realistic reply window and the next step.

☐ Yes ☐ Not yet ☐ Not sure

4.4 The first inquiry asks only for information needed to respond.

Check: Review every required field. Can you explain why it is needed before the first reply?

Doesn't apply: Your website has no inquiry form.

☐ Yes ☐ Not yet ☐ Not sure ☐ Doesn't apply

4.5 The general inquiry form avoids asking for clinical history or sensitive records.

Check: Read the field labels and instructions. Check for requests to describe diagnoses, history, or upload clinical records.

Doesn't apply: Your website has no general inquiry form; clinical intake is handled separately.

☐ Yes ☐ Not yet ☐ Not sure ☐ Doesn't apply

4.6 There is a usable alternative if the main contact method fails.

Check: Find another way to reach the practice, such as a phone number. Check that it is current and works.

☐ Yes ☐ Not yet ☐ Not sure

4.7 An inquiry submission gives a clear confirmation that it was received.

Check: Send a labeled test. Check the success screen and any email confirmation for clear, consistent next steps.

Doesn't apply: Your website has no inquiry or booking submission.

☐ Yes ☐ Not yet ☐ Not sure ☐ Doesn't apply

GETTING IN TOUCH (CONTINUED)

Does getting in touch actually work?

4.8 The site explains how someone can check current availability.

Check: Find a current availability note, waitlist explanation, or a clear way to ask about openings.

☐ Yes

☐ Not yet

☐ Not sure

NOTES / PAGE TO REVISIT

ACCESS AND OWNERSHIP

Can people use your site, and can you keep it?

Some checks need a computer or help from your website person. Not sure gives you a useful question to take to them.

5.1 The main pages stay readable and usable on a phone and when text is enlarged.

Check: Check the homepage, a service page, and contact page on your phone. Enlarge text and look for clipped content or controls.

☐ Yes ☐ Not yet ☐ Not sure

5.2 Someone can reach and use the main contact route with a keyboard.

Check: On a computer, use Tab, Shift+Tab, and Enter. Look for visible focus and check menus and contact controls.

☐ Yes ☐ Not yet ☐ Not sure

5.3 The main pages open with HTTPS and no browser security warning.

Check: Open the homepage and contact page. Check the address and look for a browser security warning.

☐ Yes ☐ Not yet ☐ Not sure

5.4 A privacy page explains what your forms collect and what you do with it.

Check: Find the privacy link, usually in the footer. Read whether it describes your actual contact form.

☐ Yes ☐ Not yet ☐ Not sure

5.5 The practice controls its domain account and can recover access.

Check: Confirm who owns the domain account and where recovery messages go. Use your own authorized login to check access.

☐ Yes ☐ Not yet ☐ Not sure

5.6 The practice has authorized access to update or arrange changes to its website.

Check: Check who can sign in and edit. Confirm the recovery route and who handles updates if a provider changes.

☐ Yes ☐ Not yet ☐ Not sure

NOTES / PAGE TO REVISIT

GOOGLE

Can Google show you to people who don't know you?

Open Search Console if you have it, and your main service page. Some checks need your website person, and Not sure gives you a question to take to them.

6.1 Your practice has Google Search Console, and someone at the practice can sign in to it.

Check: Sign in at Google Search Console with the practice's Google account and look for your website in the list.

☐ Yes ☐ Not yet ☐ Not sure

6.2 Your website person has confirmed search engines may list your main public pages.

Check: Ask them to look for anything that hides the main public pages from search: a noindex setting, a password, or a crawl block.

☐ Yes ☐ Not yet ☐ Not sure

6.3 The main pages have distinct browser titles that describe their content.

Check: Read the browser-tab titles for the homepage, a service page, and contact page. Can you tell them apart?

☐ Yes ☐ Not yet ☐ Not sure

6.4 Each service you most want to grow has its own page, named in its browser title and opening sentence.

Check: List the two or three services you want more clients for. Open each page and read the tab title and first sentence.

Example: Tab title: EMDR Therapy in Denver | [Practice name]. First sentence: EMDR therapy for adults in Denver and online across Colorado.

☐ Yes ☐ Not yet ☐ Not sure

6.5 Each page has one main address, and any copies point Google to it.

Check: Ask your website person to list duplicate copies, such as a second homepage at /home, and where each one points Google. Search Console's Pages report also lists them.

☐ Yes ☐ Not yet ☐ Not sure

6.6 Your main pages say the same thing on a phone as on a computer.

Check: Open your main service page on your phone and on a computer, and compare the words section by section.

☐ Yes ☐ Not yet ☐ Not sure

GOOGLE (CONTINUED)

Can Google show you to people who don't know you?

6.7 Your eligible practice can manage its Google Business Profile.

Check: Check Google's eligibility guidance, then confirm someone at the practice can access and update the profile.

Doesn't apply: Your business is not eligible, such as an online-only practice. Use Not sure if eligibility is unclear.

☐ Yes☐ Not yet☐ Not sure☐ Doesn't apply

6.8 The practice name and contact details are current on the profiles you checked.

Check: Search for your practice. Compare the main results with your current site, including any old address or phone number.

☐ Yes☐ Not yet☐ Not sure

NOTES / PAGE TO REVISIT

AI ANSWERS

Can ChatGPT describe your practice correctly?

Open ChatGPT or Gemini, your main directory profile, and your homepage. Answers change from one try to the next, so treat each one as a sample.

7.1 When asked about your practice by name, an AI assistant describes it correctly.

Check: Ask ChatGPT or Gemini, "What do you know about [practice name] in [town]?" Compare the answer with your site. Answers change each time, so treat one as a sample.

☐ Yes ☐ Not yet ☐ Not sure

7.2 One short paragraph on your site states the essentials: where and how you work, how clients pay, what you help with, and who you serve.

Check: Find that paragraph on your homepage or About page. Could someone quote it as a description of your practice?

Example: I see adults in person in Arlington and online across Virginia and Maryland. Sessions are \$180, private pay, with superbills for out-of-network benefits. I help with anxiety, burnout, and life transitions.

☐ Yes ☐ Not yet ☐ Not sure

7.3 The first lines of your main directory profile carry the same details as your site.

Check: Open your Psychology Today profile, or your main directory profile, and read the first two or three sentences.

Doesn't apply: Your practice has no directory profiles.

☐ Yes ☐ Not yet ☐ Not sure ☐ Doesn't apply

7.4 Active profiles describe services your practice currently provides.

Check: Compare each active profile with your service pages. Look for retired services or specialties that are no longer offered.

Doesn't apply: Your practice has no external directory or professional profiles.

☐ Yes ☐ Not yet ☐ Not sure ☐ Doesn't apply

7.5 Your website settings let AI search tools read your public pages.

Check: Ask your website person to check the settings that tell AI tools which pages they may read. Keep private pages protected.

Example: Where to look, checked October 3, 2026. Squarespace: Settings, then Crawlers, "Block known artificial intelligence crawlers." Wix has no AI switch; its rules for these tools are in SEO & GEO, Tools and settings, Robots.txt Editor. WordPress.com: Settings, then Reading, "Prevent third-party sharing." Self-hosted WordPress: your SEO plugin's bot settings. Google Search Console: Settings, then Search generative AI. Cloudflare, if your site uses it: AI Crawl Control. Its Block setting for training now also stops Google and Bing search.

☐ Yes ☐ Not yet ☐ Not sure

AI ANSWERS (CONTINUED)

Can ChatGPT describe your practice correctly?

7.6 Your site is verified in Bing Webmaster Tools.

Check: Sign in to Bing Webmaster Tools. If your site isn't listed, import it from Google Search Console.

☐ Yes☐ Not yet☐ Not sure

NOTES / PAGE TO REVISIT

MAKE SENSE OF YOUR ANSWERS

Keep the useful detail.

For each area, count Yes, Not yet, and Not sure. Exclude the allowed exceptions. Leave unanswered checks visible.

AREA	YES	NOT YET	NOT SURE	N/A	UNANSWERED
First impressions					
Fees					
People and trust					
Getting in touch					
Access and ownership					
Google					
AI answers					

Applicable checks = 46 minus Doesn't apply.
In place = your Yes answers. Not sure stays on your verification list.

I have ____ of ____ applicable checks in place.
____ to improve ____ to verify ____ unanswered

Choose your first changes in this order:

1. Access or contact
Check broken contact routes, failed delivery, security warnings, and barriers to using the site.
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2. Decision information
Clarify facts people need to decide: costs, fit, availability, and what happens next.

AN ACTION PLAN YOU CAN USE

Choose a place to start.

Choose up to three changes. You do not need to fill every space. Keep known strengths and questions to verify in view.

01 MY NEXT CHANGE

What I will change / which page:

Why it matters:

Who can help / how I will check it works:

02 MY NEXT CHANGE

What I will change / which page:

Why it matters:

Who can help / how I will check it works:

03 MY NEXT CHANGE

What I will change / which page:

Why it matters:

Who can help / how I will check it works:

BEFORE I ASSUME SOMETHING IS BROKEN

My first question to verify: _____

FOR THE NEXT REVIEW

A working record.

Note the pages and profiles you checked. Return after changes to your services, fees, team, booking route, or website.

PAGES AND PROFILES CHECKED:

WHAT IS ALREADY WORKING:

WHAT I STILL NEED TO VERIFY:

WHAT CHANGED SINCE MY LAST CHECK:

WANT ANOTHER SET OF EYES?

Send your URL, get a written audit naming the fixes we would make first, with the evidence behind each one, within 3 business days.

[Request the free credibility audit](#)

Reference guidance used for selected checks:

[W3C: a first accessibility review](#)

[Google: Business Profile eligibility](#)

[Google: search indexing controls](#)