



# How to Write Great Copy for Your Therapist Website

Congratulations! You're one step closer to having a new therapist website. Now comes the fun part: writing the content.

Right now, you're either filled with excitement or filled with dread. Writing about yourself can be one of the most challenging activities for therapists.

**“Writing an academic paper is far easier than writing my website copy”**

~therapists everywhere

This shared sentiment comes from the fact that grad schools don't teach marketing or copywriting to therapists. This means you often revert to what you know best: describing the psychopathology.

However, when writing copy for your website, it's essential to remember that the person visiting is not an expert on therapy. They

aren't looking for big words or technical jargon – they are looking for the same warmth and compassion they want in a therapist.

## Put yourself in their shoes

Imagine you're a potential patient. You've finally admitted that you need help and have taken the brave first step of Googling "therapists near me." Soon, you discover two identically-designed therapist websites that have completely different opening sentences.

**PAGE 1** — I am a licensed Marriage and Family Therapist (LMFT) with 10 years of experience treating depression, anxiety, and relationship issues. I practice EMDR and Somatic Therapy with heavy influence from Gestalt.

**PAGE 2** — You deserve a compassionate therapist ... someone to make you feel safe, secure, and connected while guiding you through the healing process. My goal is to support and promote lifelong change that will allow you to form healthy relationships and foster an overall sense of wellbeing.

When you look at the two side-by-side, it's clear which one is more likely to attract a new client. Yet, example 1 is more similar to what most therapists have on their website.

# Do you care about SEO?

Search Engine Optimization (SEO) is a strategy that makes it easier for search engines to index and rank your website so that they can then display them for relevant keyword searches.

There are myriad factors that go into your SEO ranking. When first designing your website, two of the most important things you can do are to choose the right keywords for your practice and writing 500+ word pages for every service/issue you work with.

That said, these are just a small piece of the puzzle. Many therapists decide that they would rather keep their text simple and authentic, rather than worrying about SEO. There is no “right answer,” though it’s worth noting that any site not focusing on SEO will have a much tougher time being found.

## Start Writing

There are many ways to approach your upcoming writing project. You could create a list of every page on your site and tackle each one individually. Or, you can just start jotting down whatever comes to your mind and organize it later.

Don't worry about flow, grammar, or anything else. You can always edit that later. In fact, you don't even need to write full sentences. Just write down phrases and ideas that you like. Often, these can become call-outs or headers within your text. For example, "live the life you love" makes a great intro to a paragraph on "why I need therapy."

Above all else, make sure to keep your dream client in mind. After all, they are the one you should be writing for. (If you still haven't identified your niche or your dream client, you can find more DIY resources here)

## Sample Page Template

Over the years, we've found that the most effective therapist writing follows a general flow. Below is a template for you to use, which uses the keyword "Anxiety Counseling" for SEO purposes.

**All word/paragraph counts are suggestions.** Just keep in mind that the more you write, the better it is for SEO.

Finally, even if you're not going the SEO route, you can still use this guide to help you write more effective copy. Just skip the sections that don't feel authentic.

# 1.

Start with a general statement about the issue or service. This will serve as your “intro text.” *[75-100 characters]*

Occasional anxiety is a normal part of life. When it becomes a part of your everyday, it may be time to seek help.

# 2.

Describe what they are feeling and going through. Show them that you understand them by using “you statements” and avoiding words like “client” and “patient.” [2 paragraphs. 100 words total]

We all know what anxiety feels like. It’s that jittery, tingly and heart-racing sensation that spreads across your body when you’re faced with a problem, uncertainty or a major life event. The feeling is not quite that of fear or stress, though they do have quite a bit in common.

For some, those feelings dissipate once the matter has been worked out. For others, the anxiety does not go away. In fact, it can often get worse over time, and can interfere with your daily activities, including work, school and relationships. This is called an anxiety disorder, and anxiety counseling can help.

3.

Get them involved - ask a question that you often get asked during intake calls. Include your keyword. *[5-10 words]*

Do I Need Anxiety Counseling?

4.

Answer the question you just asked. Make sure to keep it about them, and not about you. *[2 paragraphs. 100 words total]*

Anxiety can affect you in many ways, ranging from mild to disruptive and overwhelming. You may feel tense or uncomfortable, and suffer from excessive sweating, trembling, nausea, irritability, difficulty breathing or a racing heartbeat.

Your mind may be overrun by worry, confusion, obsession, frustration, irritability or despair. Sometimes, these feelings or symptoms may come on suddenly and strongly, which can be a sign that you're having a panic attack. If any of this resonates with you, we're here to help.

5.

Ask another question or make a statement that draws in the reader's attention. *[5-10 words]*

Anxiety is a *necessary* emotion

6.

Write continue to make your reader feel heard - and start to bring it closer to how you can help. *[2-3 paragraphs. 100 words]*

Anxiety, in its purest form, is there to keep us on track, remind us of things, and keep us out of danger. It was especially helpful when humanity's biggest threat was being chased by a woolly mammoth.

Today, while we have far fewer immediate threats, the physiological sensation of anxiety from a work deadline can feel exactly the same. No wonder we don't like the sensation ... it can be intense!

Through therapy, we can work to reduce your experience of anxiety and help you live a calmer and more balanced life.

## 7.

It's finally time to talk about yourself. Start with a few word intro, which doesn't have to be about you. Include your keywords, if you can. [5-10 words]

How Does Anxiety Counseling Work?

*or*

How Can I Help You Recover From Anxiety

## 8.

Summarize your approach [*3 paragraphs 125-175 words*]

For most of us, anxiety is not a pleasant emotion; so, it's natural that we want to avoid experiencing it. Part of the anxiety therapy process is exposing yourself to situations or objects that you fear (in a safe and nonjudgmental space) with the goal of learning to cope with the discomfort.

Over time, you should notice a decrease in the intensity of your fear – until one day you find it no longer affects you. In anxiety counseling, we will practice this together by identifying your anxiety triggers and developing a safe plan to gently expose you to those triggers, both in session and on your own.



For example, if you have a fear of flying, we won't start by getting on a plane. Instead, we'll watch a YouTube video of a plane taking off, book a ticket online (refundable of course), go to the airport without flying, etc.

## 9.

Bring it back to them and give the reader an action item – like reaching out or “click here to learn more.” *[1-2 sentences]*

Whatever it is that makes you anxious, therapy can help.  
Reach out today to learn more!

## Nothing is Final

As you write your copy, it's important to remember that you can always change, edit, or update the text on your website. For now, just open a document and have fun.

If you get stuck, you can always schedule a 1-1 consultation. Or, we also provide therapist copywriting services. Please email [greg@goodmancreatives.com](mailto:greg@goodmancreatives.com) for more information.

HAPPY WRITING!