



Copywriting tips for therapy websites

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How to attract clients with your website copy

Know your target audience

If you are reading this e-book, it is likely you're putting together a website for your therapy practice and are seeking advice about how to write website copy that will attract new clients. When writing copy for a therapy website, the main goal is to relate authentically to your website visitors in a way that resonates with them and inspires them to contact you.

As a starting point, think about who your target audience is. Ask yourself who you want to attract to your counselling practice: who are your ideal clients? Which client group do you find most rewarding to work with and who do you have most success with? The clearer you are about your target audience and their problems, the easier it will be to speak to them through your website copy.

Relate to your prospective clients

Writing in a warm, informal conversational style helps to build a connection with prospective clients and increase the chances that they will get in touch with you. Speak directly to your prospective clients; use "You" rather than "they" or "we". It might help to imagine sitting with your ideal client and talking to him/her about how you can help her address their problems.

People generally go to therapy because they have a particular concern or a problem that they want solved. They are hurting in some way and want to know if you can help alleviate their pain. Tell them what specific issues you work with, so that they can see that you are likely to be able to help them. Empathise with their pain so that they feel understood and so that they feel more inclined to choose you as their therapist.

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Instill hope for a positive outcome

Prospective clients are mainly focused on outcomes; they want to know that their investment of time and money is likely to yield positive results. Let them know what can be achieved by working with you.

Of course it would be unethical to make false promises. However, when you decide to work with a client, you are no doubt hopeful that you can help them achieve their goals. Make sure that your website conveys this hope.

Include evidence where possible

When a website visitor lands on your site, it is important that they get the impression that you are someone who can help them. If possible and if you consider it to be ethically appropriate, you could include testimonials or other endorsements of your work. You could also include case studies (real, composite or hypothetical) to give your visitors an idea of how your methods work. You may be able to think of other evidence you could use.

Highlight your unique selling point

Why would a prospective client choose you as their therapist rather than one of the many other therapists out there? You and your practice are unique, so draw out that uniqueness and highlight it in your copy. Even if you are a relatively inexperienced therapist, you will have particular areas of interest or some life experience which is unique to you and relevant to your practice. Find your niche. If you want to be noticed by your ideal clients, it is important to stand out from the crowd in some way.

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Make it easy for your visitors to find what they're looking for

Bear in mind that when reading a website, people don't read in a linear fashion, but jump around and skim pages in order to find the information they want. People have short attention spans when it comes to reading on the web - it is not like reading a book or a newspaper or a magazine article. It is therefore important to make your website easy to skim-read.

Use "magnetic" headlines. On average, 8 out of 10 people will read headline copy, but only 2 out of 10 will read the rest. Your headline is the first impression you make on a prospective client and needs to be powerful enough to entice them to read further.

Use meaningful sub-headers. Sub-headers break up large amounts of text and summarise your message, allowing people to easily scan and quickly find the information they want. Sub-headers need to be compelling and client-focused, so that they catch people's attention.

Use simple language, which is free from jargon. Use short sentences which contain a single main idea.

Large blocks of text are intimidating. Web users respond better to smaller chunks of content. It is therefore helpful to write in paragraphs of no more than 4-5 lines. Help your visitors out by guiding them through your website, telling them what to do next, so they don't have to think too hard.

Keep your message clear and consistent, and make sure that your copy is focused and specific. Ensure that there are no contradictory statements across the pages of your site.

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Give your prospective clients all the information they need

When people are paying a lot of money for something as important as their health, they are willing to get as much information as they can in order to make a decision about whether you are likely to be able to help them. Search engines also like long and relevant copy which is rich (but not over-stuffed) with keywords.

Your website visitors need to be satisfied in their minds that they have all the information they need before they contact you. Whilst some will phone or email you to ask you questions when the answers are not on your website, others will just leave, in search of a website that does answer their questions.

Tell the prospective client what to do next

Finally, invite the client to take the next step. What would you like them to do? Would you like them to sign up for your newsletter? Would you like them to book an introductory session or visit another page on your website? Make sure you include some sort of "call to action" on each page of your website.

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