

# First Impressions Matter: Why Great Web Design Builds Better Brands

Design a site that reflects your values,  
builds trust, and fills your practice

**Carly Antor,**  
Website Designer & Marketing Strategist

# This session is for you if...

- You know who you are as a practitioner, counselor, educator
- You want to work with clients who light you up, not drain your energy
- You're building a booked-out practice with intention
- You're tired of guessing what works and want to focus on what actually does

**You know the clients you love to work with...**  
**...you're just not sure how to attract more of them**



# You owe yourself this time

Put your phone on Do Not Disturb

Close your other tabs

Grab something to take notes

**Most importantly, commit to taking action**

# Remember **why** we do this work

You're not marketing a product.

**You're inviting someone into  
a life-changing relationship.**

# We're doing something actionable today

- Everything you hear today is something you can implement right away
- And make it easier for the right clients to say:

**“Yes. You’re who I’ve been looking for.”**



# Meet Your Presenter

## Carly Antor

### Website Designer & Marketing Strategist

- **10+ years** of experience designing strategic websites
- Specializes in helping counselors and business owners create ethical, high-converting, and values-aligned websites

I'm here to help you build a website that reflects the heart of your practice, so you fill your time with clients you love working with



**Essential elements of a strategic,  
converting, and compelling website.**

**You're here for a reason,  
and your next clients are  
waiting to find you.**

# Your Website Is the First Session Before the First Session

- For many clients, your website is their first point of contact with therapy
- It sets the tone for safety, warmth, and trust
- It either **welcomes** them, or overwhelms them



# Whether You Take Insurance or Not, Your Website Matters

- This applies to private-pay, insurance-based, agency-affiliated, or group practices
- Your website supports **clarity and conversion** no matter the payment model
- It's where potential clients self-select and build trust before they contact you



# **You're Not Marketing a Product, You're Inviting Someone Into a Relationship**

*Your work is relational, so your website should feel relational*

*The energy of your work with people should be reflected online*

# Every Practitioner/Counselor/Educators Website **Needs** These Pages

- Homepage
- About Page
- Services Page (+ service subpages)
- Contact Page (with HIPAA compliant form)
- Insurance & Fees Page
- *Bonus: FAQ, Blog, Client Portal, Resources*

# Your Home Page = The Highway Into Your Practice

- Communicate the essence of who you are, right at the top
- **Guide clients** to deeper pages like Services, About, or Specialties
- Clearly name the **services you offer**, near the top of the page
- Include a brief **About You** section with a link to your full about page
- Have multiple, warm **Calls to Action** (CTAs) *such as “Schedule a consult” “Learn More” or “Get Support Today”*



# Your About Page = Connection + Credibility

- Tell your “**why**” in a warm, human voice
- Include a **professional photo** (or two)
- Share your **credentials clearly**, without a résumé tone
- Speak to your values and **who you love working with**
- Be written in first person, unless you’re a group practice

# Your *Services* Pages = Clarity that Converts

- Clearly list your main services with short descriptions (e.g., Individual Counseling, Couples Therapy, Teen Counseling)
- Use client-centered language that describes who the service is for, what issues it helps with, and what to expect
- Link to individual service pages for more depth
- Use clear next steps or CTAs



**The main mistake people make:**

**The Services Page  
Is More Than Just a List**

# Your Individual Service Pages = Clarity that Converts Clients

- Client-centered headline (ex, “Feel more like yourself again with Individual Therapy”)
- Intro paragraph that reflects empathy + understanding of the client’s experience
- Section that addresses:
  - Common challenges this service helps with
  - How therapy helps
  - Your unique approach or modality
  - What to expect: session style, frequency, goals
- Gentle, reassuring Call to Action



# Your **Insurance/Fees Page** = **Clarity that Builds Trust**

- Explain how you accept payment:
  - Insurance (list plans if applicable)
  - Private pay
  - Sliding scale (if applicable)
  - Superbill availability
  - Clarify if you're in-network or out-of-network
- Brief note on what to expect re: payment timing (ex, "Payment is due at the time of service") Optional: mention Good Faith Estimates per No Surprises Act



# Your **Contact Page** = Your **Invitation to Begin**

- Brief, inviting copy that encourages action
- HIPAA-compliant contact form or client portal link
- Phone number (if applicable)
- Physical office address and map (if applicable)
- Notes on telehealth availability or service areas (state licenses)
- A warm closing CTA



# Methods / Modalities / Specialties = Setting Your Practice Apart

- Intro that names the specific challenge or method in client language
- Normalize the issue and validate the client's experience
- Explain how you help, especially your therapeutic lens or approach
- If modality-based (ex, EMDR or CBT):
  - Explain the method in plain terms
  - Include client-centered benefits: "Why this helps people like you"
  - Link to resource hub or videos/articles
- Add a Call to Action (ex, "Curious about how this could work for you? Let's talk." )



# Strategic Elements That Make a Website Work



# Mobile Design Is Non-Negotiable

- 59% of users visit websites from a mobile device
- Your site must be responsive, fast, and readable on all screen sizes
- Check layout, image load speed, and CTA visibility on mobile

# Clear Navigation + Strong Calls to Action (CTAs)

- Limit top menu to 5-7 items (utilize drop downs!)
- Use action-oriented CTAs: “Book a Consult,” “Start Here,” “Work With Me”
- Every page should guide potential clients toward a single, next step

# Ethics, Disclaimers & HIPAA Compliance

- Don't collect personal information in unsecured forms or emails
- Use HIPAA-compliant contact tools
- Include a brief disclaimer:
  - "This website is not monitored for emergencies"
  - "This is not medical advice"
- Avoid testimonials or reviews that could violate confidentiality
- Display your license(s), state(s) of practice, and telehealth limitations

# Visibility Starts with **SEO** Basics

- Use keywords clients actually search for, such as symptoms and experiences
- Include your city/region throughout the site for local SEO
- Write alt text for all images (accessibility + Google visibility)
- Create your free Google Business Profile

# Trust Building: Your website should feel like **YOU**

- Use authentic headshots and photos of your space
- Avoid generic stock photos, especially of distressed people
- Let your tone reflect your presence: warm, grounded, affirming
- Use inclusive and welcoming language throughout

# Credentials and Certifications Build Confidence

- **List advanced trainings clearly:**
  - EMDRIA Certified or AASECT Certified
  - Gottman Method Level 1 & 2
- **Add why it matters:** "I use EMDR to help clients reprocess trauma gently and safely."
- **Show logos or badges** of associations (ACA, AAMFT, NASW)



# The Secret Sauce Beyond the Basics



# Professional **Ecosystem** & Thought Leadership

Go beyond therapy sessions. Showcase your expertise and expand your reach:

- **Supervision & Consulting Page**

- Offer clinical supervision, business mentorship, or consulting for other professionals
- Clarify who you work with (pre-licensed therapists, group practices, schools, etc.)

- **Speaking & Workshop Facilitation Page**

- List speaking topics, workshop topics, and how to register or book you

- **Media or Press Page**

- Showcase interviews, podcasts, or guest articles
- Build credibility and show you're an expert voice in your niche



# Client Resources, Onboarding, & Thought Leadership

- **New Client Welcome Page:**
  - What to expect, how to prepare, link to forms or portal
- **Current Client Portal Page:**
  - Simple access to login, scheduling, secure messaging
- **Resource Pages for Modalities:**
  - If you use EMDR, IFS, ACT, etc. create a central resource link page
  - Include videos, articles, PDFs, and your personal explanation:
  - “Why this method matters to my clients”
- **Blog or Resource Library:**
  - Educational, SEO-friendly, and adds long-term value



# Recapping What We Learned Today



# You now know how to...

- Structure your homepage to guide your ideal clients
- Create Your service and specialty pages that connect + convert
- Make your website ethical, accessible, and HIPAA-compliant
- Build trust through brand tone, visuals, and clear CTAs
- Elevate your site with creative, strategic "secret sauce" features

**Your website isn't just a tool, it's a bridge between your values and the people who need your help.**



# Remember Your Commitment, and Choose Your Path

- **Schedule time** each week to work through your own website—page by page
- Hire a **Marketing Coach** if you're unclear on your ideal client or message
- Work with a **Website Designer** who understands counseling and can bring your vision to life

You help your clients get unstuck.  
Give yourself that same permission.



# Remember...

You are not “just” a practitioner.

You are someone’s safe space.

Their breakthrough.

**Their first yes to healing.**

**You are not just building a website.**

You are building a bridge...

Between someone's pain and their healing.

Between being unseen and finally being understood.

Between surviving... and starting to thrive.

**Let your website be the door**

**they're brave enough to walk through.**



# Resources

**Download the Workbook for  
everything we covered today at**

**[CarlyAntor.com/SHA/](https://CarlyAntor.com/SHA/)**

so that you can take action, apply it to your practice,  
and serve more of the clients you love to work with!



# Thank You

Thank you for being here.

**For investing time in your practice, your clients,  
and your vision.**

