

2026 Therapist Website Visibility Kit

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How to use this kit

This PDF accompanies the full report at deeperwebsites.com/resources/therapist-website-visibility-report-2026.

Use it for a team review, a solo audit, or a 90-day planning session.

Pair it with the interactive checklist and readiness score on deeperwebsites.com.

Executive summary

Most practices do not lack credentials or care. They lack clarity — the website does not make it easy enough for the right client, referral source, or search system to understand who the practice helps, how it works, and why it is a strong fit.

Specificity and structure are becoming competitive advantages as search becomes more conversational and AI-assisted.

Recurring visibility gaps

Generic homepage copy (Very common)

Homepages rely on interchangeable language without naming a specific client situation.

Thin service architecture (Very common)

Practices list modalities on one page instead of intent-based service pages.

Weak local alignment (Common)

Website location, service areas, and Google Business Profile often do not match.

Missing FAQ depth (Common)

Major pages lack plain-language FAQs around fit, sessions, telehealth, and fees.

Low trust specificity (Common)

Bios summarize credentials but miss who the clinician helps best and how.

No structured expansion plan (Common)

Sites stop at launch without ongoing answers, resources, and internal linking.

What stronger sites share

- A homepage that names a specific client within seconds
- Dedicated service pages for major specialties and search intents
- Clear location, service-area, and telehealth information
- Human bios with fit signals, not credential lists alone
- FAQs that answer real client questions in plain language
- Obvious, low-anxiety contact or consult path
- Architecture that can grow with new answers over time

90-day worksheet

Check off items as you complete them.

Days 1–30 — Positioning

- & Define one ideal client in plain language
- & Rewrite the homepage headline around recognition
- & Remove or replace generic therapy copy
- & Identify the top three search intents to own

Days 31–60 — Structure

- & Build or deepen one intent-based service page
- & Add FAQs to homepage and top service page
- & Strengthen provider bio with fit signals
- & Audit internal links between related pages

Days 61–90 — Local + expansion

- & Align Google Business Profile with the website
- & Clarify service areas and telehealth coverage
- & Publish one new answer or resource page
- & Run the readiness score again and note movement

Online tools

Full report: <https://deeperwebsites.com/resources/therapist-website-visibility-report-2026>

Checklist: <https://deeperwebsites.com/resources/ai-ready-therapist-website-checklist>

Readiness score: <https://deeperwebsites.com/ai-search-readiness-score>

Book a strategy call: <https://calendar.app.google/8b4vukJdRgW6yqj69>