

Group Practice Website Checklist

What to update as your team grows

For therapists, counsellors and psychotherapists in Canada who own a private practice and are adding a clinician or growing an existing team. Tick Done when an item is in place. Tick ? when you are not sure. This list covers the website only.

Quick fix = hours **Small project** = days **Part of a rebuild** = weeks

Foundation

DONE ?

- | | | |
|--------------------------|--------------------------|---|
| ☐ | ☐ | 1. Write the site for a team, not "I" <small>(Small project)</small>
A homepage written in the first person tells visitors the practice is still one person. |
| ☐ | ☐ | 2. Organize services by what clients need, with a simple way to find the right clinician <small>(Small project)</small>
Clients usually start with the problem, then look for the person. |

Each clinician

DONE ?

- | | | |
|--------------------------|--------------------------|--|
| ☐ | ☐ | 3. A page for each clinician with real content and a consistent layout <small>(Small project (per clinician))</small>
Gives each person something specific to be found by and gives AI tools a page to cite. |
| ☐ | ☐ | 4. Consistent, current photos of each clinician and the practice <small>(Small project (a shoot day))</small>
Visitors judge a team by its photos, and mismatched or outdated ones make a team look like separate people. |
| ☐ | ☐ | 5. A booking link for each clinician <small>(Quick fix)</small>
Visitors can book the person they chose. Many online booking systems, such as Jane, can give each practitioner their own booking link and each location its own. |
| ☐ | ☐ | 6. Each clinician's credentials shown accurately, and bios checked against their own college advertising rules <small>(Quick fix)</small>
Visitors look for proof that each clinician is registered, and each registrant answers for how they are described. |

Growth

DONE ?

- | | | |
|--------------------------|--------------------------|---|
| ☐ | ☐ | 7. A "Join our team" page <small>(Small project)</small>
Hiring is the hardest part of growing, and your website is where candidates look. |
| ☐ | ☐ | 8. Clients searching for a specific type of therapy in your area can find the right clinician <small>(Small project)</small>
This depends on technical setup: clear page headings, structured data and a separate page for each clinician, so search engines and AI tools can read each page. |
| ☐ | ☐ | 9. Do your intake forms still make sense with a team? <small>(Small project)</small>
More people handle submissions, so who receives them and what clients are told needs checking. |
| ☐ | ☐ | 10. Add or remove a clinician without a developer <small>(Part of a rebuild)</small>
If every hire or departure needs a developer, growth gets slower and more expensive. |

Online version: www.juneplum.ca/group-practice-website-checklist

Free discovery call: www.juneplum.ca/contact

This checklist covers the website only. For college rules or privacy questions, ask your college or a privacy professional.