

APA | Webinar

# *Supercharge* Your Presence

How to Create Compelling Websites

Presenter: Daniel Wendler, MA

September 25, 2018 | 4:30 PM – 5:30 PM ET

THE WEBINAR WILL BEGIN MOMENTARILY



AMERICAN  
PSYCHOLOGICAL  
ASSOCIATION

# Welcome

- Today's webinar will discuss, How to Create Compelling Websites.
- Having a good website is the first step towards establishing your presence online, whether you are running a private practice or a grad student looking to stand out among other internship or postdoc candidates.

# Discussion Topics

- Affordable options for designing and hosting a website.
- Basic ingredients that all psychologist websites need.
- Basic web design principles that will make sure your site looks good.
- The ins and outs (and pros and cons) of running a blog.

# DISCLAIMER

- APA does not endorse any products or services. The views expressed in this presentation are those of the presenters and do not reflect the views or policies of the American Psychological Association.
- No CE credit will be offered for this webinar.
- A “Certificate of Attendance” will be emailed to live attendees only.

# LOGISTICS

- You are on mute
- Download handouts at anytime
- Webinar recording after the session



# HAVE A QUESTION?

- While you won't be able to talk during the webinar, please submit your questions for Daniel Wendler by using the "Questions" field located in the webinar control panel.



# Daniel Wendler M.A



- PsyD Student at George Fox University
- Doctoral Intern at University of Houston CAPS
- Founder of [MarketingforTherapists.org](http://MarketingforTherapists.org)
- Author of *Clicking With Clients: Online Marketing For Private Practice Therapists*

# Why Build a Website?

- Essential for private practice
- Creates opportunities for thought leadership
- Control your online professional presence





kyler shumway



All

News

Images

Videos

Shopping

More

Settings

Tools

About 23,900 results (0.37 seconds)

## Kyler Shumway's Official Website

[kylershumway.com/](http://kylershumway.com/) ▼

**Kyler Shumway's** Official Website. Home Page. Free Mental Health Tips and Advice.

## Kyler Shumway Bio - Duke University Blue Devils | Official Athletics ...

[www.goduke.com/ViewArticle.dbml?DB\\_OEM\\_ID=4200&ATCLID...](http://www.goduke.com/ViewArticle.dbml?DB_OEM_ID=4200&ATCLID...) ▼

Honors: ACC Academic Honor Roll (2011-12). 2013-14: Primarily a shot put specialist during the indoor season...saw a season-best mark of 52-5.25 (15.98) in ...

# Part One: Getting Launched



# 3 Essential Ingredients

- Domain name
  - Tells the user's computer how to reach your website
- Platform
  - The software that lets you design your site
  - The server that runs your site
- Content
  - What your site actually says



# Domain Names 101

- Domain names tell your computer where to go
- DanielWendler.com goes to my page!
- RachaelShah.com does not go to my sister's page.



# Domain Names 102

- First come, first served.
- Pay per year – usually about \$10-\$15
- Namecheap.com is a good option
- GoogleDomains.com is good too
- Some platforms give a domain name for free...
  - But this is a risky decision



# Domain Names 103

- Best:
  - YourName.com
  - YourPracticeName.com
- Other ideas:
  - DrYourName.com
  - DrYourLastName.com
  - YourNamePhd.com
  - CityKeyword.com (PawneeCounseling.com)



# Domain Names 104

- .Com is usually best
  - Can do .org, .net or .co if absolutely necessary.
- Just get one domain
  - Unless you have multiple websites with distinct goals
  - Example: DanielWendler.com and MarketingForTherapists.org
- Set up autorenew and/or pay for many years up front



# Platform – DIY Options

- Wordpress.org
  - Free, but you need web hosting which is \$5 - \$50/mo.
  - [MarketingForTherapists.org/wordpress-hosting-for-therapists/](https://MarketingForTherapists.org/wordpress-hosting-for-therapists/)
- Wordpress.com
  - Free - \$25/mo. Only a good idea in the \$4 - \$8/mo range.
- Weebly.com
  - \$8/mo
- Squarespace.com
  - \$12/mo, but has student discount



# Platform – Pro Options

- BrighterVision.com
- TherapySites.com\*
- Both \$59/mo

\*Therapy Sites is an APA Corporate Supporter



# Reasons to Choose DIY:

- If you have more time than money
- If your website does not generate much revenue or impact
- If you are tech savvy and have an eye for design

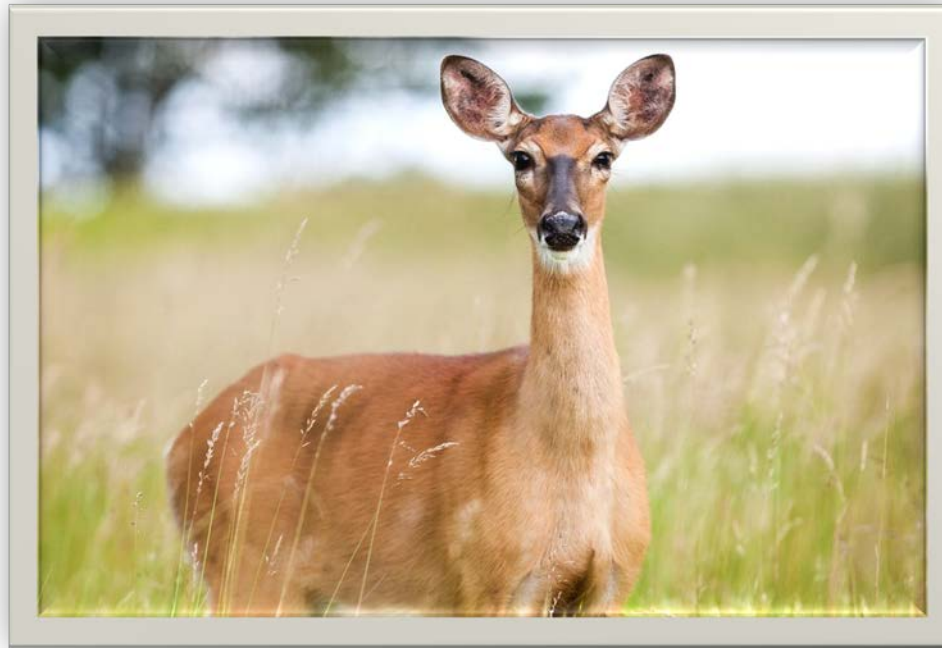


# Reasons to Choose Pro:

- If you have more money than time
- If your website is strategically important
- If uh... you have other strengths.



# Part Two: Content



# Your Website's Purpose

- Determine your top goal for your website
- Design your site to lead visitors towards that goal
- Clearly invite users to accomplish that goal



# Private Practice

- Home page
- About page
- Unique pages for top conditions you treat
- Unique pages for top services you offer.
- Contact page



# Private Practice

- Home page
- About Us
- How We Help
  - Therapy For Depression
  - Therapy For Anxiety
  - Therapy For Divorce
- What We Do
  - Individual Therapy
  - Couples Counseling
- Contact page



# Professional Profile

- Home page
- CV
- Portfolio
- Contact/Hire Me page



# Student Profile

- Home page
- CV
- Research Interests
- Clinical Training Experiences
- Contact Page



# Consultant Profile

- Home page
- CV
- What I Do
- Past Clients
- Hire Me



# Do You Need a Blog?

- Consider the opportunity cost
- Consider a content site instead
- The 10/6 challenge.



# Blog/Content Site

- Start Here page
- Categories or Table of Contents
- Contact page

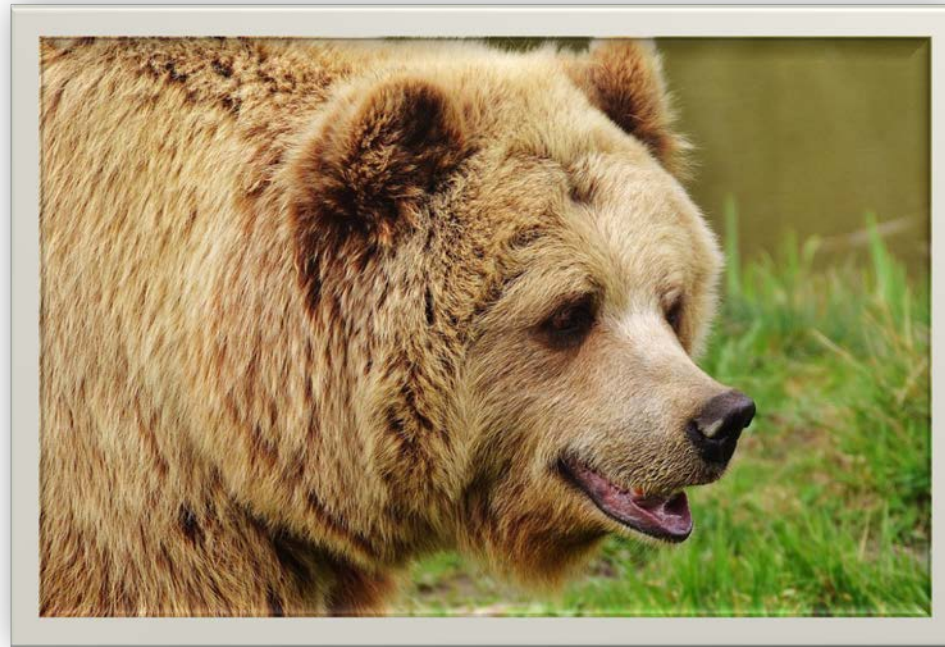


# Grad Student Blog

- Start Here page
- Career Tips
- Self-Care
- Interviews
- Contact page



# Part Three: Design



# Design Tips

- Remember your most important goal
- Get feedback from people who will be honest
- Read my free detailed guide
  - Webinar attachment, or at:
  - [MarketingForTherapists.org/web-design-therapy-clinics/](https://MarketingForTherapists.org/web-design-therapy-clinics/)



# Three Easy Changes

- Make your font size bigger!
- Grab attention above the fold
- Break text into smaller chunks



[Launch Your Site](#) ▼[Design Your Site](#) ▼[Get New Clients](#) ▼[About](#) ▼[Contact](#)

## It's easy to market yourself online as a therapist

Or at least, it should be.

That's why I launched *Marketing for Therapists*. Online marketing isn't rocket science. If you've made it through grad school and you've passed your licensing exam, you're smart enough to learn how to launch a website and attract new clients online.

How can I be so sure? Well, I know quite a bit about both marketing and therapy.

### The Author

My name is [Daniel Wendler](#) and I wrote *Marketing For Therapists*. I've spent over five years working as an online marketer, and I'm currently

[Work With Me!](#)

### The Therapist's Guide to Online Marketing



In my book *Clicking with Clients* you'll learn how to...

- Launch and design your website
- Attract new visitors through SEO and

[Launch Your Site ↗](#)[Design Your Site ↗](#)[Get New Clients ↗](#)[About ↗](#)[Contact](#)

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# QUESTIONS & ANSWERS

# Therapy Sites Promo Offer

- Get 2 free months of website hosting and 1 free month of telecounseling
- A \$168 value - no contracts or set up fees
- Promotional code – APASWebinar

[http://info.therapysites.com/TS2018/SeptSavings?src=APASWebinar&a\\_aid=25&a\\_bid=339fc298](http://info.therapysites.com/TS2018/SeptSavings?src=APASWebinar&a_aid=25&a_bid=339fc298)

\*Therapy Sites is an APA Corporate Supporter

# Final Thoughts

- Webinar recording will be emailed to you in 2-3 weeks time
- Handouts will be included with recording
- Take our survey immediately after the webinar has concluded
- Our next Supercharge webinar is Tuesday, October 2 at 4:30 pm ET -- How to Use SEO, Google Ads to Attract Search Traffic – See you then!

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# THANK YOU

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