JUNE PLUM CREATIVE

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 project) 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 project) 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 project (per clinician)) 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each clinician and the practice** (Small project (a shoot day)) Visitors judge a team by its photos, and mismatched or outdated ones make a team look like separate people.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** (Quick fix) 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** (Quick fix) 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 project) 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 project) 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 project) More people handle submissions, so who receives them and what clients are told needs checking.
☐	☐	**10. Add or remove a clinician without a developer** (Part of a rebuild) 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.