



Built for the practice you're **becoming**, not just the one you started.

Brighter Vision and TherapySites were built to give one therapist one website. Willow Practice is the only one of the three built around how group practices actually grow — one shared site, one bill, a page for every clinician.

	Willow Practice THAT'S US	Brighter Vision	TherapySites
Starting price	Free forever · Pro \$49/mo	\$99–\$299/mo	\$59–\$69/mo
Built for group practices	Yes — per-seat pricing, shared dashboard	No — priced & built per solo clinician	No — priced & built per solo clinician
Each therapist gets their own page	Yes, included at every tier	One site per subscription only	One site per subscription only
One invoice for the whole team	Yes	Each clinician subscribes separately	Each clinician subscribes separately
SEO	Included — smart suggestions on Pro	Basic on entry tier; real SEO is a paid add-on	Meta-tag editing only; SEO is a \$40/mo add-on
Setup fee	\$0 — waived for founding members	\$100	\$199 for concierge onboarding
Commitment	Cancel anytime, no contract	Varies by plan; annual plans carry cancellation terms	No long-term contract

01

Priced for teams, not stacked per-seat as an afterthought

\$49/seat/month on one invoice. A 6-therapist practice on Brighter Vision or TherapySites means six separate subscriptions and six separate bills — Willow Practice is one.

02

Live in an hour, not two to three weeks

Brighter Vision's own build process runs 2–3 weeks of design intake. Willow Practice practices answer five questions and publish the same day — Concierge available if you'd rather we build it.

03

No bottleneck on the practice owner

Every therapist edits their own bio, photo, and specialties independently, under one consistent practice brand — nobody's waiting on you to email a designer.

Bring your practice website into 2026. 10 founding member spots — full Pro features, setup fee waived.

willow-practice.com

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Pricing and feature comparisons reflect each competitor's publicly listed plans as of July 2026 and are subject to change. Willow Practice is not affiliated with Brighter Vision or TherapySites.