

BUILT FOR PRIVATE PRACTICE

A professional website, done for you - in days, not months

Willow designs and builds websites specifically for therapists in private practice. You get a polished, client-ready site without touching a single line of code.

Everything handled. Nothing to figure out.

Most therapists spend weeks - or years - on a website that doesn't convert. Willow delivers a high-quality, SEO-ready site built around your practice from the start.

\$0
UPFRONT COST

2 wks
TO GO LIVE

WHAT'S INCLUDED

A website built for how clients actually find therapists

Generic website builders weren't made for therapy practices. Willow builds around the specific pages, language, and structure that attract and convert the right clients.



Custom design - your practice, your voice

No templates that look like every other therapist's site. Your site is designed to reflect your specialty, your approach, and the clients you want to attract.



SEO that puts you in front of local clients

Willow builds every site with local SEO best practices - so when someone searches "therapist near me," your practice shows up instead of the directory listings.

"Your website is the first thing a new client sees. It should feel like you - warm, professional, and trustworthy - not like a template someone filled in."

- JAKE, FOUNDER OF WILLOW

EVERY SITE INCLUDES

Six pages, fully written and designed

Willow handles every part of your site - from the copy to the layout to the technical setup. Here's exactly what's built for you.



Home Page

A clear, welcoming first impression that speaks directly to the clients you want to reach.



About Page

Your story, your training, and your approach - written in a voice that builds trust before the first session.



Services Page

Clear descriptions of what you offer, for whom, and what clients can expect - in plain language, not clinical jargon.



Contact + Inquiry Form

A simple, anxiety-lowering way for prospective clients to reach out, with optional scheduling integration.



Specialty / Niche Page

A dedicated page targeting the population or issue you specialize in - the page that drives the most qualified traffic.



FAQ Page

Answers to the questions new clients always ask - insurance, session format, what to expect - reducing friction before contact.

THE PROCESS

From signup to live site in two weeks

You fill out one intake form. Willow handles the rest.

01

You share your details

One 1-hour intake call tells us everything we need - your specialty, ideal clients, and what makes your practice yours.

02

We design and write

Willow's team builds your site - design, copy, and SEO setup included. No back-and-forth, no decisions to make.

03

You review and approve

You see a full preview before launch. One round of revisions is included - tell us what to adjust.

04

You go live

We handle the domain and hosting setup. Your site is live and finding clients within two weeks.

PRICING

One straightforward monthly plan

No upfront build fee. No surprise charges. Your site is designed, built, hosted, and maintained for one flat monthly rate.

FOUNDING MEMBER OFFER

Full site design + ongoing maintenance

Includes hosting, SSL, security updates, content changes (up to 2 per month), and SEO monitoring - all included. Cancel anytime.

Founding member pricing is locked in for life - the rate never increases as long as you stay a member.

\$49

per month

No setup fee - no contract