

Building Your Professional Hypnotherapy Website

Your Action Checklist

The Three Building Blocks

DOMAIN The Address ~£5-10/year	HOSTING The Land ~£9pm	WEBSITE The House WordPress = Free
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Your 48-Hour Actions

TONIGHT:	THIS WEEK:
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Your Homepage Message Template

If you're struggling with _____
You might be feeling _____
I help _____ to _____
so they can _____
[Your Name], [Location] Hypnotherapist

Essential Pages Checklist

- Home** - Who you help + Book button
- About** - Your story, your why
- Services** - One page per issue
- FAQ** - Answer fears before they ask
- Contact** - Form + phone + map
- Privacy Policy** - GDPR requirement

Recommended Tools

Domains	Namecheap.com
Hosting	TRM Hosting £9pm for Hypno CBT Members (£25% discount)
Platform	WordPress.org with Elementor
Local SEO	Google Business Profile (free!)

Content Writing Tips

DON'T write this:

"I offer hypnotherapy for anxiety disorders using advanced therapeutic techniques..."

DO write this:

"Tired of that tight feeling in your chest that won't go away? I can help."

Key principles:

- **Pain first, solution second** - meet them where they are emotionally
- **Be specific** - "new mums who can't switch off" beats "I help people"
- **Use their words** - "fear of flying" not "aviophobia"
- **Show your prices** - hidden fees create anxiety in anxious people

Local SEO Checklist

- Claim your Google Business Profile** (your #1 priority!)
- Get 5 genuine Google reviews**
- Ensure NAP consistency** (Name, Address, Phone match everywhere)
- Add location to page titles** ("Anxiety Therapy Bristol" not just "Anxiety")
- List on directories** (Yell, NCH, Hypnotherapy Directory)
- Local Schema** (Contact Theo for full instructions)

Progress beats perfection. A simple live site is infinitely better than a perfect site that never gets finished.

Need help? Get in touch for a free consultation.

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