

THE INDEPENDENT PROFESSIONAL'S WEBSITE PLAYBOOK

Build a website that turns visitors into calls and bookings.

10 PRACTICAL STAGES

For consultants, coaches, therapists, physiotherapists, personal trainers and freelancers who work on their own.

START HERE

Your expertise deserves a clear introduction.

Before someone books a call or appointment, they want to understand who you are, how you help and what happens next.

Who this guide is for

You work on your own: consultant, coach, therapist, physiotherapist, personal trainer or freelancer. You need a credible professional website, not a large business platform.

What you will build

A focused website with a clear offer, real evidence of your expertise and one easy route to book a call or appointment. Start small. Add pages only when they help a visitor decide.

How to use this playbook

Read stages 01-03 before buying tools. Then work through the ten stages. Answer the questions, test the actual booking journey and keep the launch checklist.

Keep your claims honest

Only use genuine qualifications, results and reviews. Ask permission before sharing client material. If you do not have case studies yet, use: [Case studies - coming soon]. Do not invent proof.

ROADMAP

Your 10-stage launch plan

Each stage gives you a small, useful output. You do not need to learn everything at once.

- 01 Define the goal**
One audience, one promise, one booking action.
- 02 Plan pages and content**
Decide what your next client needs to know.
- 03 Choose the platform**
Pick the route you can actually manage.
- 04 Create visual foundations**
Make the essentials clear and consistent.
- 05 Build the pages**
Connect your offer, evidence and next step.
- 06 Connect domain and hosting**
Publish securely on your own address.
- 07 Make forms and bookings work**
Check that enquiries and appointments arrive.
- 08 Debug and test**
Remove friction on phones and desktop.
- 09 Set up search basics**
Choose the remote or local SEO route.
- 10 Launch and maintain**
Publish, check and keep things current.

01 / STRATEGY

Give visitors one clear next step.

Your main goal is to help the right person book a call or an appointment.

Choose the person you help

Describe one type of client and the problem they bring to you. Write as one professional, not as a large company.

Write your promise

Template: "I help [type of client] achieve [result] through [expertise or service]". Use a result you can explain and support. Do not promise a guaranteed outcome.

Compare two examples

Clear consultant example: "I help independent designers organise their finances through practical cash-flow planning."

Vague physiotherapist example: "I help everyone achieve their best life through world-class care." The second does not explain the client, problem or approach. These are writing examples, not client results.

Make booking the main action

Use a specific button such as "Book an introductory call" or "Book an appointment". Count relevant enquiries and bookings, rather than treating every visit as success.

YOUR MINI-EXERCISE

Who is my main client, and what do they want help with?

What single action should they take?

OUTPUT: One audience, one promise and one primary CTA.

Plan the pages before the design.

Answer the questions a potential client asks before contacting an independent professional.

Use a simple page structure

Home; Services / How I work; About; Results or Case studies; Contact / Book. These can begin as sections on one page. Add a privacy notice and any other notices your profession requires.

Make every page earn its place

Home explains the fit. Services explains the work and next steps. About shows your experience. Results gives relevant evidence. Contact makes booking easy.

Choose proof that fits your profession

Use genuine cases with supported results, recommendations with permission, qualifications and professional registrations, articles or talks, and real Google reviews. Protect confidentiality. Never publish patient or client details without the necessary permission.

If proof is not available yet

Write [Case studies - coming soon]. Explain your approach and relevant qualifications. Prepare your own photos, accurate service descriptions and public contact details.

YOUR MINI-EXERCISE

What must a visitor know before booking me?

Which real evidence can I publish with permission?

OUTPUT: A page outline, draft copy and a list of usable proof.

Choose the route with the least friction.

You need a website you can keep current. You do not need a new technical hobby.

Start with a managed website builder

For a simple practice website, a builder with hosting included is often the easiest route. Pick a template close to your needs. Avoid comparing dozens of tools.

Check four essentials before paying

Can you edit services, connect your domain, receive a form submission and link to your booking tool? Check the renewal cost, export options and limits too.

Use WordPress only with an upkeep plan

It can be flexible, but someone must handle hosting, updates, backups and security. Decide who that person is before choosing it.

Treat code and AI as an extra responsibility

AI can help with writing and building, but you still need to test and maintain the result. If you have no time for that, choose a managed route or hire someone.

YOUR MINI-EXERCISE

Can I update a service and publish a change myself?
What will this cost each year, including add-ons?

OUTPUT: One platform, a yearly cost estimate and a clear owner for updates.

Make your website feel clear and trustworthy.

Consistency and readability matter more than elaborate effects.

Keep the visual system small

Use one readable font family, or one heading font and one body font. Choose dark text, a light background and one accent colour.

Use photos that explain who you are

A clear portrait and relevant working environment can help visitors recognise you. Use images you own or have permission to use. Avoid stock images that imply a team you do not have.

Design for a phone first

Make text comfortable to read. Keep button labels short and give controls enough space. Check contrast and visible keyboard focus.

Repeat useful patterns

Use consistent heading sizes, section spacing, buttons and form fields. Let the design support the message rather than compete with it.

YOUR MINI-EXERCISE

Can I read the page comfortably on my phone?

Does the design look like the professional I am?

OUTPUT: A small set of fonts, colours, buttons and image rules.

Build the path from interest to booking.

A fast professional website for a freelancer can stay focused and simple.

Keep navigation obvious

Use familiar labels such as Services, About and Book. Put your main booking action near the start and again after you explain the service.

Make the offer easy to scan

Say who you help, what happens in the service and how to get started. Use short paragraphs. Explain specialist terms for people who may not know them.

Introduce the real professional

Show your own experience, qualifications and approach. Use only authentic reviews and approved examples. Do not add invented logos, badges or client numbers.

Remove unnecessary steps

Let people book or ask a question without creating an account unless the appointment system genuinely requires it. Make your contact details easy to find.

YOUR MINI-EXERCISE

Can a new visitor explain what I do after reading the first section?
Can they reach booking without hunting for it?

OUTPUT: A complete visitor journey from offer to call or appointment.

Put your website on your own address.

Follow the instructions for your chosen platform. Do not copy random DNS settings.

Choose and control your domain

Use your name or practice name if it is clear and available. Keep the registration account in your control. Enable renewal reminders and multi-factor authentication.

Know what hosting covers

Hosting makes the website available online. A builder may include it; other routes need a separate host. Check recurring costs and who handles updates and backups.

Connect without breaking email

Use your platform's exact domain instructions. Change only the required records. Keep existing email records unless your email provider tells you otherwise. If unsure, ask for help.

Verify the published address

Open your real domain, check HTTPS and confirm that www and non-www behave consistently. Test from another device after the settings have updated.

YOUR MINI-EXERCISE

Who owns the domain account and receives renewal notices?

Can I open the correct website securely on my phone?

OUTPUT: A working HTTPS domain and a record of renewal responsibilities.

Make calls and appointments easy to book.

A form and a booking tool can work together. Test the whole journey.

Choose the right contact route

Use a short enquiry form for questions. Add a scheduling link, such as Calendly, for calls, or a suitable appointment system for sessions. A normal link is often simpler than an embedded calendar.

Set realistic expectations

Explain session type, duration, time zone, availability and cancellation terms where relevant. Say when you will reply to an enquiry.

Connect the actual delivery

A form needs a working backend and a real destination inbox. Keep email keys on the server. In booking tools, check calendar availability, confirmations and reminders.

Collect less and test properly

Ask only for the details needed to respond or book. Do not ask for health histories in an ordinary website form. Submit a test, make a test booking, check spam and cancel the test appointment.

YOUR MINI-EXERCISE

Does a form submission reach me and show a useful confirmation?

Does a test booking use the right time zone and reach my calendar?

OUTPUT: A verified enquiry and booking journey, including error feedback.

Fix the friction before clients find it.

Use a real phone as well as your desktop browser.

Walk through like a new client

Open your homepage, read your service, find your credentials and try to book. Check navigation, links, spelling and empty states.

Check narrow and wide screens

Look for clipped headings, sideways scrolling, tiny text and overlapping buttons. Try several phone widths rather than fixing only one device.

Test success and failure

Try missing fields and an invalid email. Confirm that a failed submission keeps the entered details. Check that a success message matches what actually happened.

Keep a short issue list

Record the page, device, problem and expected result. Fix broken booking or contact routes first. Then correct readability and visual inconsistencies.

YOUR MINI-EXERCISE

Can I complete the main action using only a phone?

What happens if a visitor makes a mistake or loses connection?

OUTPUT: All critical journey problems resolved before launch.

Choose your remote or local SEO path.

Help people and search engines understand your expertise. Do not promise rankings.

If you work remotely

Use your name and specialty clearly in the title, introduction and About section. Keep your description consistent with LinkedIn. Explain who you serve and whether you work across countries or time zones.

If you see clients in a city

Mention your city naturally in page titles and relevant copy. Keep your address or service area, contact details and opening hours accurate. Keep an eligible Google Business Profile updated.

Cover the technical basics

Use descriptive page titles, useful headings, image alt text and a concise meta description. Keep indexable pages accessible. Publish a valid XML sitemap of canonical public URLs if your platform supports it.

Publish genuinely helpful information

Answer real client questions about your service and approach. Use profession-specific pages only when they contain useful, distinct content. Never copy reviews or invent local offices.

YOUR MINI-EXERCISE

Do I want to be found by specialty online, by city, or both?
Are my website and professional profiles consistent?

OUTPUT: Clear titles and content for the right search context.

Launch, then keep the essentials working.

Your website is a small part of your practice that needs regular attention.

Use the checklist on the next page

Check booking, contact, mobile layout, HTTPS, privacy information and genuine proof before sharing the address.

Announce it where clients already see you

Update your LinkedIn, email signature, relevant directory profiles and eligible Google Business Profile. Use the same name, specialty and contact details.

Keep access and content safe

Use strong account protection. Know how to restore a backup or previous version. If your platform uses plugins or code dependencies, keep them maintained.

Review monthly

Test a form and booking link, check your availability and update outdated services. Learn from relevant calls and enquiries. Add analytics only when you have a clear purpose and appropriate privacy controls.

YOUR MINI-EXERCISE

Who will run the monthly checks?

What will tell me whether the website brings the right enquiries?

OUTPUT: A published website and a simple monthly maintenance routine.

LAUNCH CHECKLIST

Ready for your next client?

Tick these off before announcing your new website.

- ☐ My name, specialty and ideal client are clear.
- ☐ The main action is to book a call or appointment.
- ☐ Services, contact details and availability are accurate.
- ☐ My qualifications and professional registrations are genuine.
- ☐ Reviews, photos and case studies are authentic and permitted.
- ☐ Navigation and links work on mobile and desktop.
- ☐ A real test enquiry reaches my inbox.
- ☐ A test booking uses the right calendar and time zone.
- ☐ Confirmation and error messages make sense.
- ☐ My domain uses HTTPS and redirects correctly.
- ☐ Public pages have clear titles and can be indexed.
- ☐ Privacy information and required professional notices are in place.
- ☐ I control renewal access and have a backup or rollback plan.
- ☐ I know who will check the website next month.

YOUR NEXT STEP

Build it yourself. Or let us handle it.

Choose the route that fits the time and attention you want to spend.

Build it yourself

Use the ten stages and launch checklist. Choose simple tools, write honestly about your work and test the journey. Keep this guide whether you hire anyone or not.

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