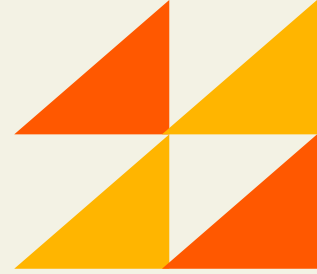


# How to Choose a Domain Name for Your Business



- ✓ Use a .com extension
- ✓ Keep it short and simple
- ✓ Avoid hyphens
- ✓ Stay unique, specific, and on-brand
- ✓ Add keywords
- ✓ Think about local keywords
- ✓ Do your research

Downloadable PDF



# How to Register a Domain Name



1

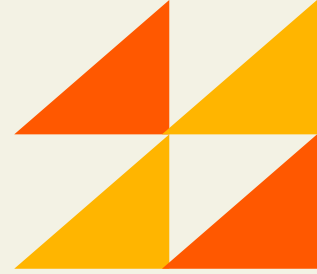
1. Choose a domain name
2. Check for domain availability
3. Choose a domain name registrar
4. Purchase and register
5. Add domain ID protection
6. Renew your domain name



*All Things Private Practice - Branding. Designed by A2dd.com*



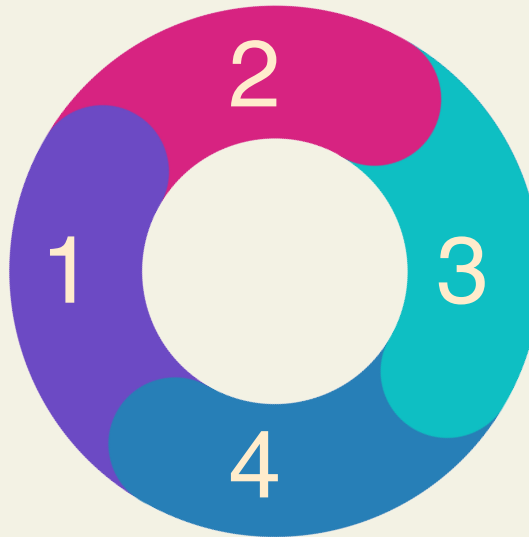
# Choosing the Right Domain Extension



2

The SEO potential  
of your domain name

The branding potential  
of your domain name

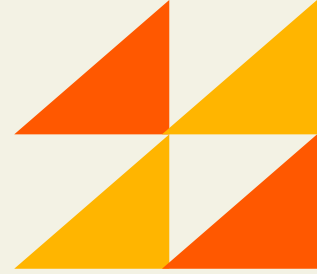


The purpose and audience  
of your website

The availability and price  
of your desired domain name



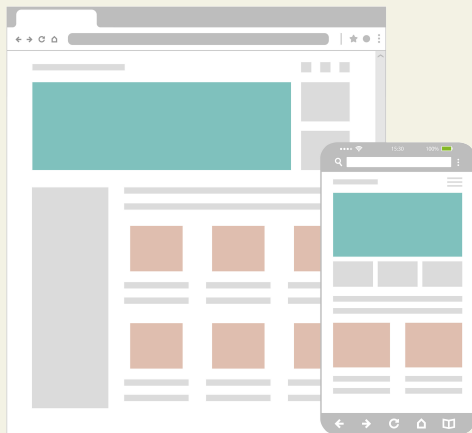
# Web Platform and intuitive design tools



3

## Which is Better?

Web Template



Custom Website



# Web Platform and intuitive design tools



3

## Pros & Cons

### Website Builders (Wix, Squarespace, TherapySites)

#### Pros:

1. **Easy to Use:** No coding skills needed; drag-and-drop builders make it simple for beginners to launch quickly.
2. **All-in-One:** Hosting, security, domain setup, and templates are bundled, which saves time and reduces setup complexity.
3. **Lower Upfront Cost:** Monthly subscriptions usually range from \$20–\$70, making them more accessible for new therapists.
4. **Fast Setup:** You can go live within a day or two using pre-made templates.
5. **Customer Support:** Centralized customer service teams are available to help you with general platform issues.

#### Cons:

1. **Limited Design Flexibility:** Templates are rigid; harder to customize fully to match your unique brand tone or layout needs.
2. **SEO Limitations:** Basic SEO tools are included, but performance and flexibility are often inferior to WordPress.
3. **Hard to Scale:** As your practice grows (e.g. adding online booking, course sales, or custom intake forms), platforms may fall short.
4. **Locked In:** Difficult or costly to migrate your website if you outgrow the platform or want to move to a more advanced solution.
5. **Generic Look & Feel:** Many therapists end up with nearly identical websites that lack brand personality or emotional depth.



# Web Platform and intuitive design tools



3

## Pros & Cons

### WordPress + Custom Website (Tailored for Therapy Practices)

#### Pros:

1. **Fully Customizable:** Every element is designed around your brand, niche, audience, and user journey.
2. **Better SEO Capabilities:** Access to advanced plugins and coding flexibility gives you stronger long-term visibility in Google and even AI-powered search engines.
3. **Scalability:** Easily expand your website to include online scheduling, payment gateways, member areas, blogging, or telehealth integrations.
4. **Own Your Site:** You're not tied to a platform. You can host your site anywhere and take it with you.
5. **Professional Brand Presence:** Custom visuals, content, and UX that align perfectly with your mission and attract your ideal clients.

#### Cons:

1. **Higher Upfront Investment:** Expect to pay \$1,500–\$5,000+ depending on the scope and quality of the work.
2. **Slightly Longer Build Time** – Custom sites typically take 3–6 weeks to develop properly.
3. **Requires Maintenance** – Ongoing updates and backups are needed to keep plugins and themes secure (but many agencies like A2dd offer maintenance plans).
4. **Learning Curve** – Without proper training or support, editing content may feel more technical.
5. **Finding the Right Developer** – Quality varies widely among designers; it's important to work with someone who understands the therapy space.



# Summary Tip



**If you're just starting and need to get online fast with a tight budget, a builder like Squarespace or Wix might do the job temporarily.** But if you're serious about building a unique brand presence, ranking well in search engines, and scaling your business with credibility and freedom, a custom WordPress site is worth the investment.

**Need help evaluating your current setup or planning your website?**

A2dd offers Free SEO & Website Audits + Strategy Calls for therapists and small businesses.

