7 Website Mistakes Christian Counselors Make
(And How to Fix Them with Faith and Clarity)



New Introduction

Your website isn't just a tool.

It's a door.

And for many people—the tired, the anxious, the searching—it might be **the very first step** they take toward healing.

But here's the hard truth: even if your counseling is full of wisdom, your website might be sending the wrong message... or no message at all.

This short guide will walk you through 7 common website mistakes that hold Christian counselors back—and the grace-filled fixes that can turn your site into a ministry that works.



Your Homepage Doesn't Say What You Actually Do

What's happening:

You welcome people wa<mark>rmly. Maybe w</mark>ith a Bible verse. Maybe with a soft photo and kind tone. But it's still not clear who you help or what kind of therapy you offer.

Why it matters:

People don't scroll to figure you out. They bounce. Fast. And those are the people you were meant to help.

What to do instead:

Lead with clarity and compassion. Your first headline should speak directly to someone's struggle and your faith-based solution.

Example:

"Helping Christian women heal from anxiety, grief, and trauma—through counseling rooted in biblical truth."



You're Invisible in Local Searches

What's happening:

You're a therapist in Nairobi. But your website reads like it could be from anywhere—or nowhere.

Why it matters:

Google has no idea where to send local seekers. So you don't show up. They don't find you.

What to do instead:

Use location keywords naturally across your site:

- Page titles
- Service descriptions
- Footer contact info

Pro Tip:

List your full address and city in your footer and add phrases like "faith-based therapist in Nairobi" to your homepage and meta tags.



Your Images Feel Cold or Cliché

What's happening:

Stock photos of sunsets, doves, and overly polished smiles dominate your site. They don't reflect your heart—or the real people you serve.

Why it matters:

Photos build trust instantly. If your site feels stiff or staged, it won't feel safe.

What to do instead:

Choose warm, authentic images. Think:

A cozy, sunlit office

- A Bible resting beside a cup of tea
- A therapist holding a notepad, nodding gently

Give your visitors a sense of peace before they even read a word.



MISTAKE #4

You Talk Too Much About Yourself

What's happening:

Your site lists your degrees, therapy models, and credentials... but not much about what your clients are actually going through.

Why it matters:

People care more about how you help than where you went to school.

What to do instead:

Flip the script. Focus on their pain, their journey, their hope. Then position your training as the tool, not the hero.

Try this:

Instead of:

"I'm trained in CBT and trauma-informed therapy."

"I help clients untangle trauma and anxiety using tools grounded in clinical best practices and biblical wisdom."



MISTAKE #5

Your Faith Language Is Too Vague (or Too Heavy)

What's happening:

You're trying to sound faith-based, but end up being either too general or a bit too intense for someone just dipping their toe in.

Why it matters:

Potential clients want to know how you integrate faith. Not just that you do.

What to do instead:

Get specific. Grounded. Grace-filled.

Better example:

"We'll incorporate Scripture, prayer (only if you're comfortable), and therapy practices that respect your spiritual walk."

MISTAKE #6

There's No Clear Next Step

What's happening:

Your website is beautiful, thoughtful... and ends in silence.

Why it matters:

Without a call to action, visitors stall. Or worse—leave and never come back.

What to do instead:

Use warm, direct CTAs that sound like an invitation.

Examples:

- "Book a free 15-minute consult"
- "Reach out today—I'd love to hear your story."
- "Let's see if we're a good fit."



You're Not Capturing Emails

What's happening:

Visitors come. They browse. But if they don't book now, they're gone forever.

Why it matters:

Not everyone is ready to start therapy right away. But they might be soon—if they keep hearing from you.

What to do instead:

Offer a free resource (like this one!) and stay in touch via email. It's not just marketing. It's *ministry through consistency*.

Final Word

You're not here to market.

You're here to minister.

But a broken website can block the people God is sending your way.

These seven simple changes can turn your site into a sanctuary. A space where the hurting feel seen, and the hopeful feel ready.

Let your website reflect the clarity of your message—and the love behind your work.

Ready for the Next Step?

If this guide opened your eyes to areas for growth, but you're not sure where to begin, let's talk.

Claim your free website audit

Let's review your site, fix what's not working, and help you shine online with both strategy and Spirit.

Claim your free website audit