

A brand-new therapy website built from scratch for a launching practice

Suzanne Clinton-Davis Occupational Therapy — Designer & Developer

Suzanne was launching her occupational therapy practice with no website at all. This was a greenfield project: I built one from the ground up around a single question, 'can this practice help me?', giving the new practice a credible, professional home from day one.

Greenfield

BRAND-NEW
PRACTICE, BUILT
FROM SCRATCH

7

PAGES DESIGNED &
BUILT

100

LIGHTHOUSE SCORE

3 wks

TO LAUNCH

THE CHALLENGE

Suzanne was launching her occupational therapy practice and had no website at all, just a name, a qualification and clients she couldn't yet reach online. Most people who look for an OT arrive worried, busy and short on time; they've often been bounced between professionals and want one answer fast: 'can this practice help me (or my child), and how do I take the next step?'

WHAT I DID

- Plain language, not therapy-speak. "Sensory integration challenges" became "finds noisy or busy environments overwhelming."
- Front-loaded the decision. A short, honest "this practice is right for you if..." panel near the top of the home page, so people self-qualified in seconds.
- One low-friction contact form. Not a multi-step intake, just enough for Suzanne to reply and start the conversation.

OUTCOME

The practice launched with a professional website in under three weeks: a credible home built entirely from scratch, rather than a "coming soon" placeholder. Seven pages, a clear path from "is this for me?" to "get in touch", and a calm brand identity that reflects the practice. Suzanne can update her own content through a simple CMS, so the site stays current without needing a developer for every change.

STACK

Netlify

Next.js

React

Tailwind CSS

TinaCMS