



Raising your profile

Making the most of Find a Therapist
on the UKCP website

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Introduction

One of the areas of focus for improvement on UKCP's new website is the **Find a Therapist** function.

We wanted to make it easier for people to find and get in touch with therapists – you'll see that Find a Therapist is more prominent on our new website.

We worked with members to improve the design, making it more user-friendly and providing a greater range of search options.

We also wanted to make it fairer and have developed an algorithm to ensure that search results come back in a random order. This means that all members have an equal chance of appearing at the top of the search results. For example, a search for 'London' within half a mile will return randomised results within that distance.

Now we need your help to maximise its potential.

Ultimately, Find a Therapist is only as good as the information it contains. So, it is vital that all members who are on Find a Therapist complete their profiles. By providing sufficient up-to-date information, you will help improve Find a Therapist's ranking in Google.

To help potential clients to find you, you will need to update your profile with relevant information about you and the services you offer. A well-written profile will also help people to understand what you offer and how you can help them; in turn they will feel more confident about getting in touch with you. The more information you include on your profile, the more likely you are to appear in search results.

How to use this guide

This guide is in two parts. Section one will give you some ideas and hints about what to include in your online profile. Section two is a step-by-step guide on how to update your profile.

If you have amended your profile before, this is the ideal time to review, update and improve it. If you have never tried to change your profile, it is a simple process; the accompanying instructions will guide you through it.

Section 1: what to include in your Find a Therapist profile

Helping clients to find you



Understanding how people search the database will help you to think about the sort of information you might include in your profile.

Have a look at the search screen (go to www.psychotherapy.org.uk). The Find a Therapist search has a prominent section on the home page. Alternatively, you can click on the 'Find a Therapist' button at the top right-hand side of each page of the website. You will see the different search options that members of the public are able to use when they undertake a search.

The initial search

While some people may want to look for a particular therapist, the majority will be starting their search from scratch. At the beginning of the search process, most people will narrow down the options using two criteria:

- **geographical location.** Most people will want to find a therapist that they can get to easily, and to do this they will search by postcode. To ensure that you appear in the list of initial results when a person searches by postcode, make sure you include the full postcode of your workplaces in your profile (you can include up to three locations).

New!

If you are concerned about privacy or security, you can select the option to not show your address in Find a Therapist. This will mean that you still appear correctly in geographical searches. If you enter only a partial postcode, this will exclude you from postcode searches, and may therefore affect the number of enquiries you receive.

- **the reason the person is seeking help.** Include all the different issues you specialise in or have experience of – for example bereavement, bulimia, depression or stress. You will be able to select from a list of options when you update your profile.

The initial search also allows people to filter their search by:

- who the therapy is for – whether you work with couples, children, groups, etc.
- the kind(s) of therapy you offer. This is entered for you when you are added to the UKCP database, so appears automatically on your profile.
- the languages you can work in.

Filtering the results – your profile image

Why use a photo? Put simply, profiles with photographs are likely to get more interest than those without.

Entries without photos give the impression that the profile is either not being maintained or is not very active. To take an example from social media: LinkedIn, has said that, when it comes to search results on their site, entries with photos are seven times more likely to be clicked than those without photos.

Any profile is more appealing when a person's face is associated with it. Potential clients will be looking for someone they feel they could be completely open with, someone they can talk to about intimate details of their life. One of the strengths of the Counselling Directory site is that the majority of entries have the therapist's image.

If you don't want to appear in your profile picture, you could use an image that represents your practice. However, you must not use a picture of someone else or violate someone else's copyright – you must have permission to use the photograph from the person who owns the copyright (usually the photographer but it could also be a photo library). This applies even when the image can be found on the internet.

For best results:

- use a head and shoulders photo of yourself, not something or someone else
- use an image that is recognisably you
- use a photo with a relatively professional pose
- avoid having pets, children or other distractions in the photo.

Filtering the results – your profile page

Whatever their initial search criteria, the potential client will end up with a list of therapists to choose from. They will narrow down this list based on your profile image and the contents of your profile page.

The profile page is your opportunity to provide the information potential clients need to feel comfortable and confident in approaching you with an enquiry. For example:

- **Can they get to you?** Include full details about access to all the practice locations you list on your profile. This might include:
 - the number of steps from the street to your consulting room
 - the number of metres from the nearest bus stop or station
 - whether the nearest station is wheelchair accessible
 - whether there is parking at your premises or nearby.

Don't forget to mention the facilities inside your premises, such as lifts or disabled toilets, if relevant.

- **Can they work with you remotely?** Make it clear on your profile whether you can offer sessions remotely – for example, by telephone or Skype.
- **Can they afford it?** Affordability will be an important consideration for some people. Be clear about your fees. Do you charge different rates for couples and individuals? Do you offer concessions for the unwaged or other groups? Is the initial assessment free of charge? If so, include this on your profile page.
- **Can they make an enquiry in a way that suits them?** Give full contact details so that people can contact you in the way they prefer.
- **Can they find out more?** If you have a website, include the web address on your profile page. Make sure that your website is up to date and that the information it contains corresponds with your profile details.
- **How will your approach benefit them, and will they be able to work effectively with you?** This is where the personal statement comes in – one of the most important elements of your profile. The personal statement is your opportunity to talk about how you work and what you can offer. As well as providing information, the tone and language you use will give potential clients a sense of what you are like as a person. This will help them to judge whether you might be someone they can relate to and feel comfortable working with, which could be

just as important in their decision-making as your experience and specialisms. Remember, the personal statement will appear in the list that comes up at the initial stage of a person's search, so it is your chance to stand out and make an immediate impression on potential clients.

The following pointers will help you to make your personal statement as effective as possible.

- **Prepare your personal statement in a word processing programme** before entering it into the website. This will give you a chance to draft, review and amend it to your satisfaction. When it is ready, you can copy and paste it into the database. It is a good idea to save the Word document so that you can use it again if you want to revise your statement.
- **An informal, conversational tone will make you more approachable** and may reassure people who feel nervous or apprehensive about contacting a therapist. It can help to use the first person and to address the reader directly where it seems appropriate. For example, instead of saying 'Jonathan specialises in...', say 'I specialise in...'. Or you could say 'We will meet for an initial session to talk about the issues that have led you to seek help from a therapist...' rather than 'Clients attend an initial assessment meeting where their presenting needs are discussed...'. One way to avoid using over-formal language is to think about how you would say something if you were having a conversation rather than writing it down.
- **Take a client-centred approach.** Talk about the benefits therapy could bring to the person. For example, you might say that for many people therapy helps them to develop a greater understanding of themselves, or enables them to improve their relationships with others, or helps them to express themselves – or whatever is appropriate to your approach and client group.
- **Use words that people might use themselves to describe their feelings and problems.** They might think of themselves as having problems with their sex life rather than sexual dysfunction, for example, or see themselves as unhappy rather than suffering from emotional distress. Try to avoid jargon and terms that may not mean much to people who have had no experience of therapy before.
- **Showing that you have the appropriate qualifications and experience can reassure potential clients.** However, a long list of degrees, accreditations, former workplaces or publications might be off-putting, and may not mean a great deal to members of the public.

- **If you specialise in working with people who have issues with their sexuality,** making clear whether you are gay, straight or trans might also be relevant.
- **Include any practical information that potential clients may find helpful** but that aren't already covered in the other fields on your profile. For example, you could let potential clients know that you can offer appointments in the evening on certain days, or that you usually see patients once a week, or that your sessions last for an hour and a half.
- **If you work with organisations as well as individuals, you will be addressing two very different audiences with different needs.** You may want to write one paragraph for individual clients and another for corporate clients, tailoring the language and style as appropriate.
- **A fresh, objective view can be very helpful.** Ask other therapists, friends or even clients to read your statement and ask for their comments.
- **Revisit the statement every so often, and revise it if necessary.**

There is no 'one-size-fits-all' approach to writing a personal statement – your statement will reflect your own personality, principles and approach, and everyone's will be different. Similarly, potential clients will have a range of different needs and preferences. Find a Therapist aims to provide them with the information they need to find a good 'match'.

Checking your profile

Once you have updated your profile, look at it from a potential client's perspective. (Remember that your changes may take up to three hours to show up on the website.) Check that you haven't made any typing errors and that all the details are accurate – including telephone numbers and email addresses. If you have added a link to your website, make sure the link works.

Confidential information

The online database will give you the opportunity to input up to three practice locations. However, there is also a section for your confidential details – these are the details we use to contact you and can be different to your practice information. The details in the confidential section won't be visible to the public.

Further support

The accompanying step-by-step guide will take you through the process of updating your profile page. However, if you need further help or guidance, you can also contact the Membership Team (membership@ukcp.org.uk or 020 7014 9955, option 1).

If you'd like to give us feedback on Find a Therapist, or suggest things you'd like us to consider adding in the future, please contact us using our website contact form which you can find at www.psychotherapy.org.uk/contact-us/.

Remember:

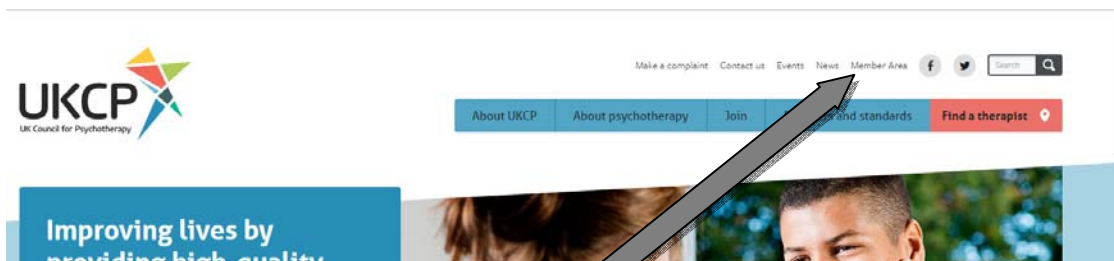
- Profiles with pictures are likely to receive more interest than those without.
- The more information you add to your profile, the more potential clients can see whether you meet their needs.
- Add the full postcode of each of your work addresses – otherwise you won't appear in the results of geographical searches. Select the privacy option on your address if necessary.
- Select the keywords that reflect all your areas of experience and expertise to increase the likelihood of being returned in a search.
- Complete all the elements of your profile so that people can easily see whether you can meet their needs and preferences. For example, let them know how much sessions cost, whether you can work by telephone or Skype and whether your premises are accessible for people with mobility problems.
- The personal statement is your chance to tell potential clients in your own words how you can help them. When drafting it, think about the tone and language you use. Are the potential benefits to clients clear? Do you sound approachable? Will someone with no knowledge of therapy techniques understand it?
- Remember that the changes you make to your profile won't show immediately – they will be activated within three hours.
- If you get stuck, refer to the step-by-step instructions in this guide or contact 020 7014 9955 (option 1) or membership@ukcp.org.uk

Section 2: a step-by-step guide to changing your profile

Use the members area to update your details in our database, amend your Find a Therapist profile or change your mailing preferences.

Getting started

To log into your area of the website, click 'Member Area' at the top right of any page of the website.



You will need a username and password. Your username is your email address.

If you can't remember your password, please use the 'Forgot Password?' link. You will be asked to submit your email address and a temporary password will be emailed to you.

If this doesn't work because, for example, we don't have your email address, you can contact the Membership Team (membership@ukcp.org.uk or 020 7014 9955, option 1).

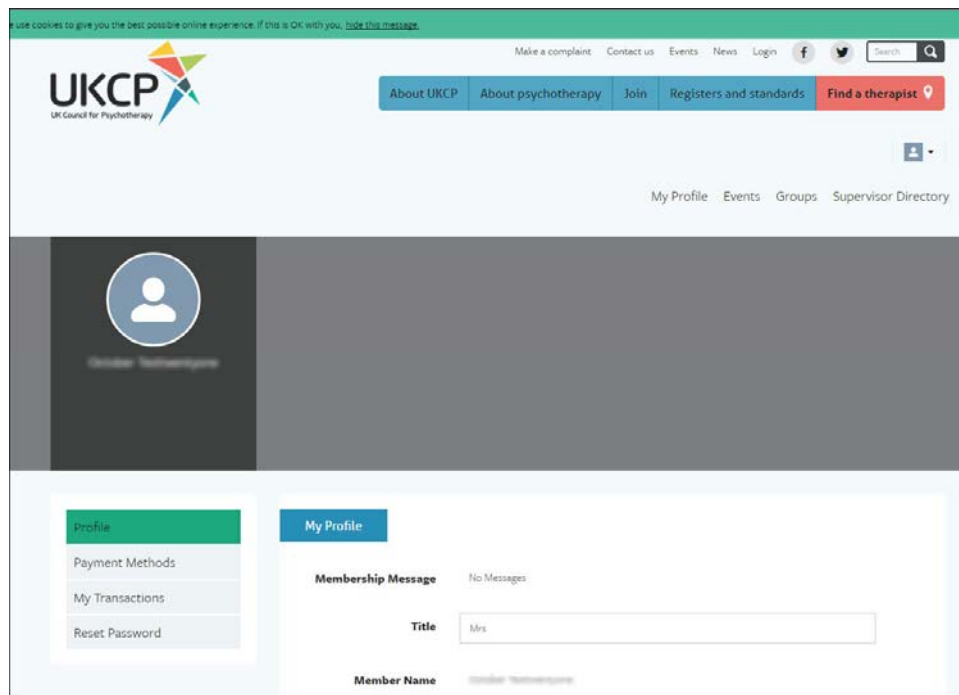
A screenshot of the UKCP login form. It features the UKCP logo at the top. Below the logo are two input fields: 'Username' and 'Password'. A green 'Login' button is positioned below the password field. At the bottom of the form is a link for 'Forgot Password?'.

Tip!


Before you log in for the first time, you should receive an email from us with a link to create your password.

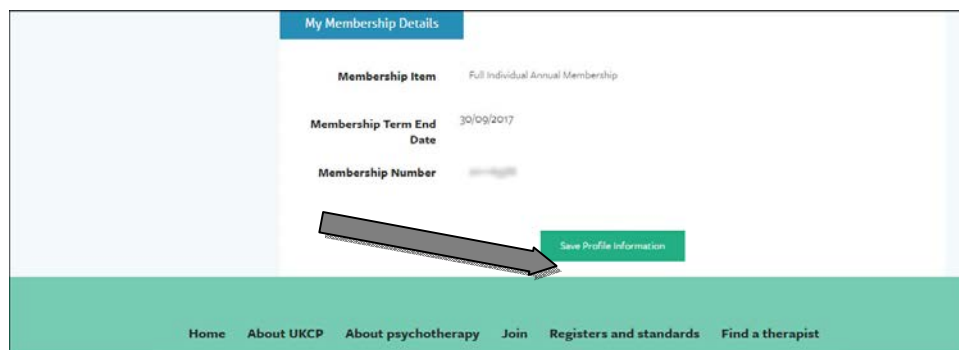
Amending your contact details

Once you have successfully logged in, you should see your 'My profile' page.



On your 'My profile' page, you will find the details that we use to contact you about your membership – your confidential details – plus information about your membership.

-  You can update your confidential contact details by entering new information, scrolling to the bottom of the page and clicking **'Save Profile Information'**.



Changing your Find a Therapist details

At the top of the page, under the 'My Profile' menu, you will find a link to 'My Find a Therapist Profile'.



On the 'Find a Therapist Details' page, you will be able to add yourself to, or remove yourself from, Find a Therapist.

You can also enter a personal statement where you can tell potential clients how you work and what you can offer.

A screenshot of the 'Find A Therapist Details' form. It includes a 'Personal Statement' text area. Below that are two dropdown menus: 'Clientele' and 'Method of Practice'. The 'Clientele' dropdown is open, showing options: 'Children and young people', 'Companies', 'Couples', 'Families', and 'Groups'. The 'Method of Practice' dropdown is also open, showing options: 'Home Visits', 'Face to Face - Short Term', 'Face to Face - Long Term', 'Online Therapy', and 'Telephone Therapy'. A grey callout box with an arrow pointing to the 'Clientele' dropdown contains the text: 'To select more than one item in these boxes, hold down the shift key when you click.'

You can also say who you work with – your clientele – and your method of practice. To select more than one item in these boxes, hold down the shift key when you click.

You can enter information on this page about your fees and concessions. You can also promote your website and social media information. For Twitter, you will need to put in the whole web link for your Twitter account, not just your Twitter handle.

When you have finished, click the submit button at the bottom of the page.

Tip!

Any changes that you make to Find a Therapist could take up to three hours to show on the website. This is because the website synchronises with the database in three-hour cycles.

Changing your Find a Therapist address

You can add up to three addresses to Find a Therapist. Or you can edit or delete existing addresses.

You can also:

- add a telephone number associated with each address
- say whether the address is active or not
- say whether the address is the primary address for Find a Therapist (the one you want to appear first on your page)
- say whether each address is wheelchair accessible.

UKCP
UK Council for Psychotherapy

Make a complaint Contact us Events News Login f t Search

About UKCP About psychotherapy Join Registers and standards Find a therapist

My Profile Events Groups Supervisor Directory

Locations

You can add up to 3 active locations that will appear on your public Find a Therapist Profile.

Add Entry

Active	<input type="checkbox"/>	<input type="checkbox"/>
Primary Address for Find a Therapist	<input type="checkbox"/>	<input type="checkbox"/>
Address Line 1	Little Wood	
Town	Princes Risborough	
County	Oxford	
Postcode	OX19 3EJ	
Country	UK	
Telephone 1	01295 234567	

You can add a new address entry, or click the icons on the right to edit or delete an entry.



When you have finished updating your location information, click the **submit** button at the bottom of the page.

Tip!

Like most websites that use maps, UKCP uses Google to create the map images on Find a Therapist. If your map does not appear correctly, it is because there is something about the address that Google has not recognised.

This could be because you have:

- used a house name rather than a number
- used a room number or the name of a smaller building within a larger complex, such as a hospital
- included the county rather than London for metropolitan towns such as Croydon or Bromley

You should also make sure that you have spelled everything in the address correctly.

You can test your address by copying and pasting all of it into Google Maps. You can then make any changes to ensure the map shows correctly.

Changing your list of issues that you work with

You can create or change the list of issues that you work with. You will find these under the 'My Attributes' which you will find at the top of the page, under the 'My Profile' menu.



Making the most of the Find a Therapist function on the UKCP website

On this page you can add or edit or delete an attribute or use the icons on the right to edit or delete an entry.

Attributes

You can add attributes that will appear on your public Find a Therapist Profile.

Add Entry

Attribute Category Experience and Special Interest

Attribute Name Addiction

Submit

Home About UKCP About psychotherapy Join Registers and standards Find a therapist

You can add a new attribute entry, or click the icons on the right to edit or delete an entry.

To add a new attribute, click the 'New Entry' button. Then select 'Experience' and 'Special Interest' from the 'Attribute Category' box, followed by the issue you wish to add from the 'Attribute Name' options. When you have made your selection, click 'Add Entry'.



When you have finished adding entries, don't forget to click the **submit** button at the bottom of the page to save your new list.

Attributes

You can add attributes that will appear on your public Find a Therapist Profile.

Close

Attribute Category --None--

Attribute Name --None--

Add Entry

Attribute Category Experience and Special Interest

Attribute Name Addiction

Submit

Tip!
Don't forget to click submit when you have finished adding specialisms.

Adding or changing a profile picture

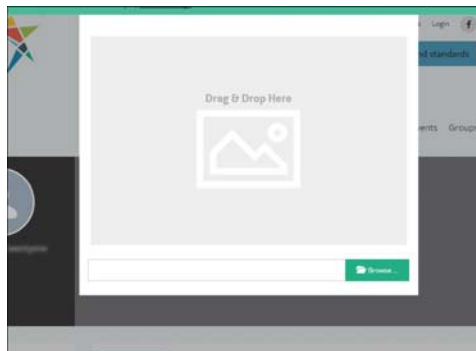
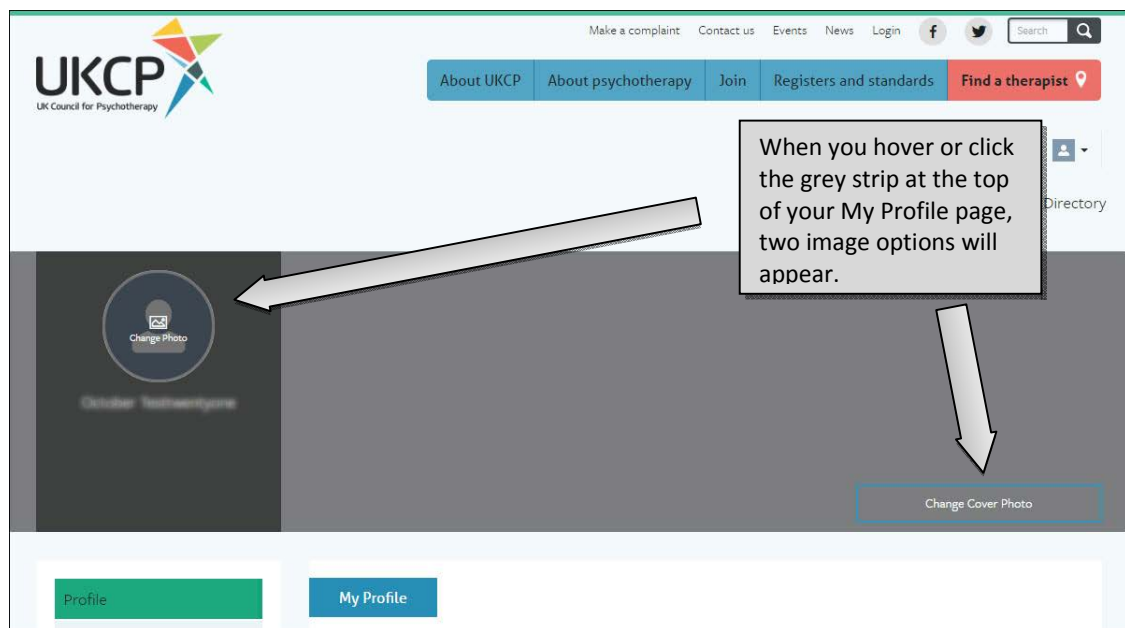
You can add two pictures to your membership profile. The most important one is the image that people will see when they search on Find a Therapist.

You can also add a background image to your profile page that only you will see.

Tip!

Do make sure that you have permission of the copyright owner for any images that you add to the website.

To add an image, hover over or click the grey strip at the top of your 'My Profile' page. You will see two prompts that invite you to add a picture.



When you click on 'Change Photo' or 'Change Cover Photo', a dialogue box will appear. You can drag and drop an image from your computer into the box. Alternatively, click the browse button to navigate to an image on your computer.

What to do if you have problems uploading your image

You may get a message saying that your picture is too large. If this happens, try saving your image as a smaller file.

If you have photo-editing software, your cover photo should be 1100 pixels wide by 300 pixels high. Your profile picture should be 200 pixels wide by 300 high.

If you are unable to get a photo into your profile, please send your picture to website@ukcp.org.uk.

