moonraker
ACADEMY

THE THERAPY WEBSITE WORKBOOK

All 13 one-page worksheets and checklists from the free Moonraker Academy lessons, in order. Print it, keep it next to you, and work through one page per lesson.

13 worksheets | 4 steps | Free bonus



What's inside

Do the steps in order. Every page matches a free video lesson at moonrakeracademy.com.

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Connect Search Console

Connect your domain to Google Search Console once, the right way: a practice-owned account, a Domain property, one DNS record that stays in place, and a sitemap that says “Success.”

BEFORE **Two quick decisions**

Use a Google account your practice controls and will keep. Not a personal account, and not your web designer’s.

Examples: Domain settings usually live where you pay for your domain each year, or in Squarespace or Wix

Google account that will own it _____

Where my domain’s settings live _____

1 · ADD **Add a Domain property**

Click “Add a website,” choose Domain, and type just the domain name. No https, no www, no slash.

Examples: harborpractice.com

Domain I entered _____

2 · VERIFY **Prove you own it**

Use the one-click option if Google offers it. Otherwise add a TXT record: Name @ (or blank), Value = the google-site-verification text. Don’t change other records. Never delete this one.

Method used (one-click / TXT record) _____

Date I saw “Ownership verified” _____

3 · SUBMIT **Submit your sitemap**

Indexing → Sitemaps. Usually sitemap.xml (sitemap_index.xml on WordPress with Yoast). “Couldn’t fetch” on day one is common; check again tomorrow.

Sitemap address _____

Date it said “Success” · discovered pages _____

HELPERS **Add users instead of sharing passwords**

Settings → Users and permissions → Add user → Full. You stay the owner.

Who I added, and when _____

CHECK **In a few days**

Performance report shows searches and clicks (date checked) _____

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Google Analytics Setup

Set up Google Analytics the right way for a therapy practice: count the three things that mean someone wants help, and keep anything private out. Three steps: create, install, count.

1 · CREATE Account and property

Use the same practice-owned Google account as Search Console. Account = your practice. Property = your website. Objective: “Generate leads.” Choose Web and leave Enhanced measurement on.

Google account used _____

Property name · time zone _____

2 · INSTALL Tag on every page, once

Website builder (Squarespace, Wix, WordPress): paste just the tag ID into your site’s settings. WordPress: Site Kit can do it. Built by hand: send your web person the code from “Install manually.”

Tag ID: G- _____

Where I pasted it _____

3 · COUNT One key event: generate_lead

form_start is interest, not an inquiry, so never make it a key event. form_submit can miss booking widgets. Instead: Admin → Events → Create event → name it generate_lead, turn on “Mark as key event,” no dollar value.

Examples: Form with a thank-you page → trigger: page_view, URL of the thank-you page · Form without one → trigger: form_submit, your contact form · Booking button and phone number → your web person or plugin sends generate_lead, labeled booking or phone

Form trigger (thank-you page URL or form name) _____

Booking button: sends generate_lead (yes / who) _____

Phone tap: sends generate_lead (yes / who) _____

PRIVACY Nothing private, ever

Never send names, emails, phone numbers or anything a client types. Keep the tag out of your client portal, intake forms and anything behind a login. Data retention: 2 months. Google signals: off.

Retention set to 2 months · signals off (date) _____

CHECK Test it on your phone

Realtime showed 1 active user on mobile data (date) _____

Test inquiry counted as generate_lead (date) _____

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Google Business Profile Setup

Set up your profile so it's accurate, follows Google's rules, and stays live. Three steps: name, place, prove. Then finish the details.

BEFORE YOU START **Search Google Maps first**

Already there? Click "Own this business" and claim it. Never create a second profile for the same practice.

Found on Google Maps? (yes: claim · no: create) _____

Google account that will own the profile _____

1 · NAME **Real name, one main category**

Use your practice name exactly as it appears on your sign, website and paperwork. No extra words. Solo: your own name. Group: one profile for the practice; clinicians in their own names, never one per specialty.

Examples: Harbor Practice · Alex Morgan, LMFT · not "Best Anxiety Therapist Portland"

Profile name _____

Main category (e.g. Psychotherapist, Psychologist) _____

2 · PLACE **An honest location**

An office clients can visit only if it has your name on it and is staffed during your hours. From home: say no and add a service area (address hidden). Online only: a gray area. With a real home office, say no to a location, add the areas your clients live in, and show street sign, house number, a lockable office, credentials, signage and your Google login on the verification video.

Office clients visit (address) · or service area (cities / zip codes) _____

Practice phone number (no call center or phone tree) _____

Website link (homepage, or that office's page) _____

3 · PROVE **Verify, however Google asks**

Video: sign or street, door, inside, one take, no edits, no clients. While you wait, don't change your name, address or category.

Method Google gave me · date started _____

Date verified _____

FINISH **Complete the profile**

Hours (or leave off if by appointment only) · description up to 750 characters, no links or prices · services · booking link · real photos · managers via People and access. Never share your password.

Description drafted (yes / no) · services added · booking link _____

Photos added · managers added _____

CHECK **See it live**

Searched my practice name on Google Maps: details correct (date) _____

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The 5-Second Test

Pick one service page. Write three lines. Then check it on your phone. A stranger should be able to answer three questions in a few seconds: What is this? Is it for me? What do I click?

YOUR PAGE **Choose one service page**

Page URL _____

The service it covers _____

The place, or the area you serve online _____

1 · WHAT **The heading**

Formula: the service, then the place. It should only fit this page.

Examples: Couples therapy in Portland · Trauma therapy for teens in Austin · Online anxiety therapy across Ontario

Heading now _____

New heading _____

2 · WHO **The introduction**

Two sentences: what the service is, who it's for, and who provides it. Only describe what you actually offer.

Examples: Group: "Couples therapy at Harbor Practice, for partners who keep having the same argument. Meet our couples therapists, and see how to get started." · Solo: "I work with couples who feel stuck in the same patterns. Here's how I work, and how to reach me."

Introduction now _____

New introduction (2 sentences) _____

Names a clinical approach? Checked by _____

3 · NEXT **The button**

Say exactly what happens when someone clicks. If it opens a form, don't call it "Book now."

Examples: Opens a form → "Send an inquiry" · Opens a booking calendar → "Book a consultation" · Starts a call → "Call the practice"

Button now _____

Where it actually goes _____

New button wording _____

CHECK **Tap it on your phone**

A clear button that goes to the wrong page is still broken.

Heading and introduction read correctly (date) _____

Button opens the right page (date) _____

Who publishes the change _____

MEASURE **Don't guess**

Note the date you changed the page, then compare inquiries over the next few months.

Date changed _____

Compare again on _____

Harbor Practice is a fictional teaching example. Clearer wording doesn't guarantee rankings or inquiries. Keep patient details out of this worksheet.

The Scroll Test

Every section below your first screen should answer one question your visitor actually has. Plan three sections, in this order, then check every link on your phone.

YOUR PAGE **The page you're working on**

Page URL _____

First-screen heading (from the 5-Second Test) _____

1 · HOW **How does it work?**

Describe what sessions actually involve: in person, online or both; how long a session lasts; what happens in the first appointment.

Examples: Heading: "How couples therapy works at Harbor Practice"

Section heading _____

Two sentences _____

Names a clinical approach? Checked by _____

2 · WHO **Who will I see?**

Introduce the clinicians who provide this service, one sentence each, and link to their full profiles. Solo practice: a short paragraph and a link to your About page.

Examples: Link text: "Meet Dana Reyes, couples therapist" — not "click here"

Section heading _____

Two sentences _____

Profile links (wording → page) _____

3 · START **How do I start?**

Spell out the steps, then repeat the button from the top of the page. Same words. Same destination.

Examples: 1 Send an inquiry · 2 We reply to arrange a short call · 3 We book your first session

Step 1 _____

Step 2 _____

Step 3 _____

Button wording (same as the top) _____

CUT **Run the scroll test**

Read every other section and ask which question it answers. No answer? Cut it, or give it a page of its own.

Sections to cut or move _____

CHECK **Tap every link on your phone**

All profile links open the right page (date) _____

Bottom button opens the same destination as the top (date) _____

Harbor Practice, Dana Reyes, Sam Okafor and Alex Morgan are fictional teaching examples. Keep patient details out of this worksheet.

The Path Test

Someone should be able to reach your service page in one or two taps, from anywhere on your site. Check three paths: home, menu, mentions. Then tap every link on your phone.

YOUR PAGE **The service page you're working on**

Page URL _____

Service name (as visitors would say it) _____

1 · HOME **Your homepage**

Give each main service its own short block, with a link straight to its page. Use the service name as the link.

Examples: "Couples therapy" → /couples-therapy, not "Learn more"

Is there a link from the homepage? (yes / no) _____

Link wording now _____

New link wording _____

2 · MENU **Your menu**

Put services under one clear label and list each service page by name. One or two taps on a phone is fine. Three levels deep? Bring it up.

Examples: Services → Couples therapy

Menu label _____

Taps to reach it on your phone _____

Change needed _____

3 · MENTIONS **Mentions on other pages**

Wherever another page talks about this service, link to it with words that describe the page. From the service page, link back to each clinician's profile.

Examples: Profile: "...works with couples" → link "couples" to the couples therapy page · Blog post about the same argument every week → link to the couples therapy page

Page that mentions it → link words _____

Page that mentions it → link words _____

Page that mentions it → link words _____

Profiles the service page links back to _____

FIX **Run the path test**

Rewrite any link that says "click here," "read more," or nothing at all. Add a link wherever a page should point here and doesn't.

Links to rewrite _____

CHECK **Tap every link on your phone**

From the homepage: reached in ___ taps (date) _____

From two other pages: reached in ___ taps (date) _____

Harbor Practice, Dana Reyes, Sam Okafor and Alex Morgan are fictional teaching examples. Better links don't guarantee rankings or inquiries. Keep patient details out of this worksheet.

The Snippet Test

Before anyone clicks, they read two lines in a search result: your page's title and description. Write both for one service page, count the characters, paste them into your page settings, then check what people actually see.

YOUR PAGE **The service page you're working on**

Page URL _____

Title it has now _____

1 · TITLE **Service, place, then practice name**

A separate setting from the heading on the page, usually in your website builder's SEO settings. About 60 characters so it isn't cut off. Every page gets its own title.

Examples: Couples Therapy in Portland | Harbor Practice · Online Anxiety Therapy in Oregon | Alex Morgan, LPC

New title _____

Characters (aim for about 60) _____

2 · DESCRIPTION **Who it's for, and what happens next**

Two short sentences, about 150 characters. Written for a person, not a list of keywords. Only promise what the page actually delivers.

Examples: For partners who keep having the same argument. Meet our couples therapists, and send an inquiry to get started.

New description _____

Characters (aim for about 150) _____

3 · CHECK **What people actually see**

Google can rewrite a title or description when it thinks something else fits a search better. Search the service and your practice name on your phone. Later, in Search Console's Pages tab, a page that shows up often but is rarely clicked is the first to rewrite.

Pasted into page settings (date) _____

What my result shows on my phone _____

MEASURE **Don't guess**

Date changed _____

Compare clicks again on _____

Harbor Practice and Alex Morgan are fictional teaching examples. Google and Search Console are trademarks of Google LLC; Moonraker Academy is not affiliated with Google. A better title doesn't guarantee rankings or clicks.

The 5-Second Test for Your Homepage

In a few seconds, a visitor decides three things: What is this? Is it for me? What do I click? Your homepage answers them for the whole practice, not one service. Write three lines, then check your main button everywhere it appears.

YOUR HOMEPAGE **What it says now**

Homepage URL _____

Current heading _____

Buttons on the first screen now (count them) _____

1 · WHAT **The heading: your help, then your place**

Say what kind of help you offer, and where. Your name alone isn't enough; most visitors already know it. Offer ten services? Name the few people come for most, and let the menu do the rest.

Examples: Group: Therapy for adults, couples and teens in Portland · Solo: Anxiety and trauma therapy with Alex Morgan, in Portland and online across Oregon

New heading _____

2 · WHO **The introduction: who you help, and who they'll see**

Two sentences. Only describe what you actually offer, and write your credentials exactly as you're licensed.

Examples: Group: A team of licensed therapists helping adults, couples and teens across Portland. Meet the team, and find the right fit. · Solo: I'm Alex Morgan, a licensed counselor. I help adults who feel anxious most of the time, in person and online.

Sentence 1 _____

Sentence 2 _____

3 · NEXT **One main button, worded the same everywhere**

Pick one main action. Use the same words in the menu, on the first screen and at the bottom of the page. Give people who aren't ready one quieter link.

Examples: Opens a form → "Send an inquiry" · Opens a booking calendar → "Book a consultation" · Quiet link → "See our services"

Main button wording · where it goes _____

Quiet link wording · where it goes _____

Same words in: menu □ first screen □ bottom of page □ _____

CHECK **Tap both on your phone**

Main button goes where it says (date) _____

Quiet link goes where it says (date) _____

MEASURE **Don't guess**

Date changed _____

Compare inquiries again on _____

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The Scroll Test for Your Homepage

Every section below your homepage's first screen should answer one question a new visitor has: What do you help with? Who will I see? How do I start? Help, people, start. In that order.

1 · HELP What do you help with?

Show your main services as short blocks: the service name, one sentence on who it's for, and a link straight to its page. Three to six blocks is plenty. No paragraph of forty issues.

Examples: Couples therapy · For partners who keep having the same argument. → /couples-therapy · Anxiety therapy · For worry that won't switch off. → /anxiety-therapy

Section heading _____

Block 1 · sentence · link _____

Block 2 · sentence · link _____

Block 3 · sentence · link _____

2 · PEOPLE Who will I see?

The clinicians who actually see clients: a real photo, name and credentials, one plain sentence about who they work with, and a link to each profile by name. Solo practice: one short paragraph and a link to your About page.

Examples: Dana Reyes, LMFT · Works with couples navigating conflict and big transitions. → "Meet Dana Reyes"

Section heading _____

Clinician · credentials · one sentence · profile link _____

3 · START How do I start?

Spell out the steps. Say in person, online, or both, and where. Then repeat your main button: same words as the top, same destination.

Examples: Send an inquiry → we reply to arrange a short call → we book your first session

Steps _____

In person / online · where _____

Main button wording (same as the top) _____

CUT What doesn't answer help, people or start?

Section to cut, shorten or move to its own page _____

CHECK Scroll it on your phone

Scrolled and tapped every link (date) _____

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The Path Test for Your Homepage

Every service should be a tap or two from your homepage. Check three places a visitor looks: your service blocks, your menu, and your footer. Then tap every link on your phone.

1 · BLOCKS Your service blocks

Give every main service its own block on the homepage, and make the service name the link. A whole tappable block is fine, but the words still say where it goes. A service mentioned in a sentence with no link is a dead end.

Examples: “Teen therapy →” /teen-therapy, not “Learn more”

Services with a block and a named link _____

2 · MENU Your menu: services and modalities

Put every service under one label, “Services,” each by name. Give your modalities their own label, “Modalities”: EMDR therapy, IFS therapy, CBT therapy or ketamine-assisted therapy (KAP), each linked to its own page. On a phone: one tap to open the menu, one tap on the page. Not under About. Not two menus deep.

Services missing from the menu _____

Modalities missing from the menu _____

3 · FOOTER Your footer

The footer is the same on every page, so it’s a reliable backup path. List your services and modalities there too, by name, each one linked, plus your contact details and your main button.

Services listed in the footer _____

Contact details + main button present? (yes / no) _____

PATH Service · blocks · menu · footer

List every service you offer. Next to each, write B, M and F for blocks, menu and footer where it’s linked, and the taps from the homepage. Missing from one of the three? Add it. “Learn more”? Rename it.

Service 1 _____

Service 2 _____

Service 3 _____

Service 4 _____

CHECK Tap every link on your phone

Every service reached in a tap or two (date) _____

Harbor Practice is a fictional teaching example. Better links don’t guarantee rankings or inquiries. Keep patient details out of this worksheet.

Link Search Console to Analytics

Link Google Search Console to Google Analytics once, so you can see which searches lead to real visits. Three steps: choose, stream, check. Before you start: you need to be a verified owner in Search Console and have editor access in Analytics, using the same practice-owned Google account.

1 · CHOOSE Your Search Console property

In Analytics: Admin → Product links → Search Console links → Link. Read the note: anyone with access to this Analytics property can see your Search Console data, so only give access to people you trust. Click "Choose accounts," type your domain if you manage more than one website, tick yours, Confirm, then Next.

Search Console property I chose _____

2 · STREAM Your website's data stream

Click Select and choose the web stream you created in the Analytics lesson (your website address is underneath). Review: property on top, web stream below. If both are right, click Submit. One web stream links to one Search Console property.

Web stream I chose _____

Link listed with my account and the date (date linked) _____

3 · CHECK The new Search Console reports

Reports → Search Console: Queries (searches, clicks, impressions, average position) and Google organic search traffic (landing pages and what people did next). No section? Library → Search Console collection → Publish.

Search Console section visible in Reports (yes / published from Library) _____

MEASURE Be patient, then look

"No data available" right after linking is normal. Search Console data usually arrives within a day or two. Link it now, even if your website is brand new.

Date I linked the two _____

Check again on (two days later) _____

Queries has data (date) _____

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Read Search Console

Read Google Search Console once a month the way we do: find the searches you're close on, find the page that should win them, and change one thing. Three steps: queries, pages, one decision.

SET UP **Performance, three months, four numbers**

Open Search Console, choose your website, click Performance. Set the date to 3 months. Tick all four boxes: clicks (visits from Google), impressions (how often you appeared), CTR (share of impressions that became clicks) and average position (1 = the top, 10 = bottom of page one). Don't judge the average position on its own.

Date · the four numbers _____

1 · QUERIES **Searches you're close on**

Open the Queries tab. Skip your own name (people already looking for you). Look for searches that describe what you do, with impressions but few clicks, at a position under about 20.

Examples: moonraker.ai: "marketing for therapists" · 38 impressions · 0 clicks · position 7.6

Query · its four numbers _____

2 · PAGES **The page that should win**

Open the Pages tab and look for two patterns. A: a strong position but a low click rate (people see it and choose something else). B: a page sitting at positions 8 to 20 (nearly on page one).

Examples: moonraker.ai: /core-marketing-system · position 3.8 · 321 impressions · 0.6% clicked (pattern A)

Page · position · impressions · CTR _____

Pattern A or B _____

ONE DECISION **One page, one fix**

Don't change ten things. Pattern A: rewrite the page's title and description (the snippet test). Pattern B: improve the page itself (the five-second test and the scroll test).

The one change I'm making _____

Date changed _____

MEASURE **Check again in four weeks**

Compare the same length of time before and after. Give it a few months before you judge it.

4-week check · date · numbers _____

Keep it, or try the next fix? _____

Numbers shown as examples are from Moonraker's own website (moonraker.ai); your numbers will differ. Google and Search Console are trademarks of Google LLC; Moonraker Academy is not affiliated with Google. Keep patient details out of this worksheet.

Read Google Analytics

One question matters for a practice: where do your inquiries actually come from? Three steps, once a month: channels, inquiries, one decision.

BEFORE YOU START **One key event for every inquiry**

You need the generate_lead key event from the Analytics setup lesson. Without it, Analytics can only count visits, and visits aren't inquiries. Send yourself a test inquiry and check it counts.

generate_lead set up and counting (date of test) _____

1 · CHANNELS **Where people arrive from**

Reports → Acquisition → Traffic acquisition. Date: last 28 days. Each row is a channel.

Examples: Direct: typed your address, or Analytics can't tell (includes some AI apps) · Organic Search: Google and other search engines, including AI Overviews and AI Mode · AI Assistant: ChatGPT and similar tools · Also Email, Paid Search, Organic Social, Referral

Total sessions (28 days) _____

Top 3 channels by sessions _____

2 · INQUIRIES **Judge every channel by inquiries, not visits**

Scroll the table right, past the engagement columns. Under Key events and Event count, click the small arrow that says All events, and choose generate_lead. Small numbers are a signal, not proof: check the last 3 months before you move money or time.

Top channel for inquiries this month _____

A channel with visits but no inquiries _____

Same pattern over the last 3 months? (yes / no) _____

3 · ONE DECISION **Change one thing**

Do more of what's working, where inquiries come for the least effort. Organic Search bringing inquiries: keep improving the service pages people land on. A paid channel with visits but no inquiries: pause it, or fix the page it sends people to, before you spend more.

Channel _____

What I changed _____

Date changed · compare again on _____

HABITS **Keep it honest**

Once a month, send yourself a test inquiry and check the key event still fires. Never look for individual people in these reports: you're counting routes, not clients.

Monthly test inquiry counted (date) _____

CHECK **This month**

Date checked _____

Next check (about one month from now) _____

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