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.