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 _____

Harbor Practice and Alex Morgan are fictional teaching examples. Clearer writing doesn't guarantee rankings or inquiries. Keep patient details out of this worksheet.