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.