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) _____

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