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.