The Scroll Test

Every section below your first screen should answer one question your visitor actually has. Plan three sections, in this order, then check every link on your phone.

YOUR PAGE **The page you're working on**

Page URL _____

First-screen heading (from the 5-Second Test) _____

1 · HOW **How does it work?**

Describe what sessions actually involve: in person, online or both; how long a session lasts; what happens in the first appointment.

Examples: Heading: "How couples therapy works at Harbor Practice"

Section heading _____

Two sentences _____

Names a clinical approach? Checked by _____

2 · WHO **Who will I see?**

Introduce the clinicians who provide this service, one sentence each, and link to their full profiles. Solo practice: a short paragraph and a link to your About page.

Examples: Link text: "Meet Dana Reyes, couples therapist" — not "click here"

Section heading _____

Two sentences _____

Profile links (wording → page) _____

3 · START **How do I start?**

Spell out the steps, then repeat the button from the top of the page. Same words. Same destination.

Examples: 1 Send an inquiry · 2 We reply to arrange a short call · 3 We book your first session

Step 1 _____

Step 2 _____

Step 3 _____

Button wording (same as the top) _____

CUT **Run the scroll test**

Read every other section and ask which question it answers. No answer? Cut it, or give it a page of its own.

Sections to cut or move _____

CHECK **Tap every link on your phone**

All profile links open the right page (date) _____

Bottom button opens the same destination as the top (date) _____

Harbor Practice, Dana Reyes, Sam Okafor and Alex Morgan are fictional teaching examples. Keep patient details out of this worksheet.