

Cyti Psychological

Website, Booking & Analytics — Site Guide

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This guide covers what the demo site includes, how visitors are tracked, how staff sign in to the analytics dashboard, and where each admin feature lives.

1. The public site

The site combines the marketing website, the new-patient booking flow, and first-party analytics in one application.

- **Home (/)** — blueprint homepage with care-journey CTAs, condition tiles, state finder, and chat.
- **What We Treat (/what-we-treat)** — 11 condition pages: anxiety, depression, trauma/PTSD, ADHD, relationships, child & teen, family, burnout, grief, LGBTQIA+, eating disorders.
- **Find Care By State (/states)** — CA, OR, WA active; UT, AZ, NM, TX, CO, ID, FL, GA coming online with interest-list signup.
- **Insurance & Payment (/insurance-payment)** — coverage info plus the insurance verification form (goes to the support queue).
- **Meet Our Therapists (/meet-our-therapists)** — live provider directory with filters; each provider has a profile page.
- **Booking (/book)** — search real therapist availability by state, insurance, and need; pick a time slot and book, or request a time.
- **Care Assistant chat** — the chat bubble (bottom right) guides scheduling, insurance, state availability, and live-support questions. It is non-clinical and shows 911/988 guidance for crisis language.
- **Also** — About (/about), Support (/support), Resources, Careers, Knowledge Base (180+ articles).

2. How visitors are tracked

Analytics are first-party (no third-party cookies required) and privacy-conscious: visitor IPs are recorded for admin review, location is derived server-side, and bots are filtered out.

- **Sessions** — every visit creates a session capturing source (Google, ChatGPT, social, partner links), location, device, and the full page-by-page journey with load times.
- **Events** — clicks on key CTAs, chat usage, form submissions, and every booking funnel step (searched, selected a slot, booked / requested a time) attach to the session.
- **Bookings** — completed bookings are also confirmed server-side, so the dashboard reliably knows who booked and who did not.
- **Campaign links** — links like `?cyti_ref=CODE` attribute the whole session to an advertiser campaign for the referral program.

3. Signing in to the admin dashboard

- **First-time setup** — visit /setup once to create the first owner account (name, email, password). After an admin exists, /setup permanently redirects to the login page.
- **Login** — go to /admin/login and sign in. Sessions last 7 days; signing in keeps you logged in across visits.
- **Forgot password** — use /admin/forgot-password. With SMTP configured (Settings) a reset email is sent; without SMTP the reset link is shown on screen.
- **Adding staff** — Admin > Staff: invite teammates by email with a role - owner (full control), admin (manage settings/staff), or staff (view analytics).

4. Admin dashboard map (/admin)

- **Overview** — sessions, visitors, pageviews, bookings KPIs; sessions/visitors trend; bookings-per-day chart with day/week/month/quarter views; booking funnel; top sources, pages, countries, devices.
- **Sessions** — every visit with source, location, IP, and device. Click into a session to see the full page journey, per-page load times, and every event (including whether they booked).
- **Users** — unique visitors. Click a user for every session and everything they have engaged with across visits.
- **Sources & Referrals** — channel breakdown (AI assistants like ChatGPT, search, social, partner, direct) and every referrer.
- **Geography** — sessions by country and state/region.
- **Campaigns** — the referral program: add advertisers (contact info on file), create campaigns with a unique link and a rate, choose pay-per-booking or pay-per-engagement, watch conversions accrue, and record payouts. Stripe transfers activate when a Stripe key is configured; until then payouts are tracked manually.
- **Reports** — send a multi-sheet XLSX analytics report now, or schedule the weekly email (recipients and timing in Settings).
- **Settings** — SMTP for email delivery, weekly report schedule, data retention, and privacy options.
- **Mend Logs** — placeholder for the upcoming booking-integration log viewer.

5. Quick links

Site: <http://cyti-mainsite-alb-755050556.us-west-2.elb.amazonaws.com>

Admin login: /admin/login First-time setup: /setup Booking: /book Support: 866-478-3978