

Web Site Check List: Many elements determine a successful massage therapy practice web site. This checklist helps achieve the vision of your Internet presence and is segmented into three tiers for your level of massage therapy practice. **Attract clients to your table and have Biotic setup your website today!**

Tier I: Essentials to launch yourself on the web:

- Determine your easy-to-remember URL (for example, www.BioticRochester.com).
- Ensure you have the following basic content: Services (massage techniques), rates, location, contact information, benefits of techniques, photos (on site, therapy room, and employee photos).
- Post your License in Massage Therapy and link to the NYS license site – this validates your business and expertise to potential clients.
- In addition to a “Contact” page, provide your business phone number on every page consistently located. This is your “call to action” to schedule a massage.
- Require consistency from page to page – when a visitor clicks around your site they should find basic elements (text, photo, links, etc.) in the exact same spot. “Ease of use” keeps people on your site. Ensure every link works and all content is clear and concise.

Tier II: Elements for an established massage therapy practice:

- Provide intake form documents –helpful to your client and to you. Online forms allow the client to be thoughtful and comprehensive with their health history and saves time when they arrive with it complete.
- Include logo, business color and name – this raises your professional appearance. Basic branding requires a specific business color, a straightforward logo, and a business name with an aligned “tag line.” Locate identity information top left consistently.
- Ensure Search Engine Optimization, Meta-Tags and listings refer to your web site correctly to generate traffic to your site and clients to your table.
- Provide special offers, gift certificates, and promotions to schedule a massage with you.
- Articulate the benefits of massage, not the features; clients want to know how their appointment with you can decrease their pain.
- Embed an automated map to help people find your space with directions.
- Include photos of your location, outside to inside– providing a virtual tour of where they will go for their massage to provide familiarity upon their first visit to your location.
- Consider video as advanced virtual tour of your space and to introduce yourself to prospective clients.

Tier III: E-commerce and interactivity with your clients:

- Include a payment method on your site for clients to buy gift certificates and promotions.
- Provide a reason for visiting the site regularly – e.g., newsletters, health tips, events you will be attending, and other resources for your target clients.
- Include a feedback area for clients to privately email you about what they want from your service – an interactive web site opens your treatments to improvement that is based on your client’s needs.
- In addition to search engine optimization, broadcast your web site via email, social networking sites, and other media– for LMTs word of mouth/e-mail is the most effective advertising. Include your web site URL on every email.