

How to: Successfully create your Therapist listing.

SIGN IN Using your email address and confidential password

DASHBOARD This is the page that opens after sign in. Go to Therapist Listing/edit.....Click edit



KEY DETAILS PAGE

You are on your key details page where you enter all the information which will assist potential clients to find your listing. Name, Contact Details Telephone number, Email address etc. This will appear in the search results page and will also appear at random on the featured therapist section on the home page.

Synopsis – this is a short statement about you practice and appears on the search results listing page.

Main Image – this image will appear on your home page listing and should be your practice logo if you have one or your own photograph. This helps people identify your practice. If you leave this blank a default image of the Natural Health Directory NI leaves will appear.

Image Description – enter descriptive keywords that relate to your image and your practice. This will help search engines find your listing eg. 'Your offered treatments' Yoga, Osteopathy, Thai Massage, Colour Therapy...These keywords do not show on your listing.

When your key details and location pages are completed, this is how your listing appears



KEY DETAILS PAGE continued

List your categories – tick all the categories of therapies that you offer. This list will automatically appear at the bottom of all your listing pages.

List your Symptoms - tick all the symptoms which your treatments may be able to help, being sure to only claim those which are supported by your professional training and/or professional Association [if appropriate]

This will assist potential clients find your listing when they enter a symptom into their search rather than a therapy.

NOTE: You will not be able to proceed to other listing pages until both your treatments and symptoms sections have been completed.

Appearance – Change the colour of your listing to complement or match your company colour scheme by clicking on any one of the colour pallet boxes.

Message Box – the message box appears on all of your listing pages and allows you to present special promotions, offers or other messages to your clients eg – a coffee morning or promotional treatment. Keep the text snappy for the best results and remember that you can change this message as often as you wish and at any time. You can also change your text font size, make bold or italics

Social Media – To link to your facebook, flickr, twitter or youtube simply put the appropriate URL address link into the box provided. The URL address appears at the top of your facebook, twitter, flickr or Youtube page.

Don't forget to Publish before going on to overview

- Acupuncture
- Allergy Testing
- Angel Healing
- Aromatherapy
- Aura Photography
- Australian Bush Flower Therapy
- Beauty Therapy
- Bio Energy Therapy
- Body Talk

- ADD
- alcohol addiction
- anaemia
- anorexia
- Asperger's syndrome

- back pain
- bladder infections

- blocked nose
- brittle nails
- bulimia
- candida
- chronic fatigue syndrome

The screenshot shows a vertical form with three main sections: 'APPEARANCE', 'MESSAGE BOX', and 'SOCIAL MEDIA'. The 'APPEARANCE' section contains five color swatches: pink, blue, yellow, light green, and grey. A green arrow points from the text 'clicking on any one of the colour pallet boxes' to the pink swatch. The 'MESSAGE BOX' section has a text area with a character count 'Keep it snappy - 400 Characters' and formatting icons for bold (B), italic (I), and link (G). The 'SOCIAL MEDIA' section contains three rows, each with a social media icon (Facebook, Twitter, YouTube) and an input field. A green arrow points from the text 'The URL address appears at the top of your facebook, twitter, flickr or Youtube page.' to the Facebook input field.

OVERVIEW PAGE

The overview page of your listing is where you present information about your practice, the therapies you offer and all the information that you want potential clients to know about your practice. Give as much detail as you can.

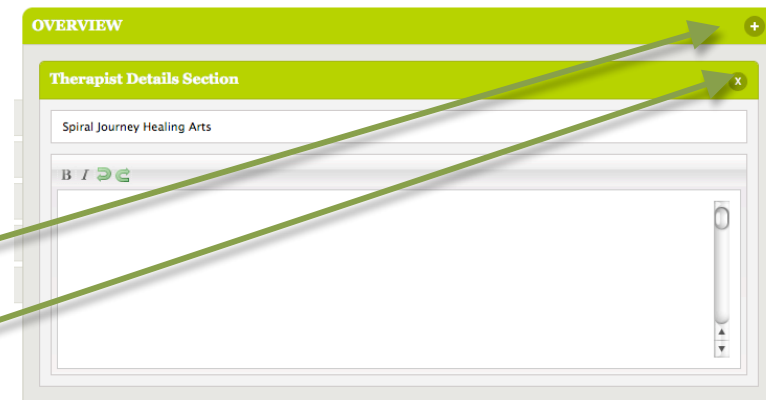
Therapist Details Section - Your overview page can be one long piece or broken up into sections each with a header 'Headline' and text.

To add a new section- just click on the + in the top right at the overview

To delete a section - just click on the X at the top in the therapist detail section

You can also change your text size, add bold or italics and **sections can be rearranged** simply by changing the number in the box – top right

*Don't forget to **Publish** before going on to Experience*



EXPERIENCE PAGE

Your Photo – This helps people identify you when clients visit your practice. It also adds warmth and a personal touch.

Image Description – enter descriptive keywords relating to your image and your practice. This will help search engines find your listing. These keywords do not show on your listing.

Therapist Details Section - Your Experience page can be one long piece or broken up into sections each with a header 'Headline' and text.

To Add a new section- just click on the + in the top right at the overview

To delete a section - just click on the X at the top in the therapist detail section

You can also change your text size, add bold or italics and **sections can be rearranged** simply by changing the number in the box – top right

*Don't forget to **Publish** before going on to Location*



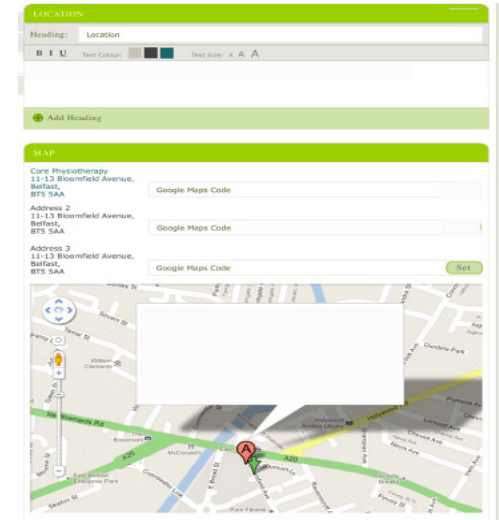
LOCATION PAGE

As your practice address may differ from the address you registered under please input your primary practice address (location 1)

If your practice operates from more than one address, this section allows you to enter up to three practice addresses. The first address (location 1) is the address that will appear on your home page listing in first position.

Google map – The address information you entered into the key details page is used to automatically create your location map.

Don't forget to Publish before going on to Image

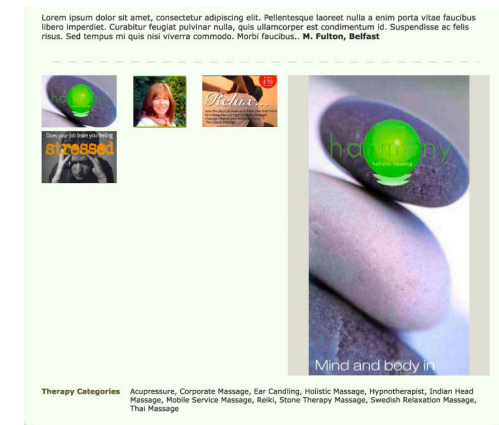


IMAGES

You may add up to 9 images which will all appear at the bottom of your listing pages – overview, experience and location. Images are automatically resized to suit our website specifications but should not be more than 2MB. Images above this size may not appear.

If your image does not appear, check the overall size (height and width) as large size images in excess of 18cms may not appear. If you continue to have difficulty please contact us.

Don't forget to Publish before going on



SIGN OUT

To securely sign out just click the blue arrow at the top of your page and select Log out on the drop down menu

