

# WordPress Blogs for Massage Therapists

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[www.massgecareerguides.com](http://www.massgecareerguides.com)

[www.thebodyworker.com](http://www.thebodyworker.com)

Using a Wordpress blog for your massage website is really the next best thing for creating a website for your massage business if you are not going to use [Site Build it!](#) The reason I say this is that Wordpress is fairly easy to set up and use and it is easy to optimize for the search engines. The most important thing really is that it has a plugin that is a special piece of software that you easily add to the Wordpress system that creates what is called an xml sitemap. You don't really need to know what it is other than it is what search engines look at to rank and list your website. Most other websites don't have this and it makes it harder to get your site found by the search engines.

If you need a website and can't afford or don't have the time and money to put into Site Build it! I recommend using Wordpress.

To begin with you will need a domain name so that you can get a server set up with the domain name. The domain name is one of the key elements of getting found online. With so much competition and so many websites out there it is important to have a domain name that meets these requirements:

- It will be easy to remember
- It will be as simple as possible
- It will tell exactly what you do and where you do it.
- It will be based on the keywords that most people will be using to search for you.

The best domain name is some form of 'massage, your city' or area of town. That is what people will be searching for - massage austin, petaluma massage therapist. Using these keywords in your domain name will help considerably. If you already have a business name you can get that in a domain name and have it forwarded to your site for probably about \$10-20 at most. That way you can use that name in printed materials such as your business card and brochures.

You can also get an idea of how many people are searching for the words 'massage, your city' by using this free [tool from Google](#).

So after you decide on a domain name you will need a webhost to host your site. You will need one that lets you install wordpress with just a few clicks of a button. The one that I use and recommend is called [www.ez-web-hosting.com](http://www.ez-web-hosting.com). They are a few dollars more a month but it is because they do daily backups of your sites. Most other cheap hosting doesn't do that. So it is better to pay a few dollars than to lose your whole site one day.

So go to [www.ez-web-hosting.com](http://www.ez-web-hosting.com) and sign up for their basic package for a website. Just get the cheapest one which will range between \$5.95 - \$7.95 a month depending on how you pay for your site. They sometimes have offers for free domains or an extra month of hosting if you pay in advance for the whole year or two. It will include access to software that automatically installs Wordpress for you. The other reason why I like this company is because it is small and they have great support. You usually get the same person to work through any questions or problems. It will come with email accounts and other things.

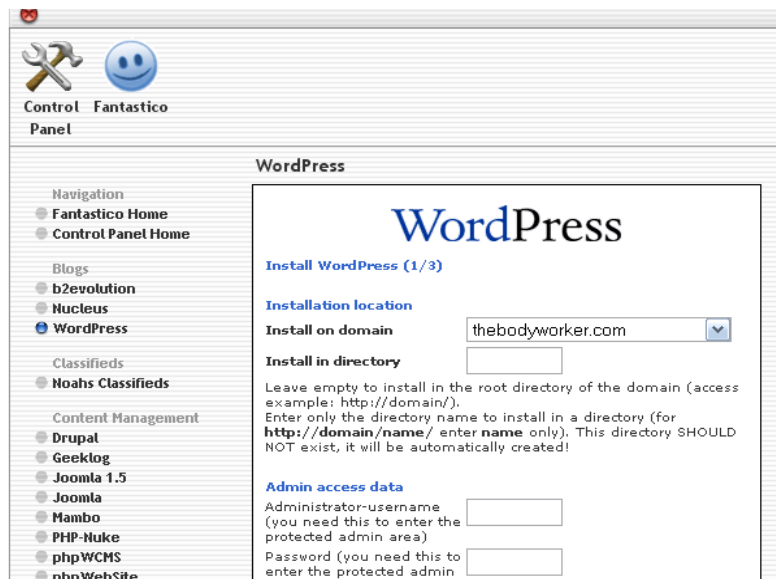
Once you get your server set up which should be in just a few minutes, you can login and start setting up your Wordpress blogging system. They will send you an email of your login address. You may also want to wait a day or so until the domain is set up and pointing to the site as it may make it easier to login.

You will be logging into a cpanel or control panel where you will have access to the tools to set up a Wordpress blog. It is listed under the section now called software and services near the bottom. Click on the thing called **Fantastico**. This is what you will use to set up the blog. It is the one with the smiley face.



Clicking on Fantastico will take you to a list of software that you can add. Choose the Wordpress under the blogs that are available and click on new installation in the right side.

It will look like this:



To have the blog installed on the main page so that it loads when people go directly to your site just leave the section that says **"Install in Directory" blank.**

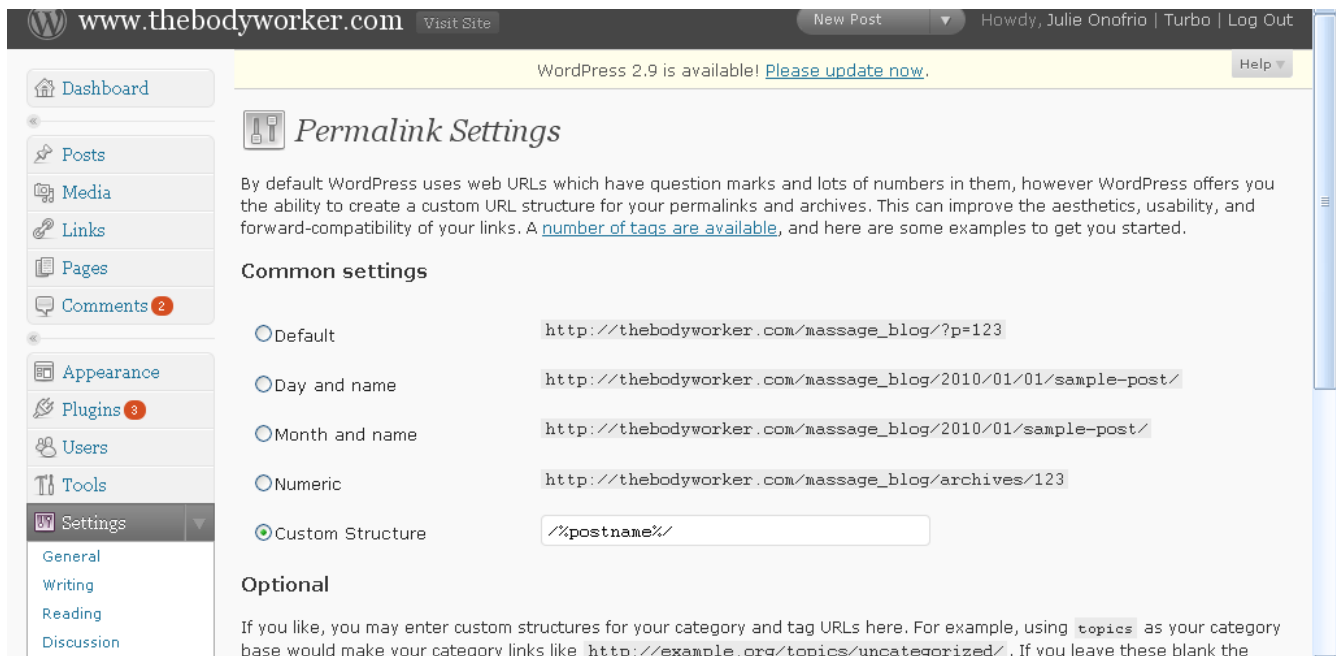
**Set up an administrator username and password.** Remember what it is as you will need it right away. The base configuration info isn't important but you can use it to send yourself an email of the installation details.

So **click on "Install Wordpress"** at the bottom. It will take you to the next page where it will tell you the login address. I think you may need to click again to finish the installation.

After it is installed you can go to the login panel which will look something like [www.yourdomain.com/wp-admin](http://www.yourdomain.com/wp-admin) or [www.yourdomain.com/wp-login](http://www.yourdomain.com/wp-login). Use your login info and login to your new blog.

You will be landing on what is called the *Wordpress dashboard*. There are just a few more things to do to set up your blog and optimize it for search engines...

Go to the settings section and click on **permalinks** and then **select custom structure**. Put `"/%postname%/"` (without quotes) in the box there and click save. This is setting the words you use in your title to show up as the post name. You can then use specific keywords such as 'massage, your city' again to further optimize your site.



Click on the **plugins section** and active Akismet. That is your spam filter. You will need to get what is called a wordpress api key to make it work. You can do that by following the instructions that are in the box. It is just entering your email into their system.

Also under plugins click on add new plugin and search for **Google xml sitemap**. The first one that comes up should be the one you want. It is called just that - **Google xml sitemap by By Arne Brachhold**. Click on install, and then install again to install the plugin. It does it automatically for you.

The xml sitemap will then be listed under your settings tab. I just leave the standard settings that it comes with. But there in the settings will be the link to your sitemap. This sitemap needs to be submitted to the 4 major search engines so that they will find your site.

Follow [these directions](#) to submit your xml sitemap to the search engines. This xml sitemap is what keeps the search engines coming to your site. Each time you write a new post or change a post it will 'ping' the search engines letting them know of the new content.

Now you are ready to get your **theme** installed. There are many free themes that you can choose from. The themes are found in the appearance tab. You can look for specific colors or formats. I think the best themes are actually two column themes with a side bar on the left but you can choose what you want. I also recommend this custom theme that I use for a few blogs called [Studio Press](#). It takes a little tweaking but what I like about it is that it comes with support forums where you can get help on just about anything.

So after you find a theme you just have to choose install it. If it is a theme that isn't in the viewer section you can also just choose upload and it will upload and install your theme.

After you get your theme set up you are ready to start blogging. In the dashboard there is a section called **posts**. When you click on it, it opens up and one of the selections is categories. The categories will be your navigation system so it is important to just choose a handful of them. The one drawback to wordpress categories is that they organize them alphabetically so that is how they will show up on your blog.

So set up a few categories such as massage services, location, contact, or specific topics such as deep tissue massage or whatever type of massage you do. The more content you write the better for the search engines and your potential clients. What people want to know really is what solution do you provide? They aren't really looking for you! They want to know if you know enough to be able to help them with whatever condition they have which is usually some form of pain and stress. By writing about what you do, you will build trust which is what is needed for people to make the call to your office to make the appointment. You can see a sample of things I write about on my clinic website [www.massageseattle.net](http://www.massageseattle.net) ( I am using Site Build it! Not a Wordpress blog but the content will be similar.) I get so many clients saying things like " I read your website and I need to have you as my massage therapist. " I have many short articles on things like fibromyalgia, foot pain and stress to name a few. I add articles all the time which keeps the search engines and people coming to my site which is the same thing that you want your blog to do.

Wordpress give you a good inexpensive way to start a website. If you grow out of your Wordpress or find that it is not getting you the results that you need, the best thing to use for a website is [Site Build it!](#) which is the software and business development system that I use for my site [www.massagetherapists.com](http://www.massagetherapists.com) . It is a little more expensive - \$299 for a year or \$29.99 a month but it teaches you much more about creating a website for your massage business and teaches you how to make money online with your website too in addition to getting the clients you need.

With the instructions in this report, you will be optimizing Wordpress to match SBI! as closely as possible but it isn't quite the same. As I said before it is all about getting the xml sitemap submitted to the search engines which is one small part of SBI!

***You should be on your way to getting a steady flow of new clients!***