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## ABMP UNVEILS IMPROVED WEBSITE BUILDER

*Includes User-friendly Tools and Unlimited Pages for ABMP Members*

(Golden, Colo., Sept. 7) — Associated Bodywork & Massage Professionals (ABMP) today announced the introduction of the new ABMP Website Builder as a member benefit, creating an even better website tool for promoting member massage and bodywork practices. ABMP's Website Builder is custom-built, making it the most practitioner-friendly program offered by a massage membership association. And it's completely free. There is no cost for website registration, hosting, and an unlimited number of pages.

A decade ago, ABMP was the first massage therapy association to recognize that massage therapists needed a Web presence to succeed. ABMP was the first to invest in website hosting and creation tools on behalf of its members.

"We can't overstate the importance of an online presence for massage therapists, especially when they work independently," says Lara Bracciante, director of information services for ABMP. "Today's clients don't just prefer finding businesses on the Web — they expect it. We want to make it easy for members to have beautiful, professional websites that clearly communicate the quality of their work. This tool is a distinct advantage to every ABMP member."

Features of the ABMP Website Builder include:

- **No charge and no pressure to buy an upgrade.** There is no cost to members for domain registration (.abmp.com or .massagetherapy.com), hosting, or setup. No one will call or e-mail with a sales pitch for upgrading service packages.
- **Unlimited website pages.** Members can add as many pages as they want.
- **Content roadmap.** The ABMP Website Builder provides 11 starter pages with content suggestions that make it easy to cover the basics — like the benefits of massage, cancellation policies, and frequently asked questions. Members can adapt, delete, or use the templates as is.
- **Dozens of professional designs.** Members choose from 25 flexible and professionally designed templates with three color choices each, totaling 75 different options.

- **Logo included in the template design.** Members can easily add their own logos as a natural-looking element of the design.
- **Specials/call-out box.** For emphasis, a box can be integrated into the template to highlight certain information, like the therapist's location, monthly specials, or online booking. When the member fills that out, the information automatically appears throughout the site.
- **Embedded video.** For a personal touch, members can easily add video to any or all website pages.
- **Automated Google map.** When members include an address on their website, one extra click generates a Google map to make it even easier for clients to locate the practitioner.
- **Contact form.** This option allows clients and potential clients to reach members through a contact form without the therapist having to publish an e-mail address that invites unwanted e-mail messages.
- **Search engine optimization.** All pages provide fields for members to specify keywords that make their websites appear more prominently when potential clients search for massage therapy services.
- **Smartphone compatibility.** Template options are available that allow client smartphones to view member websites in an appealing and legible format.
- **Client and therapist time-savers.** Clients can easily download intake forms to bring with them to appointments, allowing them to more accurately and conveniently fill them out at home. These forms include First-time Client Health History, Screening Questionnaire, Body Map, Client Feedback, Physician's Permission, and Physician's Referral form.
- **Online booking.** ABMP members can set up their schedules so clients can see availability and make appointments 24/7. For booking a massage, many people prefer this option to voicemail and phone tag.
- **Gift certificate/Paypal sales setup.** Research shows most gift certificates are purchased at the last minute. ABMP members can sell gift certificates and take payment online 24/7, even if the member does not accept credit cards in their practice.

"We developed the ABMP Website Builder with massage therapists in mind every step of the way," Bracciante says. "The system has been custom-built for our members and has many advantages over a third-party product or a one-size-fits-all website builder that doesn't cater to profession-specific needs. As such, we can continually add customized features and templates that our members tell us are key to their success."

ABMP is the nation's largest membership association serving massage therapists and bodyworkers. ABMP promotes ethical practice, fosters acceptance of the profession, and protects the rights of legitimate practitioners. Founded in 1987 and headquartered in Golden, Colo., ABMP has more than 73,000 massage therapist, student, and school members.

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