

Demo site 10 - Hypnosis Bookshop

HTML clipboard

The Hypnosis Bookshop -At the Hypnosis Bookshop you will find a wide selection of hypnotherapy books and related titles.

Hypnosis Bookshop has a close relationship with LightQuick Web Design. We have recently created Hypnosis Bookshop's main website using the Joomla Content Management System. Hypnosis Bookshop has a working on-line shop created using the integrated shopping cart system Virtuemart.

Testimonial:

"
HTML clipboardLightQuick has provided us with an excellent website. It is easy to update and the attention to detail is exceptional. I would highly recommend Lightquick to anyone who is looking for a professional and affordable service."
"

- Sue Turner DCH DHP MNCH(Reg), owner of the Hypnosis Bookshop.

The following image shows a simple and traditional design in keeping with the image of Hypnosis Bookshop with two easy to navigate navigation menu and modules placed in appropriate locations allowing easy access to the on-line shop. The banner displays Hypnosis Bookshop's company image.

We use the following information on

Hypnosis Bookshop's Landing Page to ensure that the content is relevant to the google search terms likely to be used by the potential googling customer. Search engine friendly tools are in place to ensure that Google finds Hypnosis Bookshop and to help place it near the top page of Google.

We will be using SEO tools to automatically generate meta data and keywords for Hypnosis Bookshop

Landing Page

The landing page is very important and must contain information relevant to the search term likely to be used Google. For Hypnosis Bookshop we used the following content.

"Here at the Hypnosis Bookshop you will find a wide selection of hypnotherapy books and related titles. We specialise in Mind Body Spirit books focussing on titles relating to healing, inspiration and self-improvement.

We will bring to your notice books that are essential reading for practising hypnotherapists and students. We will also highlight books that are related to forthcoming professional conferences and events.

Customers and visitors to the Hypnosis Bookshop web site are invited to submit their own reviews of books they feel would be of particular value to others. To submit a review, find the book in our

on-line shop and once logged in you can submit the review of your choice"

We created the graphics for Hypnosis Bookshop as well as the shop identity which will in time become the identity for the whole organisation.

Search engine optimisation is in place for this site. We will use SEF tools (Search Engine Friendly) to optimise the way information is presented to the customer via google. This site is product orientated and requires specific marketing for specific products. This is already underway and many of Hypnosis Bookshop's products can already be found on the top page of Google's listings.

Search engine optimisation will work for your site too. With these enhancements in place your website's position in the top of the sponsored and natural listings is assured.