



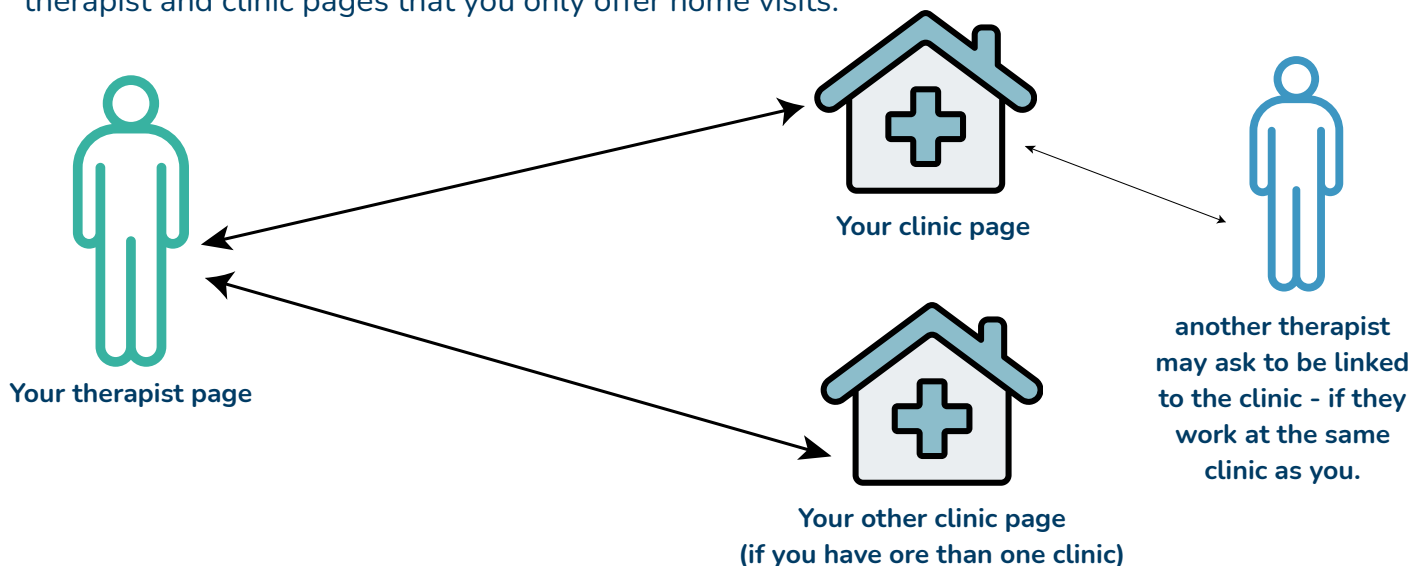
We want your Restore Scar Therapy Directory webpages to stand out. Here is a quick user guide to help you make the most of your listing. Including Search Engine Optimisation - *SEO* - helping your listing appear in a web search.

Create your listing when you have a clear block of time. Allow 30-75 minutes to create your therapist profile and clinic pages to showcase your expertise. Essentially, getting this right will really showcase your scar tissue training and not allow your specialist skills to be lost within a bigger website where you may be offering many other treatments. This is a specific space to tell clients looking for scar therapy about you.

How the Restore Scar Therapy Directory is set up and operates

Our Scar Therapy Directory **homepage default search is on the clinic listing not your therapist profile**. We have some bigger organisations who have many therapists working from a single clinic. We also have therapists who work from multiple clinics.

You can link to an existing clinic or add one or more clinics to show your different locations and availability at different addresses. If you offer home visits chose a central location for your 'clinic' and select 'home visits' in the drop down menu. Also make it clear in your bio on both your therapist and clinic pages that you only offer home visits.



For therapists wanting to have privacy of their address (for example if you work from home and don't want to share this information) you can drag the map pin off your home and drop it nearby.

Follow the guidelines in this document on what to write on your pages in order to really appeal to potential clients and ensure your listing appears in a Google search.

1. Opening Paragraph – About You

Write 2–3 sentences that clearly introduce who you are and where you work. Include:

- your full name, professional qualification, and location in the opening sentence
- your scar therapy qualification or course title
- (e.g. Scar Therapy Practitioner, Caesarean Scar Specialist, Certified Scar Therapy Specialist)
- the city or region where you practise
- a brief mention of your main focus, interest area, or specialism

Tip: Mention your city or town early to improve local web search visibility (improves your SEO)

Use keywords, such as:

- scar tissue therapy
- scar massage treatment
- surgery rehabilitation
- scar management
- post-operative therapy

Example:

I'm Emma Holly, clinical massage specialist and a certified Scar Therapy Practitioner based in London and Somerset. I specialise in non-invasive scar tissue management following surgery or trauma, supporting clients to restore mobility, comfort, and confidence. Book in for your post-operative or post injury treatment today. I am trained in lymphatic drainage massage and can measure you for compression garments to support your recovery after surgery.

2. Second paragraph - Qualifications & Experience

This section builds trust and credibility. Use short paragraphs or bullet points. Include:

- Your years of experience
- Your core professional qualifications
- The types of scars you have experience treating, such as:
 - Surgical scars
 - Oncology or breast cancer scars
 - Cosmetic surgery scars
 - Joint replacement scars
 - Amputation scars

Tips for Users:

- Use bullet points to keep information easy to scan
- Highlight what makes you unique:
- Advanced training
- A specialist niche
- Volunteer or charity work
- A particular term that may be included in a clients internet search words (such as 'caesarean scar massage')



**Add a landscape
photo of you**

Example:

I am a qualified massage therapist with a specialism in scar tissue management. I work in Harley Street, London and near Bath, Somerset. With nearly 30 years' experience, I have experience treating people after different types of surgery or injury, including scar therapy for babies and children, including:

- Trauma and burn-injury scarring
- Caesarean scars
- Joint replacement scars etc.

I have volunteered with Invictus Games athletes and burn survivors. Between 2016-2019 I ran a volunteer scar clinic at a local cancer hospice. All these experiences have given me varied experience treating a wide range of different scars, and I have a specialist interest working with chronic pain after surgery.

Your therapist page



3. Final paragraph - Your approach and services

Explain how you work and what clients can expect, including:

- Your treatment style (e.g. hands-on, evidence-based, individualised care)
- Techniques or methods you use
- Your clinic location or area
- A clear call to action (CTA) see below

Tips for Users:

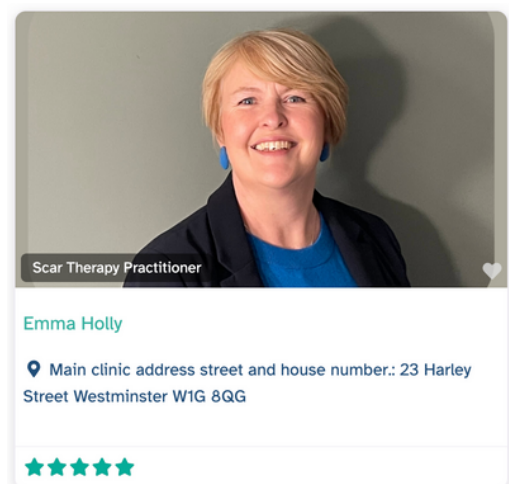
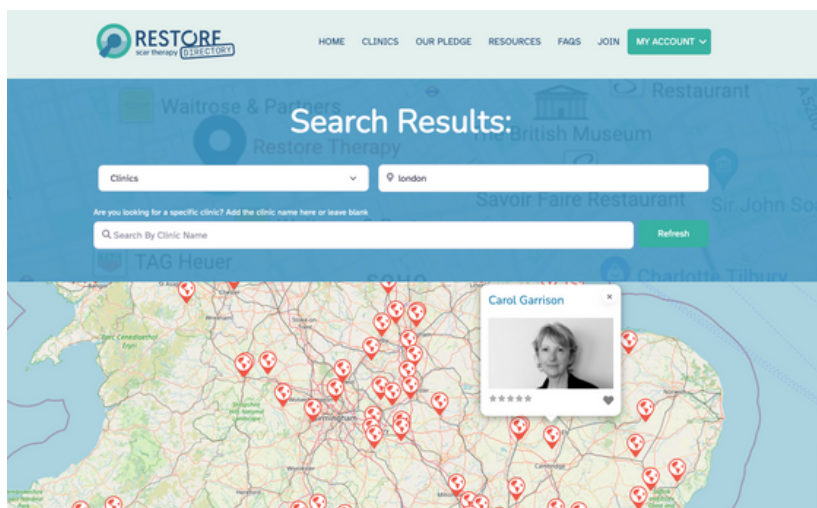
- Re-mention your city, town, or clinic area to reinforce locality
- Make your call to action (CTA) clear and visible e.g. Book now, Get in touch, Find out more.
- Keep the tone professional, supportive, and approachable

Example:

My approach is client focussed using hands-on scar massage techniques. Each scar therapy treatment is tailored to your individual needs and concerns, using evidence-based approach to scar tissue therapy. I combine scar massage with fascial release, use of the Deep Oscillation medical device to maximise results. This device uses a gentle electrostatic current to hydrate the fascia and soften fibrosis. Together I will develop a treatment plan to include advanced scar therapy methods and use of technology to address scar tissue restrictions, adhesions, and discomfort. I offer flexible appointment options, including evenings in Harley Street, London. **Contact me today to book your assessment.**



After you submit your therapist page you will be directed to make the subscription payment before you can enter your clinic listing(s).



Search results will look like the images shown. You can login and edit your listing and images at any time. Before pages are published (and searchable) our admin team review the details, check your course certification with us and add extra keyword search terms in the 'back end' of your pages to further enhance your chances of appearing in a website search.

Reviews: Ask clients to leave reviews on your clinic page to gain more exposure and ensure potential clients hear how amazing you are! This is likely to boost bookings for your services.



Your clinic page



1. Describe the clinic

Is this a big clinic offering different therapies with multiple therapists or a home based space?

Example:

Restore Therapy clinic in Somerset is set in a rural area between Bath and Frome. A car is required to access the clinic as there are no public transport routes nearby. The cosy treatment space has a separate entrance adjacent to our residential property and is a perfect relaxing treatment zone for your scar tissue therapy treatments. You can relax, away from the stresses of life in our treatment room while we target your concerns with our specialised holistic scar massage. Our clinic is open and inclusive and everyone is welcome. We have gender neutral toilets. You are also welcome to bring little ones along. We have baby changing facilities.

2. Write a sentence with your location and the areas you serve.



Add a landscape photo of your logo or the building

Example:

The Wellbeing Clinic serves clients across Somerset and surrounding areas including Bath, Taunton, Frome and Wells, offering specialist scar therapy support tailored to your recovery needs *(include local towns/areas where your clients are commonly based/travel from)*

3. Access Information

Give a short note on how easy it is to get to your clinic — what transport links are nearby, parking details, wheelchair access etc. *(This adds to user confidence and reinforces local relevance.)*

Example additions:

The clinic is conveniently located with easy access from the A37 and A39, with on-site parking available and good local bus links. Most clients find it easy to reach us from Yeovil, Frome and surrounding Somerset towns.

4. Reiterate Local Keywords Naturally

Include local location terms in a natural sentence so both people and search engines clearly understand where you practice.

Example complete local focus paragraph:

The scar clinic in Somerset serves a wide area, including nearby towns such as Bath, Frome, Yeovil, Taunton and Wells, with personalised scar therapy for surgical, trauma and post-operative scars. The clinic is easy to reach from Bristol and Bridgwater, with on-site parking and good public transport links to make your visit straightforward.

Why This Matters

- Helps with local search relevance
- Search engines like Google look for location signals in your text when someone searches for a local service (for example: “scar therapy near me” or “scar treatment Somerset”). Including your city or region clearly improves how your page ranks for those terms.
- Makes your page more appealing and useful for potential clients

Your subscription fee includes exclusive member webinars and helps fund our charitable work.

Get started now - visit www.restorescarttherapy.com and select 'JOIN'