



British Association for
Counselling & Psychotherapy

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BACP Therapy Websites & Hosting

This is an ideal package for the practitioner who wants to create a professional, fast and efficient web presence, or wants to improve the speed and visibility of their existing website, heightening their profile against the competition across a number of different search engines.

Standard packages include:

- Website Hosting up to 10mb (extra available on request)
- Improved website performance and stability with 5Gb monthly bandwidth
- Domain name to include "BACP" or "counselling"
e.g. <http://www.practitioner.bacp.co.uk> or <http://www.joebloggs.counselling.co.uk>
- E-mail account (POP3) @ your chosen domain name.co.uk
e.g. enquiries@practitioner.bacp.co.uk or contact@joebloggs.counselling.co.uk

Choose from the following options:

Option 1

Domain name included	
Basic website design* including text and images	from £180.00 (inc VAT)
Website Hosting	£7.20 (inc VAT) per month

Option 2

Domain name included	
Online Content Management System to create your own website using templates	
Website Hosting	£7.20 (inc VAT) per month

Option 3

Transfer an existing domain for a one-off administration charge	£25.00 (inc VAT)
Website Hosting	£7.20 (inc VAT) per month

Option 4

Inclusion in Therapy Websites Directory of an existing domain (hosted by another ISP)	£3.60 (inc VAT) per month
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These packages offer exceptional value when compared to other major suppliers.

* Basic website design allows for up to 5 pages of text and images for a single member, of a single design in a single language. We reserve the right to review the cost upon disclosure of your requirements. Please contact alan.boylin@bacp.co.uk for advice.

Five-step guide

So, you're interested in buying a BACP therapy website. But what do you need to do before you sign on the dotted line? Here are five important points to consider when putting together your therapy website...

1 – Textual content

First you'll need to put together the text for your website, think about what you want to say, how you want to sell your services and how you want to split this up. Research shows users don't like to scroll down very long pages, so try to keep your text concise and to the point. Organise your content into headed and sub-headed sections where appropriate, including key words and phrases that describe how you work and that you would like to appear highly on search engines for.

Content will need to be in an electronic format – hand-written content is not acceptable. For example, you could type your content in a word processing package and save it as a document to be e-mailed to BACP.

A suggested set-up for a 5 page therapy website could be:

Home – this could include a basic introduction to your website and / or yourself, and an overview of what information can be found within it.

About Me – this could include a detailed profile of yourself with things such as your qualifications, past experiences (work and life), specialist areas you work in and how you work with clients.

About Therapy – this could include your explanation and interpretation of therapy; it can be used to explain to potential clients what outcomes they can expect. You could also highlight your confidentiality policy and what Code(s) of Ethics you adhere to.

Location – this could include details such as your postal address, directions on how to get there and a description of the facilities available, such as on-site parking and /or accessibility information.

Contact – this could include details such as your telephone numbers, e-mail addresses, the hours you are available to be contactable, appointment hours and a repetition of your full postal address.

Other pages that are commonly used as a replacement for one of the above* include:

Useful Links – Services Offered – Costs & Terms – Workshops – Training – Publications

* Alternatively these can be included in addition to your chosen 5 pages at a cost of £23.50 inc. VAT each

2 – Design

You should think about colours, layout and the overall look you want to achieve with your website.

Do you have a preferred colour scheme?

Do you prefer strong bold colours or neutral pastel shades?

Do you prefer the links on a website to appear horizontally at the top of the page or vertically down the side?

Do you prefer formal serif fonts such as Times New Roman or informal sans-serif fonts such as Arial or Verdana?

Alternatively, if you have seen any websites that you particularly like, include their URLs (web addresses) and a brief mention of what draws you to it.

3 – Images

You should think about the types of images you want to use in your website. Do you have a company logo, picture of your building, local imagery or portrait that you would like to include?

If you have access to a digital camera, consider taking a photo of yourself or your location. All images must be supplied in an electronic format either by e-mail or CD. Acceptable file formats are .jpg .jpeg .gif .tif or .pdf. We advise against scanning traditional printed photographs as the quality of the electronic image produced can be poor.

4 – Links

Links into your site are important, but so too are links out of your site, users are much more likely to return to a site that offers them an information resource.

Think about providing links to other sites that would be of interest to people viewing your site. For example, if you specialise in relationship counselling maybe you could include a link to the Relate website, or other web pages that would offer valuable information on the subject. Also, if you mention a professional body on your web pages, e.g. UKCP, include the URL of their website.

Search engines are becoming savvy in distinguishing relevant links between websites from irrelevant ones. Having a sports website link to you isn't likely to help your search engine position, however having multiple links from websites whose content is relevant to your subject material can. Search engines can pick up on this and through a process of assumption can associate a higher level of importance to your website which can lead to higher search engine placements.

5 – Meta Tags

Below is an example of a typical search engine result, the information you can see is collected from the meta-tag information that is written in the code that makes up your website.

[BBC - Homepage](#)

Breaking news, sport, TV, radio and a whole lot more. The **BBC** informs, educates and entertains – wherever you are, whatever your age.

www.bbc.co.uk/ - [Cached](#) - [Similar](#)

The top line displays the page Title, this should be unique and give an overview of what content can be expected. The descriptive text “Breaking news, sport...” below it is then defined by the Description meta-tag, this is also usually unique and should sell the content of the page to make a potential client want to choose your website over the other search results.

The other most common meta-tag and arguably the most well-known is the **Keywords** tag. When search engines were in their infancy, they only had the Keywords meta-tag to help them decide which websites should appear for any given search and heavily relied upon it. This soon became known and abused, e.g. a gambling website could include Keywords such as The Dogs, so their website would appear for irrelevant searches such as someone looking to find a vet or local pub.

Over time search engines have developed methods to try and stop this, the importance of Keywords has reduced and some search engines claim not to use them at all, however they are still widely recommended. For current use on the web, Keywords is technically the wrong name, a more apt term would be **Key Phrases**. Many websites on the internet today will use a string of individual Keywords such as Cat, Hat, Red, White, Tie, Umbrella, Book, etc. however most users don't search on a single term basis so something more specific such as “Cat in the Hat” would be more suitable to use and more likely to return a match.

Think from your clients' point of view and what they are likely to enter into a search engine to try and find you. Start with a list of ideas and try to narrow it down to relevant phrases you think you can use and repeat throughout your website.

Website FAQs

What is Web Hosting?

Web hosting allows you to put your website on the Internet for everyone to view by simply typing your domain name into their web browser. It also allows you to send and receive e-mails from your domain name (i.e. info@newsite.counselling.co.uk).

Your website is stored on a special computer known as a web server. This is a powerful computer that has been specially configured to serve websites on the internet. It has a high speed connection to the Internet which means it can handle many visitors at once.

What is FTP?

You've probably had to move files around your computer before. Perhaps moving your Word documents to a floppy disk, or moving pictures from your digital camera to your hard drive. FTP allows you to move files into your web hosting account using a similar interface.

Can other users access my files?

No, access to your files is limited to your user account. This means that no other user can access your files, be it via any connection method such as Perl, Python or even shell access.

What is a POP3 Server?

A POP3 server (Post Office Protocol) is the server that holds your e-mail. When someone sends you an e-mail message, it is stored here until it is collected, this is usually done automatically by your e-mail program such as Outlook, or when using our web mail system.

What is an SMTP Server?

An SMTP server (Simple Mail Transfer Protocol) is the server that your e-mail program uses to send e-mails. When you click the send button, your e-mail program will connect to the SMTP server with details of the e-mail message and send it to the intended recipients POP3 server ready for collection.

What are my e-mail / FTP settings?

E-mail username:	your e-mail address
E-mail password:	will be e-mailed to you directly when set up (along with instructions)
POP3:	pop3.ukgrid.net
SMTP:	smtp.ukgrid.net

FTP details can be provided on request

Can I make amendments to my website designed by BACP?

Minor amendments to your website will be carried out free-of-charge. Just let us know what the amendment is and which page it's on. We reserve the right to make a charge for amendments which we feel are more extensive.

Google and You

We know that it is important for people to be able to find your website and a good way of achieving this is by appearing highly on Google, but please bear in mind this cannot be guaranteed and there is no one set method of achieving the first page.

My Website isn't appearing on Google?

If your website is new then patience is key, as part of our design service we will submit your website address to Google to let them know of its existence, however a Google blog in 2008 quoted an astonishing 1 trillion (1,000,000,000,000) unique known web pages with the number estimated to be growing by billions every day, so your website has a very large queue to join.

The chances are another website somewhere on the internet has very similar content to you and the search engines then have to decide which website gets the higher search position. They do this by using many complex algorithms, or formulae, to find which website offers the most relevant information so they can give a user the best search results and retain their custom.

To check whether Google has any information on your website you can search for "*site:yourdomain.com*" without the quotes and this will show which of your pages exist in their results index, irrelevant of their usual search result position.

Content is King.

If you search the internet for this phrase you will find hundreds of pages, articles and SEO websites that illustrate the most important factor for any website is the content. This should be the largest single element on any given web page and will be the biggest deciding factor for where the search engines will place your website in their results.

Search engines will generally check for highly repeated words and phrases and will assume that these are the most important ones that you are trying to emphasise, so having "friendly" repeated many times may give a visitor to your website a pleasant read, if they're not typing "friendly" into a search engine, they're not likely to find you.

Having read through your website, search engines will assign each page a score, or rank based on certain criteria, many of which are unknown. Examples of criteria believed to be considered include:

- How often your key words or phrases are repeated?
- How many relevant or similar websites are linking to you?
- How many visitors does your website get?
- How often does the content get updated?

The performance of each page will then be taken into consideration when placing your website in the search results.

Search engines place a high value on other websites linking to you, they assume you must be important if many websites are directing internet users to your website. Some of the biggest websites such as Wikipedia, Microsoft, BBC etc. will have thousands of links to their pages because they are continuously creating pages with interesting content, through these links they will generate more traffic (viewers of their website) and in turn high search engine placement.

Many SEO companies will claim to increase your Google ranking by submitting your website to link directories. Whilst there are hundreds of these available and will increase the number of links to your website, if no-one actually ever visits them then your website won't gain any additional traffic which means you will see no change. Getting links to your website from active and relevant external sources will increase the chance of benefitting from them, both in terms of Google search rankings but also in potential clients.

Hosting Terms & Conditions

BACP provides World Wide Web page hosting. The maintenance of the website is the responsibility of the member and not BACP. Details of the web location and access to the files are in the guidelines.

Server Use

Accounts are to be used by the primary owner only. Account holders are not permitted to resell, store or give away web hosting services of their website to other parties. Web hosting services are defined as following a separate, third party to host content on the owner's website. Exceptions to this include ad banners, classified ads and personal ads.

BACP reserves the right to refuse service and /or access to its servers to anyone.

BACP has a right on the domain name but Members own the content of the domain website.

BACP do not allow any of the following content to be stored on its servers:

Illegal Material – This includes copyrighted works, commercial audio, video or music files, and any material in violation of any National, International or Local regulation.

Adult Material – Includes all pornography, erotic images, or otherwise lewd or obscene content. The designation of "adult material" is left entirely at the discretion of BACP

BACP reserves the right to suspend or cancel a Member's access to any or all services provided by BACP when BACP decides that the account has been inappropriately used or otherwise.

BACP members are bound by the Policy on Advertising, details of which can be found at http://www.bacp.co.uk/join_bacp/advertising_policy.php

Unlimited Use Policy

BACP offers a high use policy by maintaining very large ratios of bandwidth per Member. In rare cases, BACP may find a Member to be using server resources to such an extent that he or she may jeopardise server performance and resources for other Members. In such instances, BACP reserves the right to impose the High Resource User Policy for the consideration of all Members.

High Resource User Policy

Resources are defined as bandwidth and/or processor utilisation. BACP may implement the following policy at its sole discretion:

When a website is found to be monopolising the resources available BACP reserves the right to suspend that site immediately. This policy is only implemented in extreme circumstances and is intended to prevent the misuse of our servers. Members may be offered an option whereby BACP continues hosting the website for an additional fee.

Spam Guidelines

Unsolicited e-mail (spam) is considered an unacceptable use of a domain. Whether the unsolicited e-mail originates directly from a client's web space or otherwise, abuse reports received concerning a domain may result in suspension or closure of the service without refund.

Payment Policies

All accounts are set up on a prepay basis. Although BACP reserves the right to change prices of accounts or services at any time, all pricing is guaranteed for the period of prepayment.

Your website account is tied to your membership subscription. This means that if you lapse your membership your website will be de-activated until payment is received for your membership. If membership is terminated your website will be de-activated and you will be given 48 hours to remove the content of your website.

BACP will charge a full 12 months for applications whose membership has a remaining period of more than 6 months and a charge of 6 months for applications whose membership is less than 6 months to run.

BACP reserves the right to suspend this and other services until any outstanding debt is cleared. BACP will not be responsible for any data lost due to non-payment closure of an account. The Member is responsible for all money owed on the account from the time it was established to the time that the Member sends a written cancellation request.

Reinstatement of an account is at BACP's discretion. BACP reserves the right to charge a reinstatement fee of £60.00 per account.

Cancellation and Refunds

Fees charged on a prepay basis are non-refundable unless membership is terminated by BACP. Charges will be calculated as above for your termination.

Indemnification

Member agrees that it shall defend, indemnify, save and hold BACP harmless from any and all demands, liabilities, losses, costs and claims, including reasonable legal fees asserted against BACP, its agents, its Members, officers and employees, that may arise or result from any service provided or performed or agreed to be performed or any product sold by Member, its agents, employees or assigns. Member agrees to defend, indemnify and hold harmless BACP against liabilities arising out of; (1) any injury to person or property caused by any products sold or otherwise distributed in connection with BACP' server; (2) any material supplied by Member infringing or allegedly infringing on the proprietary rights of a third party; (3) copyright infringement and (4) any defective products sold to Member from BACP's server.

Disclaimer

BACP will not be responsible for any damages your business may suffer. BACP makes no warranties of any kind, expressed or implied for services we provide. BACP disclaims any warranty or merchantability or fitness for a particular purpose. This includes loss of data resulting from delays, non-deliveries, wrong delivery, and any and all service interruptions caused by BACP and its employees. BACP reserves the right to revise its policies at any time.

Web Hosting Application

Please fill in the form

(Please note: without a membership number we cannot process your form)

Step 1

Name

E-mail Address

Contact Number

Membership Number

Step 2

Please tick one of the following options (all prices are inclusive of VAT):



Option 1

(Proceed to Step 3)

A bespoke website design which includes pictures and text and future minor amendments made free-of-charge.

Website Design
Website Hosting

£180.00
£86.40 per annum



Option 2

(Proceed to Step 3)

Design your own website with the ability to add and change pages, text and images using our pre-designed templates.

Website Hosting

£86.40 per annum



Option 3

(Proceed to Step 5)

Transfer your website address to our hosting servers.

Administration
Website Hosting

£25.00
£86.40 per annum

Existing website address: <http://www>.



Option 4

(Proceed to Step 5)

Inclusion in Therapy Websites Directory of an existing domain.

Administration

£43.20 per annum

Existing website address: <http://www>.

Step 3

Please choose from the following additional options (all prices are inclusive of VAT):

These extras can be added at a future date.

<input type="checkbox"/>	Additional Pages	£25.00
	Ideal if you are looking to expand your range of services, target a specific new audience or include previously left out information.	
<input type="checkbox"/>	Blogs	£45.00
	Not only fantastic for search engines, but they allow your potential clients to build trust in your services through reading your blog posts increasing the chance of bookings.	
<input type="checkbox"/>	Testimonials / Reviews	£30.00
	Allows visitors to leave reviews directly on your site. However, you can approve, edit or delete them before they are displayed.	
<input type="checkbox"/>	Flash Animation	£45.00
<input type="checkbox"/>	Video	£30.00
	Incorporate online video supplied by you.	
<input type="checkbox"/>	Newsletter / E-mail Group	£50.00
	Contact your entire client base in a customised, personal manner to notify them of any special offers, or any news with one click of a button.	
<input type="checkbox"/>	Fully Managed Online Shop	£200.00
	We can create an online shop which you can easily manage. Clients are able to purchase multiple items before securely checking out. Built-in order tracking and payments are taken through PayPal.	
<input type="checkbox"/>	PayPal	£0.00
	Insert PayPal links.	
<input type="checkbox"/>	Bulletin Boards	£150.00
<input type="checkbox"/>	Logo Design	£150.00
	Let us design a professional logo for you.	
<input type="checkbox"/>	Online Booking System	£120.00
	Ability for clients to view your availability and send a booking request	
<input type="checkbox"/>	Slideshow Feature	
	If you'd like to have images fading in and out in the design of your website (design permitting).	
<input type="checkbox"/>	3 up to 3 images	£30.00
<input type="checkbox"/>	8 up to 8 images	£50.00
<input type="checkbox"/>	12 up to 12 images	£80.00

*** If you are an accredited BACP member, you can incorporate the BACP logo into your website – please see www.bacp.co.uk/members/logo or contact linda.davis@bacp.co.uk

Step 4

Choose your domain name and e-mail address (applicable for Options 1 and 2 above only). This will be your website address that you can advertise, share and promote. When complete please proceed to Step 4.

Domain name

www. **.bacp.co.uk**

or

www. **.counselling.co.uk**

Would you like an e-mail address that reflects your chosen domain name?

e.g. info@yourdomain.counselling.co.uk

If Yes then please enter your choice below, if No please proceed to Step 5.

E-mail address

..... @yourdomain .counselling.co.uk
..... .bacp.co.uk

Step 5

Choose which contact information will be displayed. Please note: if not ticked, these will not be included in your website design.

Home Address

E-mail Address

Telephone No.

Mobile No.

Step 6

Choose your Meta information. This will be used by search engines.

Meta Description (max of 150 characters)

This will be displayed when your website appears on the results page of a search engine.

e.g. John Smith is an experienced counsellor who works in the Chelmsford area and specialises in relationship therapy.

Meta Keywords (max of 255 characters / 20 phrases)

These may help your search engine placement if you use them regularly within your website content.

e.g. Chelmsford Counsellor, Relationship Therapy, Couples Counselling

Payments

If your membership fees are due for renewal in less than 6 months choose 'Less than 6 months', otherwise choose 'More than 6 months'. All prices below are inclusive of VAT at the rate of 20%. You must include a payment with this Application Form by cheque or by credit card.

If you have an existing direct debit with BACP, your hosting fees to renew will be added to your membership renewal on your next renewal date.

	More than 6 months	Less than 6 months
Option 1		
Website Design	£180.00	£180.00
Website Hosting	£86.40	£43.20
Grand Total payable	£266.40	£223.20
+ Optional extras		

Option 2		
Website Hosting	£86.40	£43.20
Grand Total payable	£86.40	£43.20
+ Optional extras		

Option 3		
Existing Domain move	£25.00	£25.00
Website Hosting	£86.40	£43.20
Grand Total payable	£111.40	£68.20

Option 4		
Inclusion in Therapy Websites Directory only	£43.20	£21.60
Grand Total payable	£43.20	£21.60

Please select ONE payment method

Cheque, Postal or Money Order
(Please enclose your payment with this form)

Cheques / order payable to 'BACP'

Credit / Debit Card
(Please complete the section below)



Payment card number

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Expiry Date

m	m	/	y	y
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Security No.

--	--	--

(last 3 digits on signature strip)

Issue No.

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(Switch only)

Name of Cardholder as appearing on card:

House No. and postcode of billing address:

If you are completing this form electronically, you must now print out the whole document and return the form with any supporting documents to BACP via surface mail. Please sign below to accept the terms and conditions.

Applicant's signature:

Date:

Please return to: Finance Department, BACP, BACP House, 15 St Johns Business Park, Lutterworth, Leicestershire, LE17 4HB

Chief Executive: Laurie Clarke

Treasurer: Keith Seeley, FCA • President: Professor Cary L Cooper CBE

Vice Presidents: John Battle MP, Linda Bellos OBE, Dr Jonathan Bisson, Professor Robert Burden, Professor Robert Burgess PhD, Juliet Lyon, Esther Rantzen, Dr Michael Shooter, Sandi Toksvig, David Weaver
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