



British Association for
Counselling & Psychotherapy

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All calls charged at BT National Rate

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 speed and ease of access to their existing website, heightening their profile against the competition across a number of different search engines.

Standard packages include:

- Website Hosting/Webspace up to 10MB (extra on request) at £7.05 per month (inc VAT)
- Ease of access, faster downloading and image display from your website with 5GB bandwidth
- 'BACP' or 'counselling' included in your domain and webspace, e.g. <http://www.joebloggs.bacp.co.uk> or <http://www.joebloggs.counselling.co.uk>
- Email account (POP3) with 'BACP' or 'counselling' included, e.g. joebloggs@joebloggs.bacp.co.uk or joebloggs@joebloggs.counselling.co.uk

Choose from the following options:

Option 1

Domain name included
Basic website design* including text and pics from £117.50 (inc VAT). Website hosting at £7.05 per month (inc VAT)

Option 2

Domain name included
Online Content Management System to design and create your own website using templates
Website hosting at £7.05 per month (inc VAT)

Option 3

Transfer an existing domain for a one-off administration charge of £23.50 (inc VAT)
Website hosting at £7.05 per month (inc VAT)

Option 4

Inclusion in Therapy Websites Directory of an existing domain (hosted by another ISP)
@ £3.53 per month (inc VAT)

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 on sight of your requirements. Please contact alan.boylin@bacp.co.uk for advice.

Usage guidelines

What is Web Hosting?

Web hosting allows you to put your website up 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 emails from your domain name (i.e. carl@carl.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.

Support

Knowledgeable technical support is a must! Not only does it mean the web host will be able to assist you when you have a question, but it also gives you an idea of the abilities of the host to run a web server.

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 harddrive. FTP allows you to move files into your web hosting account.

What is the address of the ftp server?

The address of the ftp server is `ftp.yourdomain`. Be sure to replace *yourdomain* with your own domain name.

Can other users access my files?

No. Access to your files is limited to your user, and user Apache is running under. This means that no other user can access your files, be it via Perl, python, ruby, or even shell access.

What is the POP3 server?

The POP3 server is the server that holds your email. When someone sends you an email message, it is stored here until you collect it and read. You normally collect and read emails with a program such as Microsoft Outlook, or using our web mail systems.

What is the SMTP server?

The SMTP server is the server that your mail program (e.g. Microsoft Outlook) uses to send email. When you send an email from your mail program, it contacts the SMTP the details of the mail message and the SMTP then sends your email message to its intended recipient.

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 Disclaimer

Although BACP endeavours to optimize your site to increase the chances of it being picked up by Google we would like to make you aware that there is no set method of getting your site to the first position or even on the first page.

You can however increase the number of hits on your site and thereby improve the online presence of your rankings by doing the following:

- Advertising the link to your site in a number of directories (online and printed)
- Using your web address on all stationery (business cards, letterheads, compliment slips)
- Advertising your web address on other sites
- Adding links to other sites

BACP would also like to make note that all search engines take a number of weeks before the site is first scanned and will not instantly appear on their results.

Hosting terms and 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 allowing a separate, third party to host content on the owner's web site. 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 to 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

High bandwidth usage: 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 jeopardize 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 email (spam) is considered an unacceptable use of a domain. Whether the unsolicited email originates directly from the clients webspace area 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 then your website will be de-activated and you will be given 48 hrs to remove the content of your website.

BACP will charge a full 12 months for applications whose membership has a remaining period more than 6 months and a charge for 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.

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. 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 emailed to BACP.

Think about the pages you want on your site and what goes on what page. Web users don't like to scroll down long pages, so make your pages concise and to the point. A suggested set-up for a therapy website would be five pages:

'Home' (also known as the front page) – this could contain a basic introduction to your website and/or yourself, and an overview of what information can be found within it.

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

'About therapy' – this page could contain an explanation of therapy, and can be used to explain to potential clients what outcomes they can expect. You could also explain your confidentiality policy and what Code(s) of Ethics you adhere to.

'Location' – this page could contain details about your location, such as the actual address, directions on how to get there and a description of the facilities available. For example, this might include on-site parking and/or accessibility information.

'Contact' – this page should contain details about how you can be contacted. You can include phone numbers, email addresses and what hours you are available for appointments. Also consider repeating your full postal address here.

2 – Images

You should think about images, maps (of your location), photographs and/or logos, and how these can be used on your website. If you have access to a digital camera, consider taking a photo of yourself or your location. Again, anything you want to include must be in an electronic format, which can then be emailed to BACP. 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.

3 – Colours/design

You should think about colours and the overall look you want to achieve with your website. When you email BACP you should state a preferred colour scheme, and some kind of description of how you want your site to look. Alternatively, if you have seen other websites you like, include the URLs (web addresses) of the sites in your email.

You should also think about the fonts to be used on your website. Decide if you would prefer a more formal 'serif' font (e.g. Times) or a more informal 'sans-serif' font (e.g. Arial).

4 – Links

Links into your site are important (obviously!), but so too are links out of your site. Some search engines such as Google take this kind of information into account when rating or 'ranking' pages. Users are also much more likely to return to a site that offers them an information resource.

Think about providing a list of useful links (web addresses) to 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, be sure to include the URL of their website.

5 – Meta tags

As well as the textual content of a web page, search engines such as Google or Yahoo also look at 'meta tags'. Meta tags are hidden within the page and do not actually show on screen. You should write a set of meta keywords for your website, which should be a maximum of 250 characters long. Consider the words that people may type into a search engine to find your site – for example 'counselling, psychotherapy, Essex, Chelmsford, relationships, couples'

Also write a 'meta description' for your website, which should be a maximum of 150 characters long. This will be displayed when your website appears in the search results of a search engine – for example 'John Smith – Therapist. Works in the Chelmsford area and specialises in relationship therapy.'

Web hosting Application

Please fill in the form over *(please note without a membership number we cannot process your form)*

STEP 1:

Name:
Email address:
Contact number:
Membership number:

STEP 2: Please choose from the following options:

Option 1

(When you have filled this in please go to STEP 3)

	Cost	Tick
A basic website designed which includes text or pictures and text. Future minor amendments are carried out FOC but we reserve the right to make a charge if we feel the amendments are more extensive.	£117.50 (One-off cost)	
Web hosting	£84.60 per year	

Option 2

(When you have filled this in please go to STEP 3)

	Cost	Tick
<i>Design your own website with the ability of our online content tool. You can add and change text and use our pre-designed templates</i>		
Web hosting	£84.60 per year	

Option 3

(When you have filled this in please go to STEP 4)

	Cost	Tick
<i>Transfer your website name to our web hosting servers</i>		
Transfer of Existing Domain	£23.50 (One-off cost)	
Web hosting	£84.60 per year	
Existing domain name	www.	

Option 4

(When you have filled this in please go to Step 4)

	Cost	Tick
Inclusion of existing domain into Therapy Websites Directory		
	£42.30 per year	
Existing domain name	www.	

STEP 3:

Choose your Domain name and Email address (for Options 1 or 2 only). This will be your website address. When complete please proceed to STEP 4.

Domain name: <i>(the name which you use for your website)</i>	
www.	.counselling.co.uk
or	
www.	.bacp.co.uk

Would you like an email address to reflect your chosen domain name? If Yes please complete the box below – If No please proceed to STEP 4

Email address:
@
(eg. info@joebloggs.counselling.co.uk)

STEP 4:

Your site details

<p>Site description: (max 150 characters)</p> <p><i>This will be displayed when your website appears in the search results of a search engine – for example 'John Smith – Therapist. Works in the Chelmsford area and specialises in relationship therapy.'</i></p>	
<p>Meta tags/Site keywords: (max 250 characters)</p> <p><i>Consider the words that people may type into a search engine to find your site – for example 'counselling, psychotherapy, Essex, Chelmsford, relationships, couples'</i></p>	

PAYMENTS

If you have less than 6 months before renewal of your membership fees please choose 'Less than 6 months', otherwise choose 'More than 6 months'. **You must include a payment with this Application Form by cheque or by credit/debit 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.**

Option 1

		More than 6 months	Less than 6 months
Website Design	£	117.50	117.50
Website Hosting	£	84.60	42.30
Grand Total payable:	£	£202.10	£159.80

Option 2

		More than 6 months	Less than 6 months
Website Hosting	£	84.60	42.30
Grand Total payable:	£	£84.60	£42.30

Option 3

		More than 6 months	Less than 6 months
Existing domain move	£	23.50	23.50
Website Hosting	£	84.60	42.30
Grand Total payable:	£	£108.10	£65.80

Option 4

		More than 6 months	Less than 6 months
Inclusion in Therapy Websites Directory only	£	42.30	21.15
Grand Total payable:	£	£42.30	£21.15

Please select ONE payment method:

Cheque, postal or money order

Credit/Debit card

Please enclose your payment with this form. Cheques/orders payable to 'BACP'

Please complete the section below

CREDIT/DEBIT CARD PAYMENT 

Payment card number

Expiry date:

Switch (only issue no):

Security No (last 3 digits on signature strip)

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 the whole document. Once completed, please return the form and 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
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 Professor Robert Burgess PhD, Juliet Lyon, Esther Rantzen, Dr Michael Shooter, Sandi Toksvig, David Weaver
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