

Rub Hub

Member Login

Connecting you with health, wellness, and spa practitioners

Service ex: massage therapist

Location ex: 60640

SEARCH

This is just the above-the-fold portion of the home page to show where the login button would be. Categories and sub-categories would be below the fold. This page should evolve quite a bit as I dig into the other chunks of deliverables.

A Web Page

← → ⌂ http://

The Rub Hub

Shop

Member Login

Search by keyword

Search by location or zip code

SEARCH

Top Services

Massage

Elk Grove Village

Rosemont

90

Revive Massage Therapy & SPA

The Rub Hub Member Login

Connecting you with health, wellness, and spa practitioners

Service ex: massage therapy

Location ex: 60640

**SEARCH**

Utilize a tab pattern for mobile users to toggle between list and map mode.

**Browse Categories**

List Map

15 Featured Members

**Top Services**

- Massage
- Alternative Medicine
- Bodywork
- Spa Treatments
- Fitness
- Pregnancy Health
- Chinese Medicine
- Spiritual
- Health & Wellness
- Body Art
- Grooming
- Pet Care

**Common Ailments**

- Addiction
- Anxiety
- Arthritis
- Back Pain
- Depression
- Headaches / Migraines
- Neck Pain
- Panic Attacks
- Stress
- Tendonitis

**Chicago's Yoga Food Truck**  
Chicago IL 60640  
Life Coach, Art Therapy, Yoga - Ashtanga  
[View Profile](#)

**Holistic Health & Mindfulness**  
Chicago IL 60640  
Health Coach, Abhyanga, Aromatherapy & Essential Oils...  
[View Profile](#)

**Massage & Energy Healer**  
Chicago IL 60640  
Energy Work, Hot Stone Therapy  
[View Profile](#)

**Refine Your Search**

Member Since  
 More than 1 year (12)

Gender  
 Female (8)  
 Male (3)

Details  
 Accepts credit cards (10)  
 Accepts insurance (2)  
 Makes house calls (3)  
 Is Insured (12)

**Home About Contact Shop Terms**

[Member Login](#) [Join Free Today](#)

[Advertise with us](#)

The Rub Hub Member Login

Location ex: 60640

**SEARCH**

**Browse Categories**

List Map

15 Featured Members

**Top Services**

- Massage
- Alternative Medicine
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[Advertise with us](#)

A Web Page http://

# The Rub Hub

Shop Member Login

When a user scrolls down below the hero image on the home page, they'll see categories/ailments on the left and featured practitioners on the right.

Revive Massage Therapy & SPA

River North Massage Therapy Center

Elements Massage

Map data ©2018 Google

15 Featured Members

**Chicago's Yoga Food Truck**  
Dan Becco  
773-784-6542  
Chicago IL 60640  
Member Since 04/01/12  
Services: [Life Coach](#), [Art Therapy](#), [Yoga - Ashtanga](#)

Making the subcategories + services into clickable tags that lead to results for the clicked tag allows the users to explore more keywords/subcategories without having to list all subcategories on the page

**Holistic Health & Mindfulness**  
Jitka Robinson  
Chicago IL 60614  
Member Since 01/09/17  
Services: [Health Coach](#), [Abhyanga](#), [Aromatherapy & Essential Oils...](#)  
Ailments Treated: [Acne](#), [Addiction](#), [Allergies](#), [Anxiety](#), [Arthritis](#)...

**Massage & Energy Healer**  
Jane Tanaka  
562-427-1025  
Member Since 02/07/17  
Services: [Energy Work](#), [Hot Stone Therapy](#)  
Ailments Treated: [Anxiety](#), [Arthritis](#), [Back Pain](#), [Carpal Tunnel](#)...

**Chicago's Yoga Food Truck**  
Dan Becco  
773-784-6542  
Chicago IL 60640  
Member Since 04/01/12  
Services: [Life Coach](#)

Reducing the amount of info per each listing will help users to more easily decide if someone fits their needs - "are they close to me and do they do what I'm looking for?" are the first two answers the searchers are looking for.

**Holistic Health & Mindfulness**  
Jitka Robinson  
Chicago IL 60614  
Member Since 01/09/17  
Services: [Health Coach](#), [Abhyanga](#), [Aromatherapy & Essential Oils...](#)  
Ailments Treated: [Acne](#), [Addiction](#), [Allergies](#), [Anxiety](#), [Arthritis](#)...

< 1 2 3 4 5 >

I recommend displaying 10 listings per page by default

Why Join? Learn More >

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[Advertise with us](#)

I recommend simplifying the footer to showcase the most important links but I realize you may have some SEO juice sunk into a lot of your footer links.

The Rub Hub Member Login

Service ex: massage therapist

Location ex: 60640

**SEARCH**

Browse Categories >

List Map

Results for "massage therapist" near 60640

**Chicago's Yoga Food Truck**  
Chicago IL 60640  
[Life Coach, Art Therapy, Yoga - Ashtanga](#)  
**View Profile**

**Holistic Health & Mindfulness**  
Chicago IL 60640  
[Health Coach, Abhyanga, Aromatherapy & Essential Oils...](#)  
**View Profile**

**Massage & Energy Healer**  
Chicago IL 60640  
[Energy Work, Hot Stone Therapy](#)  
**View Profile**

**Chicago's Yoga Food Truck**  
Chicago IL 60640  
[Life Coach, Art Therapy, Yoga - Ashtanga](#)  
**View Profile**

**Holistic Health & Mindfulness**  
Chicago IL 60640  
[Health Coach, Abhyanga, Aromatherapy & Essential Oils...](#)  
**View Profile**

**Next 10 Results**

[Home](#) [About](#) [Contact](#) [Shop](#) [Terms](#)  
[Member Login](#) [Join Free Today](#)  
[Advertise with us](#)

A Web Page http://

# The Rub Hub

Once someone has searched, we don't need to take up all the real estate we use on the home page to make a good impression with a nice image. Users want to get down to business after a search.

Shop Member Login

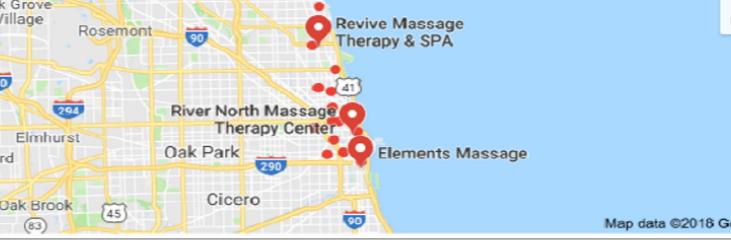
Service ex: massage therapist Location ex: 60640 **SEARCH**

Refine Your Search

Member Since  
 More than 1 year (12)

Gender  
 Female (8)  
 Male (3)

Details  
 Accepts credit cards (10)  
 Accepts insurance (2)  
 Makes house calls (3)  
 Is insured (12)

  
Map data ©2018 Google

15 Featured Members

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Ailments Treated: [Acne, Addiction, Allergies, Anxiety, Arthritis...](#)  
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Jane Tanaka  
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Member Since 02/07/17  
Services: [Energy Work, Hot Stone Therapy](#)  
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**View Profile**

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**View Profile**

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Jitka Robinson  
Chicago IL 60614  
Member Since 01/09/17  
Services: [Health Coach, Abhyanga, Aromatherapy & Essential Oils...](#)  
Ailments Treated: [Acne, Addiction, Allergies, Anxiety, Arthritis...](#)  
**View Profile**

< 1 2 3 4 5 >

Why Join? Learn More >

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[Member Login](#) [Join Free Today](#)  
[Advertise with us](#)

The Rub Hub Member Login

Service ex: massage therapist

Location ex: 60640

**SEARCH**

Utilizing some sort of floating action button anchored to the edge that triggers an email client could make it really easy for mobile users to contact practitioners.

**Holistic Health & Mindfulness**

1619 W Montrose Ave  
Chicago, IL 60613  
(773) 248-4489

[Website](#)  
[Facebook](#)  
[LinkedIn](#)

**Send an Email**

Makes House Calls  
 Accepts Credit Cards  
 Accepts Insurance  
 Is Insured

**About This Practitioner**

Edette Pierce is a licensed massage therapist that lives in Murphy, North Carolina. She graduated from Body Therapy Institute in September 2012 and has experience working in a variety of places such as a luxury spa at the beach, owning her own business, and working for chiropractors. She specializes in deep tissue and sports massage, but is certified in hot stone, aromatherapy, trigger point, and myofascial therapies. She has been described as having "intuitive sensibilities". Rather than a text book, generic approach, Edette focuses on individualizing therapy per client needs in order to ensure an appropriate treatment plan is made for each client.

**Offerings & Skills**

[Swedish Massage](#)  
[Aromatherapy & Essential Oils](#)  
[Chair Massage](#) [Chakra Balancing](#)  
[Crystal Therapy](#) [Facial Massage](#)  
[Hot Stone Therapy](#) [Massage Therapist](#)  
[Reiki](#)

**Ailments Treated**

[Anxiety](#) [Back Pain](#) [Depression](#)  
[Headaches / Migraines](#) [Insomnia](#)  
[Neck Pain](#) [Panic Attacks](#) [Stress](#)

**Price List**

**30 Minute Chair Massage**  
**\$37.50**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse tempor ultrices ex, eget convallis mi porta ut.

**60 Minute Chair Massage**  
**\$75.00**  
Phasellus quis magna ipsum. Mauris aliquam dignissim nisi, id semper metus dictum sit amet.

**60 Minute Heatwave Stone Massage**  
**\$75.00**  
Mauris aliquam dignissim nisi, id semper metus dictum sit amet.

**90 Minute Heatwave Stone Massage**  
**\$112.50**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

**120 Minute Heatwave Stone Massage**  
**\$150.00**  
Suspendisse tempor ultrices ex, eget convallis mi porta ut.

**60 Minute Reiki**  
**\$75.00**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse tempor ultrices ex, eget convallis mi porta ut.

**90 Minute Reiki**  
**\$112.50**  
Mauris aliquam dignissim nisi, id semper metus dictum sit amet.

**Aromatherapy Lotion**  
**\$5.00**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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# The Rub Hub

Once someone has searched, we don't need to take up all the real estate we use on the home page to make a good impression with a nice image. Users want to get down to business after a search.

Shop Member Login

Service ex: massage therapist Location ex: 60640 **SEARCH**

**Holistic Health & Mindfulness**

1619 W Montrose Ave  
Chicago, IL 60613  
(773) 248-4489

Makes House Calls  
 Accepts Credit Cards  
 Accepts Insurance  
 Is Insured

Years in Practice: 16  
Gender: Female

**Location(s)**  
1619 W Montrose Ave  
Chicago, IL 60613  
(773) 248-4489

**Send an Email**

[Website](#)  
[Facebook](#)  
[LinkedIn](#)

**Offerings & Skills**

[Swedish Massage](#) [Aromatherapy & Essential Oils](#) [Chair Massage](#) [Chakra Balancing](#)  
[Crystal Therapy](#) [Facial Massage](#) [Hot Stone Therapy](#) [Massage Therapist](#) [Reiki](#)

**Ailments Treated**

[Anxiety](#) [Back Pain](#) [Depression](#) [Headaches / Migraines](#) [Insomnia](#) [Neck Pain](#)  
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**Price List**

<b>30 Minute Chair Massage</b>	<b>\$37.50</b>
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse tempor ultrices ex, eget convallis mi porta ut.	
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Phasellus quis magna ipsum. Mauris aliquam dignissim nisi, id semper metus dictum sit amet.	
<b>60 Minute Heatwave Stone Massage</b>	<b>\$75.00</b>
Mauris aliquam dignissim nisi, id semper metus dictum sit amet.	
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Suspendisse tempor ultrices ex, eget convallis mi porta ut.	
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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse tempor ultrices ex, eget convallis mi porta ut.	
<b>90 Minute Reiki</b>	<b>\$112.50</b>
Mauris aliquam dignissim nisi, id semper metus dictum sit amet.	
<b>Aromatherapy Lotion</b>	<b>\$5.00</b>
Lorem ipsum dolor sit amet, consectetur adipiscing elit.	

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Member Login      Join Today

Email

Password  
 

Login 

[Forgot Password](#)

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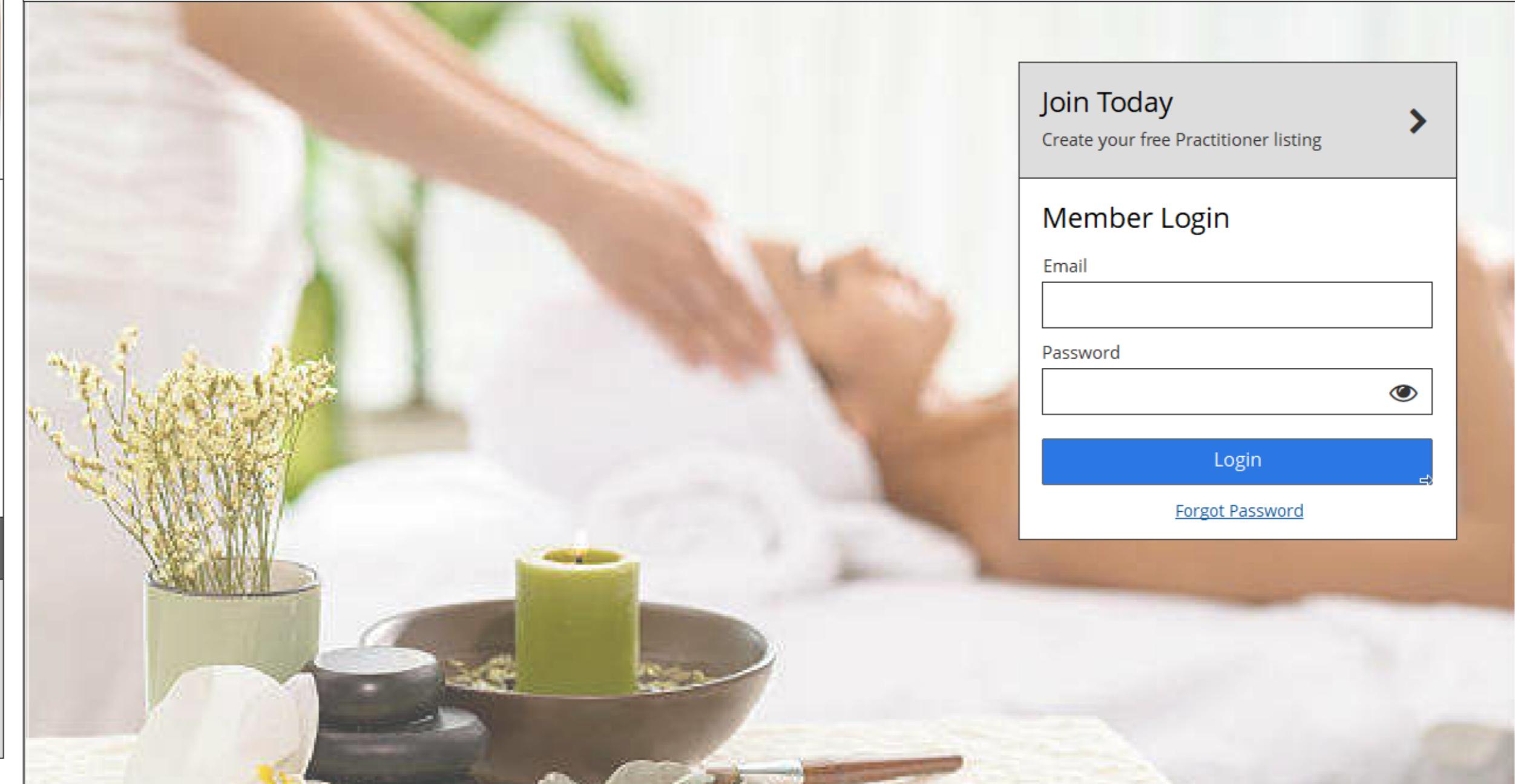
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The Rub Hub  Shop [Member Login](#)



Join Today   
Create your free Practitioner listing

Member Login

Email

Password  
 

Login 

[Forgot Password](#)

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The Rub Hub

[Get Noticed](#) | [Get Clients](#) | [Get Reviews](#)

[Get proTools](#)



**Janet Sampson**  
Massage Therapy & Wellness

- [Basic Information](#)
- [Your Practice](#)
- [Price List](#)
- [Account](#)
- [View Your Profile](#)
- [Upgrade to proTools](#)

**Practitioner Resources**

- [8 Tips to Building a Great Profile](#)
- [Get More Clients with Coupon Offers](#)
- [How to Score Great Client Reviews](#)
- [Your Guide to Getting Found on Google](#)
- [Why Should You Upgrade to proTools?](#)

I'm not seeing many profiles with Reviews, Events, or Multiple Locations. Can you get data on how many profiles include Reviews? And how many reviews have responses from practitioners?

I combined locations into Basic Info then put skills, ailments treated, and other practice related info all into Your Practice.

I took out the Promote tab. Since all Account pages are technically a single page in Analytics, I can't tell for sure... but I imagine the export fan list and email features aren't being used very often these days. It's a lot easier to reach fans nowadays so the RubHub listing is more likely to serve as a way to be found rather than a home base for practitioners. Most profiles I see have websites/FB pages.

I also took out the Advanced tab. They can add languages and certifications into their basic info description and most profiles don't seem to use extra links beyond their website.

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# The Rub Hub

Shop Member Login

[Get Noticed](#) | [Get Clients](#) | [Get Reviews](#)

[Get proTools](#)



**Janet Sampson**  
Massage Therapy & Wellness

- [Basic Information](#)
- [Your Practice](#)
- [Price List](#)
- [Account](#)
- [View Your Profile](#)

**Profile Status**  
Your profile is currently inactive and cannot be viewed by others.

Activate Your Profile

**Profile Image**



[Upload](#)  
Upload a logo or photo for your profile.

**Profile Information**

Business Name\*

If you don't have a business name, use a profile title that describes you (ex. 'Best Massage Therapist in Town').

Contact email

Your website

Contact phone

Facebook URL

Member Type

LinkedIn URL

Gender

Other URL

**Locations**

Primary Location Name

City

Address 1

State/Province

Address 2

Zip/Postal Code

[Add Another Location +](#)

[Save](#)

**Upgrade to proTools**

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The Rub Hub

## Practitioner Membership

List Your Business  
Share Your Prices  
Book More Clients  
Get Client Reviews

**FREE OF COST**

Member Login      Join Today

First Name  Last Name

Your email

Create a Password  Must be 8 characters

**Join Now**

By joining The Rub Hub, I accept the [Terms of Use](#) and [Privacy Policy](#).

Why Join? [Learn More >](#)

[Home](#) [About](#) [Contact](#) [Shop](#) [Terms](#)

[Member Login](#) [Join Free Today](#)

[Advertise with us](#)

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The Rub Hub

Shop [Member Login](#)

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Log in to manage your profile

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[Member Login](#) [Join Free Today](#)

[Advertise with us](#)

**The Rub Hub**

### Welcome Janet!

This is where you'll manage your Practitioner Profile and account.



**Janet Sampson**

- Basic Information >
- Your Practice >
- Price List >
- Account >
- View Your Profile >**
- Upgrade to proTools**

**Practitioner Resources**

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**Janet Sampson**  
Massage Therapy & Wellness

- Basic Information >
- Your Practice >
- Price List >
- Account >
- View Your Profile >**

**Profile Status**

Your profile is currently inactive and cannot be viewed by others.

Activate Your Profile

**Profile Image**



**Upload**

Upload a logo or photo for your profile.

**Profile Information**

Business Name\*

If you don't have a business name, use a profile title that describes you (ex. 'Best Massage Therapist in Town').

Contact phone

Your website

Contact email

Facebook URL

Member Type

LinkedIn URL

Gender

Other URL

**Locations**

Primary Location Name

City

Address 1

State/Province

Address 2

Zip/Postal Code

Add Another Location +

**Save**

**Upgrade to proTools**

**The Rub Hub**

**Practitioner Resources**

- [8 Tips to Building a Great Profile](#)
- [How to Score Great Client Reviews](#)

**Practitioner Resources**

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- [Why Should You Upgrade to proTools?](#)

**Rub Hub** Q

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Activate Your Profile

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**Profile Image**



Upload a logo or photo for your profile.

---

**Profile Information**

**Business Name\***

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Display first and last name on my profile

Contact phone

Contact email

Your website

Gender

Member Type ?

Facebook URL

LinkedIn URL

Other URL

---

**Location(s)**

Primary Location Name

Address 1

Address 2

City

State/Province

Zip/Postal Code

Country

Desktop version on previous page

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Member Type ?

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Other URL

---

**Location(s)**

Primary Location Name

Address 1

Address 2

City

State/Province

Zip/Postal Code

Country

Your changes have been saved but your profile is currently inactive. Make your profile active in order for your profile to be viewable by others.

---

---

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[Why Should You Upgrade to proTools?](#)

**The Rub Hub**

### Your Practice

Description/Experience  
Here is your opportunity to make your profile stand out from the rest. Be creative and let the visitor learn more about you, your history, your passion for wellness, and your clients.

Make this field paste as plain text only - too complex to expect users (especially mobile) to do

Years of Experience

I Make House Calls  
 I Accept Credit Cards  
 I Accept Insurance  
 I Am Insured

**Save**

### Primary Offering ?

Offering/Skill  
Select one

Additional Offerings

Offering/Skill  
Select as many as you like

**Save**

### Treatments

Ailments Treated  
Select as many as you like

**Save**

**View Your Profile**

### Practitioner Resources

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[Why Should You Upgrade to proTools?](#)

**The Rub Hub**

[A Web Page](#)

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**The Rub Hub**

Shop Member Login

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Get proTools



**Janet Sampson**  
Massage Therapy & Wellness

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 I Accept Insurance  
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**Primary Offering ?**

Offering/Skill  
Select one

**Additional Offerings**

Offering/Skill  
Select as many as you like

**Treatments**

Ailments Treated  
Select as many as you like

**Save**

**Upgrade to proTools**

**The Rub Hub**

**Practitioner Resources**

[8 Tips to Building a Great Profile](#)  
[How to Score Great Client Reviews](#)

**Practitioner Resources**

[Your Guide to Getting Found on Google](#)  
[Why Should You Upgrade to proTools?](#)

Utilize an auto-complete, multi-select similar to dropdown controls here:  
[Pages Revoy](#)

The Rub Hub

### Price List

Item Name

Item Price

Item Description

Add Another Item +

**Save**

**View Your Profile**

**Practitioner Resources**

- [8 Tips to Building a Great Profile](#)
- [Get More Clients with Coupon Offers](#)
- [How to Score Great Client Reviews](#)
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A Web Page

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Janet Sampson  
Massage Therapy & Wellness

Basic Information >  
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**Price List**

Item Name

Item Price

Item Description

Add Another Item +

**Save**

Upgrade to proTools

The Rub Hub

**Practitioner Resources**

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- [How to Score Great Client Reviews](#)

**Practitioner Resources**

- [Your Guide to Getting Found on Google](#)
- [Why Should You Upgrade to proTools?](#)

The Rub Hub

Account Type: Free Member

### Private Information

First Name  Last Name

Your email

Password

Confirm Password

**Save**

**View Your Profile**

**Upgrade to proTools**

**Practitioner Resources**

- [8 Tips to Building a Great Profile](#)
- [Get More Clients with Coupon Offers](#)
- [How to Score Great Client Reviews](#)
- [Your Guide to Getting Found on Google](#)
- [Why Should You Upgrade to proTools?](#)

The Rub Hub

Account Type: proTools Member

### Private Information

First Name  Last Name

Your email

Password

Confirm Password

**Save**

**View Your Profile**

[Cancel Membership](#)

**Practitioner Resources**

- [8 Tips to Building a Great Profile](#)
- [Get More Clients with Coupon Offers](#)
- [How to Score Great Client Reviews](#)
- [Your Guide to Getting Found on Google](#)
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**Janet Sampson**  
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