

# emboddy

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WIN  
A WEBSITE

focus on  
Feldenkrais Method

Student Therapist

AL-HIJAMAH:  
CUPPING THERAPY

INDUSTRY NEWS | REGULATION UPDATE | COURSE INFORMATION | AND MUCH MORE



# WIN A WEBSITE

## TemperTemper Web Design have kindly donated a website package for one lucky reader to win.

The prize is for a two page static website, bespoke website design, a domain name of your choice (subject to availability) and web hosting for 1 year. It also includes analytics set-up and registration with the big three search engines Google, Yahoo and Bing. The prize assumes the winner will provide their own content and photos for their website.

## How a website can help your business

Having a website is possibly the most comprehensive, cost effective marketing tool you can have; providing the perfect way to advertise your product or services to the highest number of potential clients. According to the Office for National Statistics, 30.1 million adults in the UK accessed the internet almost every day in 2010, which represents 60% of the adult population.

Factor in the occasional internet user and this number increases even more.

An online presence can improve your business in many ways by providing a constantly available "shop window" of your business to local and global custom, a 24/7 point of contact and information. It has also become expected of businesses that they have an online presence. Without one you may be missing the opportunity to interest new customers or even lose existing ones to other businesses that are represented online.

For potential clients the internet is the first place that most people go to look for your business and your website provides them with a tangible introduction to you and what you do, as well as a convenient and efficient way to get in touch. The internet represents a convenient way of quickly finding out all of the information they need and crucially, forming an impression of your business and being able to make the first contact there and then; all from the comfort of their home or office at any time they please, day or night. Your website can also be a good resource to stay in regular contact with your existing clients so they can keep up with your business' latest news and developments. This, together with, fresh, relevant and informative content, helps you to convey authority in your field, which can encourage repeat business.

TemperTemper, as a small business understand the needs of other small businesses and so specialise in making websites for them. Company director Martin Underhill

takes a keen interest in products, services and people at the heart of each project he undertakes. His primary aim is to provide a product which is a true reflection of each business and its values. He is also dedicated to making sure that his websites are user-friendly, organising content as concisely as possible, which encourages visitors to stay longer and learn more. In addition to website design, TemperTemper offer a whole host of other services including logo design, website editorial content and business cards/stationary. For more information telephone 01423 758 611/ 07968 854 087, email [martin@tempertemper.net](mailto:martin@tempertemper.net) or visit [www.tempertemper.net](http://www.tempertemper.net) ■

## COMPETITION WINNER

The winner of the Affinity Comfortflex Massage Table featured in our last issue was Sue Whiting. Well done!

## FOR YOUR CHANCE TO WIN

### Simply answer the following question:

What percentage of the adult population in the UK accessed the internet almost every day in 2010?

### Email your answer to...

[embodycomps@gmail.com](mailto:embodycomps@gmail.com)

### Or by post...

Embody Autumn  
PW Media and Publishing LTD,  
Second Floor, Richardson House,  
21-24 New Street, Worcester WR1 2DP

### Closing Date:

**Wednesday 19th October 2011**