What to Name Your Massage/Bodywork Website

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Sometimes your business name isn't going to match your website name. This isn't a big problem in the long run but if possible, you do want to be as consistent as as you can. This consistency is better referred to as branding. Good branding helps foster business growth. In this article, I'm going to walk you through the process of naming your website that is the best fit for your business branding.

Do you currently have a legally registered business name for the city you work in?
If so, write it here: _____

If not, what do you call your business? Write the name here: _____

Based on what you filled in above, you're now going to use that answer come up with the name of your website.

I have created an example to help you along the way. For my example, I am going to assume I DO NOT have a registered business name. When people ask me the name of my business, I say "Reid Peterson, LMT".

In most cases, individual practitioners name their business something similar to this example. I often see a creative business name on their cards and brochures (example: Body Kneads) but for tax and business purposes, they use their full name and social security number. (This situation by default is called a Sole Proprietor.) If Sole Proprietors have different business names on different marketing materials, it can cause confusion for potential clients.

The goal is to avoid confusion at all costs. You do this by making sure your business name, website name, and name on your cards and brochures (as well as other marketing materials) are the same.

Coming back to my example, "Reid Peterson, LMT", I can easily make sure my business cards and brochures have that same name. But do I really want my website domain to be reidpetersonlmt.com?

In most cases, the answer is "no". LMT is a credential we in the profession fully understand. Many of our clients do not. Therefore, it's harder for them to remember the 3 letters of "LMT" because there's little or no association in their minds. You're actually better off naming your website something that's easier to remember. For example, reidpetersonmassage.com. The word "massage" is easier for clients to remember.

The point is to keep things simple, relevant, and memorable.

Going back to an example like the one I have used, I suggest either using your name as the website name or adding another relevant word. Here are examples of what I would use for my business:

reidpeterson.com
reidpetersonmassage.com

Other options are possible but these two are likely the best fit. I actually think reidpetersonmassage.com is better because it more substantially helps people remember what you do.

If your situation sounds similar to this example, it may be your smartest option to use (yourname)massage.com as your website address name.

What about a situation where you have a business name already registered? That can get a little more tricky because there may be businesses with the same name as yours but in a different city, state, or country. That's not a big deal normally but can be if they own the website address that you want.

To clarify this new point, I'm going to use the business name "Body Kneads" as an example. In this case, I would like to name my website address bodykneads.com. However, let's assume that someone else has already purchased the website address. If I wanted that website address only, it could become quite expensive to purchase it from the current owner.

If you're in a situation similar to this, you may want to consider adding the name of the city you work in to your website address. This is a simple work around and quite common these days since so many website addresses are taken.

Continuing on with the current example, bodykneads.com, I would want to add my city name "Santa Barbara". However, bodykneadssantabarbara.com is quite long. Also there are two s's right next to each other. Two of the same letters next to each other in a website address isn't ideal. This could become very confusing to anyone trying to type the web address into a browser.

If you live in a city that has a long name or more than one word in the name, consider abbreviating things. For my example, instead of adding Santa Barbara to my bodykneads website address, I could add SB. The website name would then become bodykneadssb.com.

Doesn't the two s's next to each other look weird? Let's fix that.

There's a couple things you could do:

1. You can add by (your name). Example: bodykneadsbyreid.com
2. You can add "in". Example: bodykneadsinsb.com

There are more options. Feel free to get creative. But do your best to keep things simple, relevant, and easy to remember. Always focus on those three things. (I've seen someone use the airport code of the city they live/work in. Example: serenitymassagepdx.com)

By now, I'm confident you have some ideas of what to name your website address. Before ending this article, there's one more thought I want to make clear.

It's common sense but do your best to avoid words that have negative associations. What I mean by this is, refrain from using words that make people think of bad or ugly things.

One prime example is a new business called Rubzy. (Rubzy has created quite an uproar from people in Massage Therapy related Facebook groups!) What do you think of when you see that word? I know, it's not good.

Avoiding negative words for your website address may sound simple but be sure to take the time to really think things through. Your perception is different than your potential clients. You may miss something that someone else would pick up on (like in the case of Rubzy). Do yourself a favor by asking friend's opinion. Their feedback will help you in situations where you might have thought otherwise or didn't consider a specific word to have negative associations.

I'm excited to hear what you will name your website address. If you have any questions, please email them to me: reid@bodyworkbusinesspro.com.