

Comparison of Features and Benefits for the various Upgrade options

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	ACCOUNT UNREGISTERED	ACCOUNT REGISTERED	UPGRADES		
	Basic	BASIC +	ENHANCED	PREMIUM	SPONSOR
Monthly subscription payments :	FREE		£3.00	£4.50	£6.50
Quarterly subscription payments :			£8.50	£13.00	£19.00
Half-Yearly subscription payments :			£16.50	£25.50	£37.50
Yearly subscription payments :			£30.00	£48.00	£72.00
Yearly Registration (covers all listings) :		£10.00			
<b>FEATURES COMPARISON</b>					
All non-upgraded listings show as Basic+	x	✓	✓	✓	✓
<b>CONTACT INFO</b>					
Highlighted listing	x	✓	✓	✓	✓
Practice Name	✓	✓	✓	✓	✓
Address and Postcode	✓	✓	✓	✓	✓
Practice Category	✓	✓	✓	✓	✓
Password-protected Account Control Panel	✓	✓	✓	✓	✓
Telephone Number displayed	x	✓	✓	✓	✓
Mobile Number displayed	x	✓	✓	✓	✓
Fax Number displayed	x	✓	✓	✓	✓
Photograph or logo image	x	✓	✓	✓	✓
Free image re-sizing and upload (if reqd)	x	✓	✓	✓	✓
Printer-friendly Page	x	x	✓	✓	✓
<b>LINKS</b>					
Website Link - direct to your website	x	x	✓	✓	✓
Image link to your Website (click logo)	x	x	✓	✓	✓
Email Link - Receive email enquiries	x	x	✓	✓	✓
Link to your Profile page	x	x	✓	✓	✓
Location Map Link	x	x	✓	✓	✓
Additional 2 definable Website links	x	x	x	✓	✓
Skype Link	x	x	x	✓	✓
Social Media Links to your pages : Facebook, Twitter, Instagram, LinkedIn, Youtube, Feedburner, Vimeo, Pinterest, Reddit, and many others	x	x	x	✓	✓
<b>SEARCHES &amp; REPORTS</b>					
Included in General (Therapy) Searches	✓	✓	✓	✓	✓
Included in Keyword Searches	x	x	✓	✓	✓
Included in Fixed Keyword Reports	x	x	x	✓	✓
Guaranteed PAGE 1 position in Search Results	x	x	x	✓	✓
Guaranteed P1 TOP 4 position in Search Results	x	x	x	x	✓
Priority in General Reports	low	✓ **	✓ ***	✓ ****	✓ *****
Visibility	low	✓ **	✓ ***	✓ ****	✓ *****
<b>PROFILE PAGE</b>					
Profile text (max chars) - Fully searchable	x	x	3500	7000	10000
Additional title line	x	x	x	✓	✓
Include font formatting / HTML type tags	x	x	✓	✓	✓
Include Photographs and Images in Profile	x	x	x	✓	✓
Include downloadable PDF documents, Video/Sound files, Powerpoint presentations	x	x	x	✓	✓
Create Vouchers / Coupons for offers	x	x	x	✓	✓
Bookmarks link	x	x	x	✓	✓
<b>ACCOUNT CONTROL PANEL / OTHER</b>					
Add/Edit All Contact Information and Profiles	✓	✓	✓	✓	✓
Online Statistics - Profile visits	x	x	✓	✓	✓
Online Statistics - Website visits	x	x	✓	✓	✓
Free technical support (email)	x	✓	✓	✓	✓
'New Members' on homepage (if new)	x	✓	✓	✓	✓
Search Engine Optimised	x	✓ **	✓ ***	✓ ****	✓ *****
Listings analysis and optimisation report	✓	✓	✓	✓	✓
Price Guaranteed (you pay no more if price increases)*	x	✓	✓	✓	✓

A single registration payment will upgrade ALL of your listings to Basic+

Enhanced, Premium and Sponsor Upgrades apply to a single listing (i.e. one category) only.

All upgrades include registration and will also automatically cause all other unregistered listings to upgrade to Basic+

To Upgrade - login to your account from the healers.co.uk homepage and select "Upgrade Listing"

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