

DISCOVERY:

NOURISHING MASSAGE // AKRONMASSAGE.CO

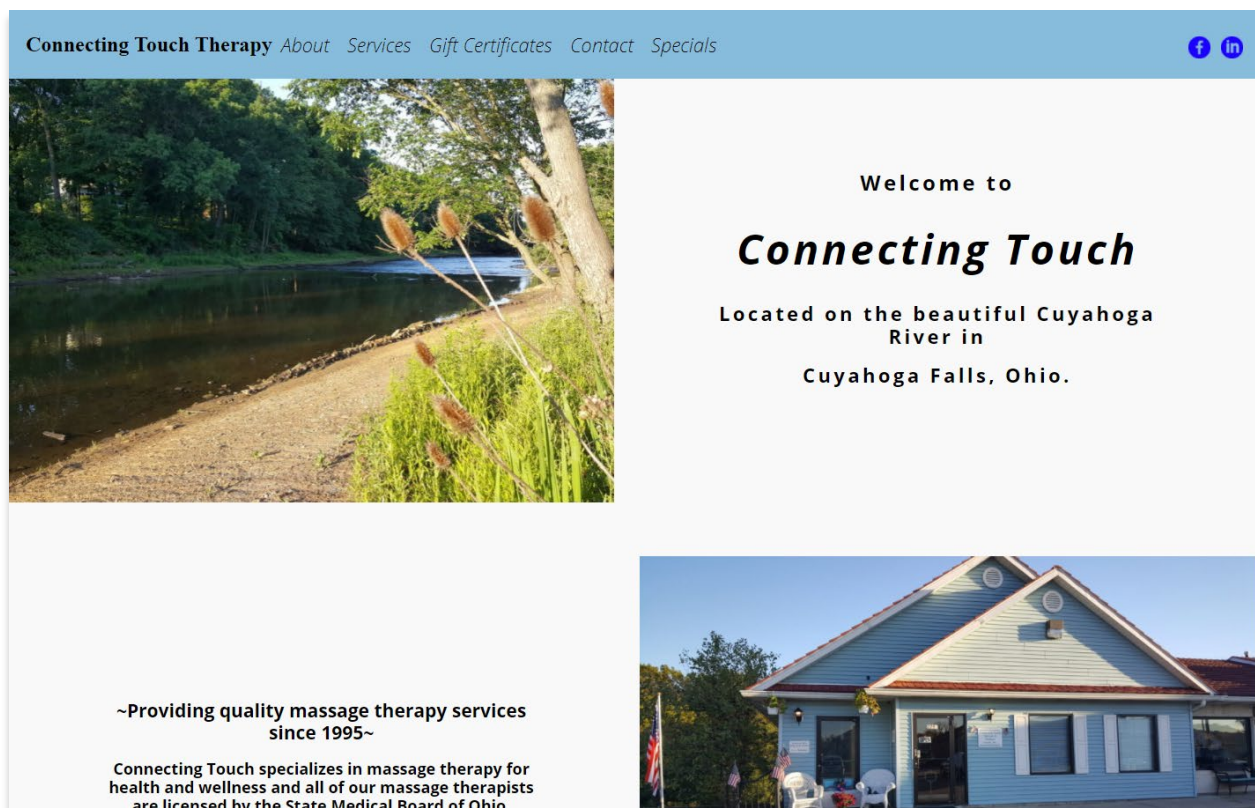
COMPARATIVE RESEARCH

COMPANY	APPOINTMENT BOOKING	STORE	BLOG	SOCIAL LINKS	EMAIL SIGN UP	SERVICES / PRICING	FAQs / POLICIES	ABOUT / STORY	TESTIMONIALS	UPDATED LOOK
Connecting Touch Therapy		✓*			✓	✓	✓			
I Got Your Back Massage & Wellness Center	✓*	✓*		✓		✓	✓			
Restorative Massage & Wellness Center	✓*			✓	✓	✓*		✓		✓
Northstar Medical Massage	✓*			✓		✓	✓		✓	

THE QUICK SUMMARY

Overall, the massage therapy business websites I reviewed – based out of Cuyahoga Falls – are out of date and clunky to use. Most common items to appear on these sites were: services and pricing info, purchasing of gift certificates, social media links, and being able to book an appointment.

See below for notes on each site that was reviewed.



The screenshot shows the homepage of Connecting Touch Therapy. The navigation bar at the top includes links for 'About', 'Services', 'Gift Certificates', 'Contact', and 'Specials', along with Facebook and LinkedIn social media icons. The main content area features a large image of a riverbank on the left and a text block on the right that reads: 'Welcome to **Connecting Touch** Located on the beautiful Cuyahoga River in Cuyahoga Falls, Ohio.' Below the river image, there is a text block stating: '~Providing quality massage therapy services since 1995~ Connecting Touch specializes in massage therapy for health and wellness and all of our massage therapists are licensed by the State Medical Board of Ohio'. On the bottom right, there is a photograph of a light blue building with a red roof, which is the business's storefront.

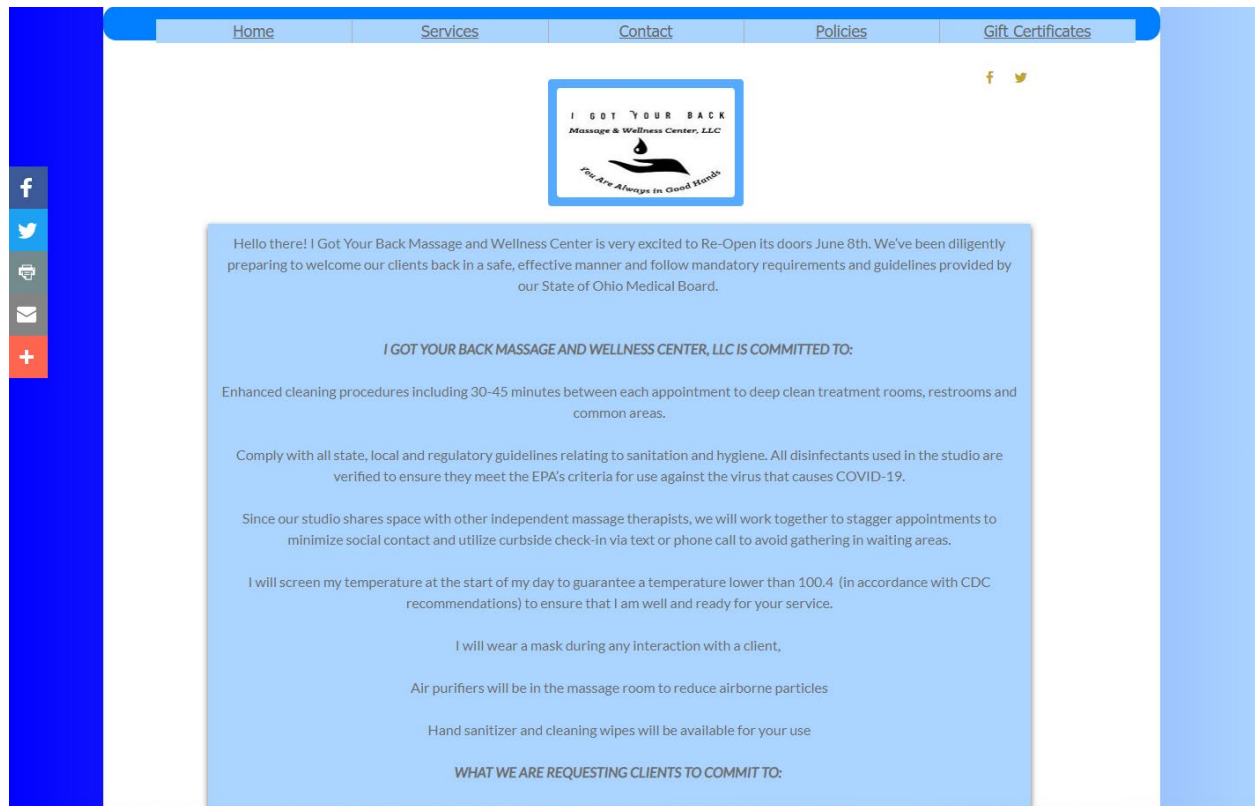
Connecting Touch Therapy // <https://www.connectingtouch.com/>

* VISUAL & USER EXPERIENCE NOTES:

- STORE – Gift Certificates available through Boomtime (external link)
- OVERALL – Site was barren, and hard to navigate. Nothing really special.

I Got Your Back Massage & Wellness Center //

<http://www.igybmassagecenter.com/>



* VISUAL & USER EXPERIENCE NOTES:

- APPOINTMENT BOOKING – External link hidden on Services Page (www.vagaro.com)
- STORE – Gift Certificates available through The Gift Card Café (external link) – looked very suspicious. Content on page was out of date.
- OVERALL – This site was particularly out of date, ugly, hard to even look at! So much copy on the home page was overwhelming.

Restorative Massage & Wellness Center //

<https://restorativemassagewellnesscenter.com/>

2101 Front St Ste 105 Cuyahoga Falls, Ohio 44221, United States | (330) 338-0812



Restorative Massage & Wellness Center

BOOK AN APPOINTMENT

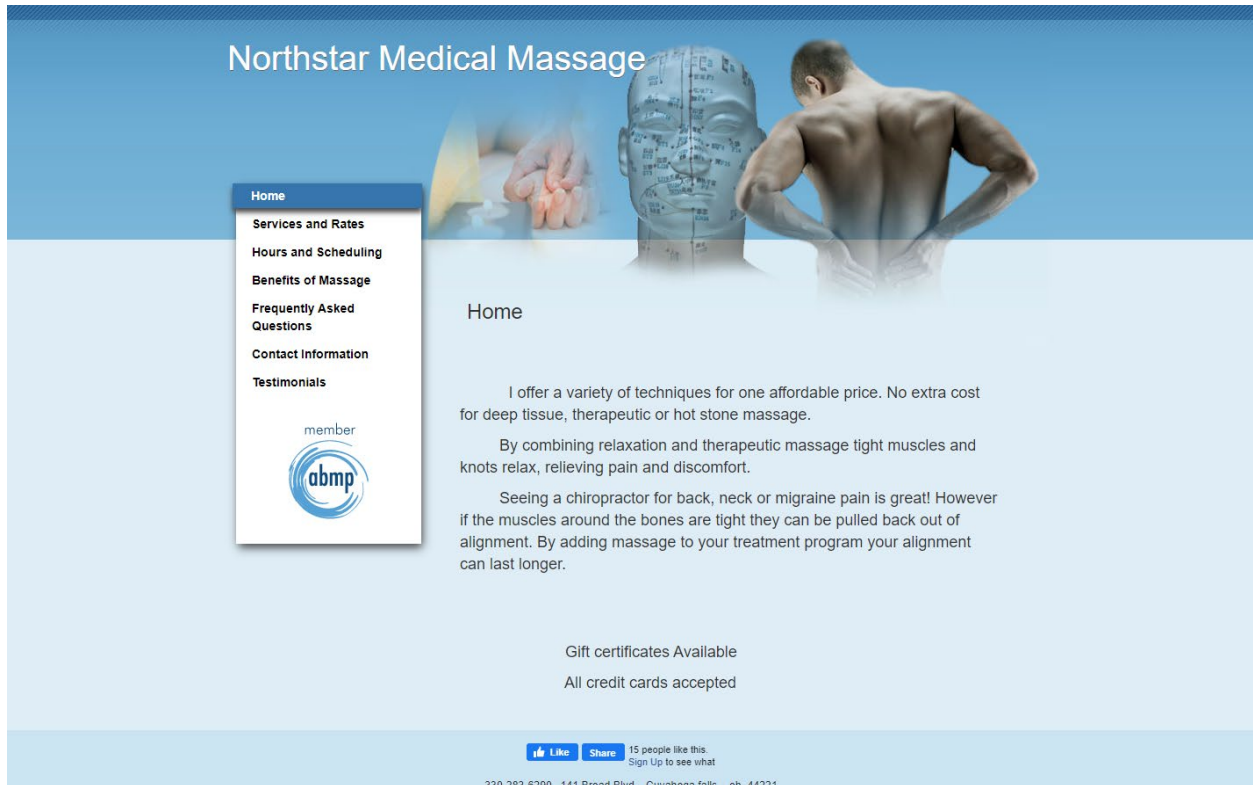
About Us



* VISUAL & USER EXPERIENCE NOTES:

- APPOINTMENT BOOKING – External link nicely visible on Home Page (Clinic Sense). Booking was a little weird, and but worked.
- SERVICES – Nicely featured as Home Page content, no pricing.
- OVERALL – This site was the best looking for sure! It was very simple, but gave good information in small doses.

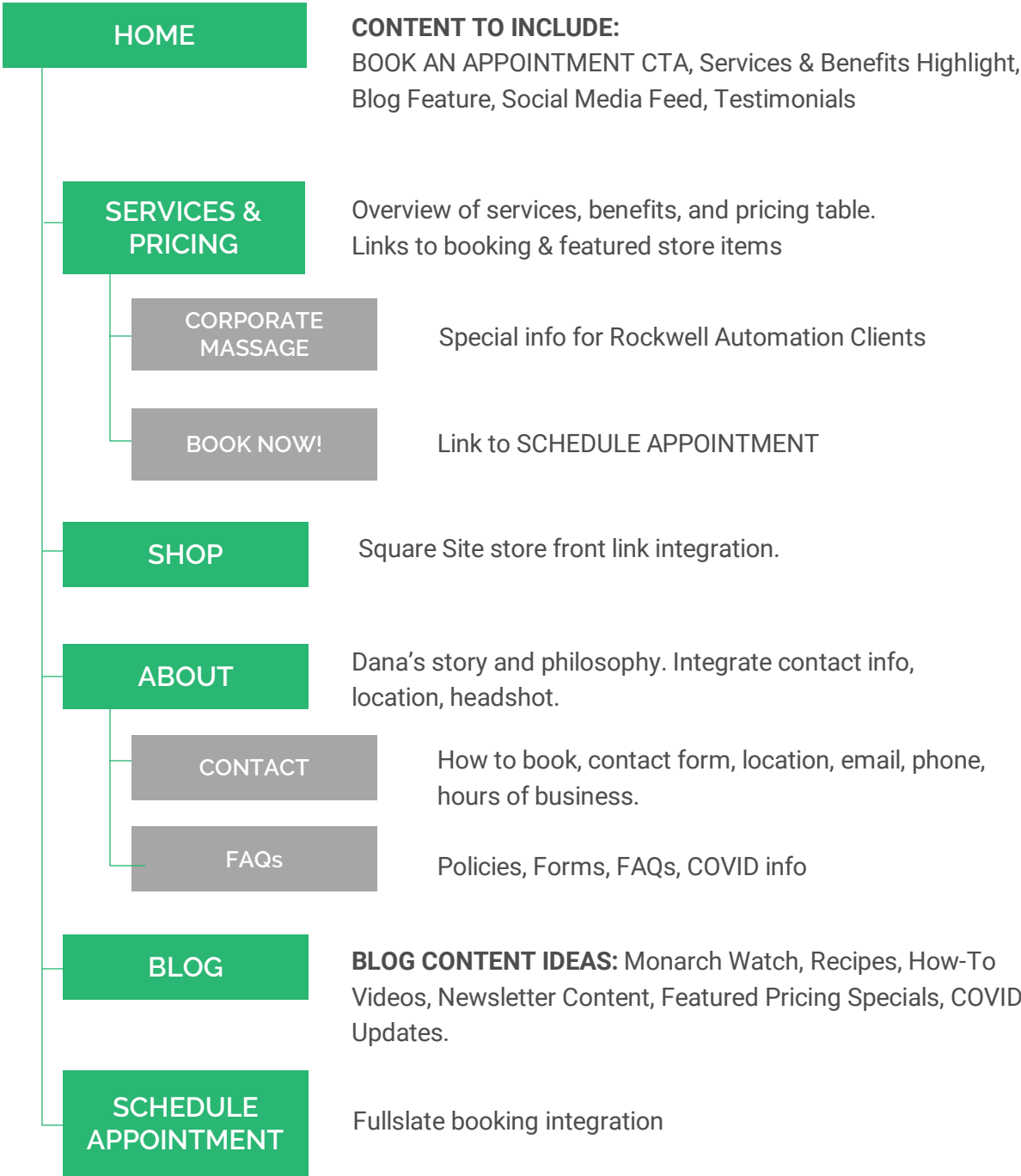
Northstar Medical Massage // <http://northstarmm.abmp.com/>



* VISUAL & USER EXPERIENCE NOTES:

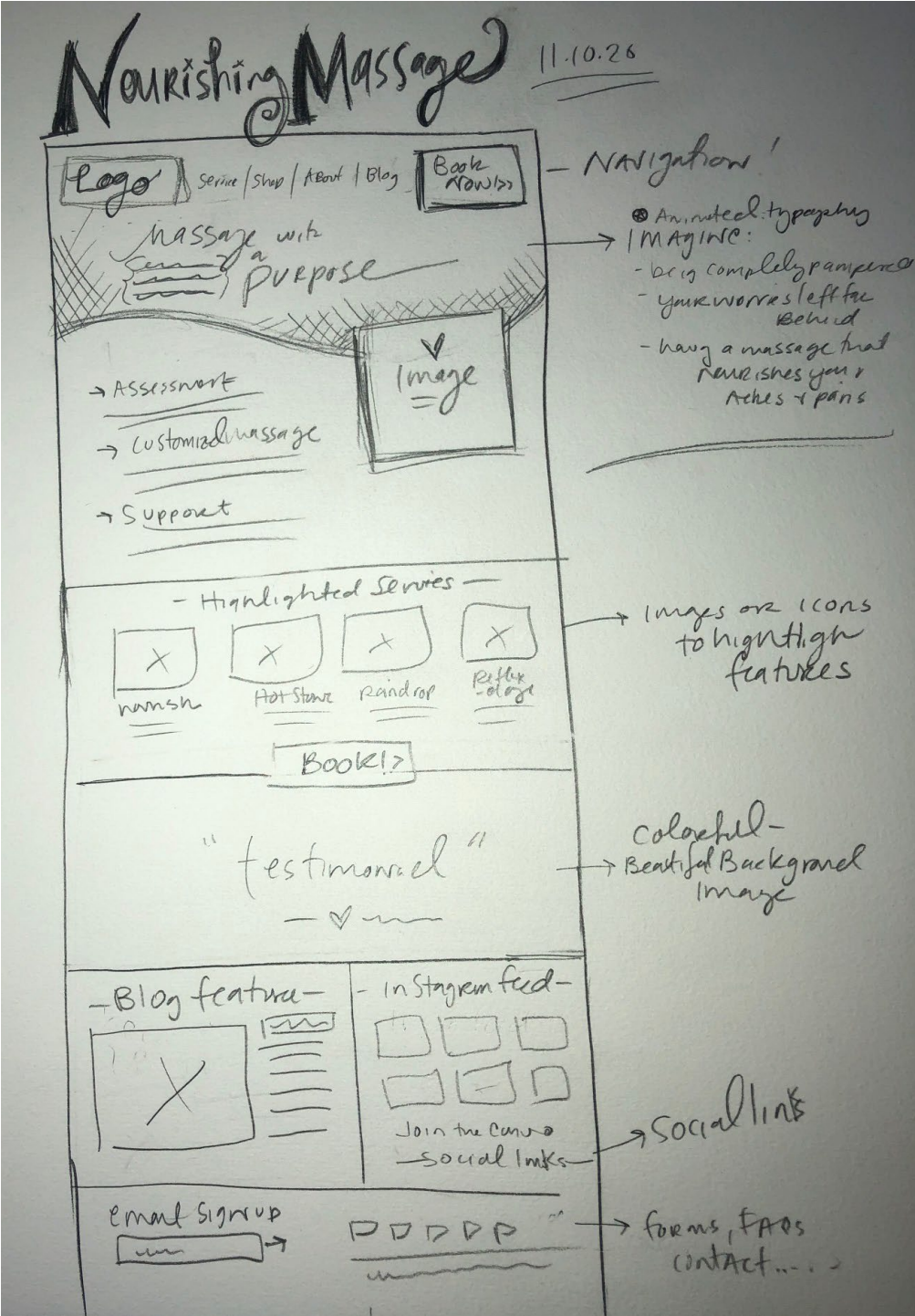
- APPOINTMENT BOOKING – Email form submitted under Contact Page or call.
- OVERALL – Visually out of date, it still had the best organized navigation. It was easy to understand.

PROPOSED SITE MAP



FOOTER: Site Search, Email Sign Up, Schedule an Appointment, Location, Hours, Phone, and Forms Link.

HOME PAGE WIREFRAME CONCEPT



Mood board: <https://pin.it/3iardxV>