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Instructions for Putting Up Nutrition Response Testing Content on Your Website

These instructions assume that you have a website for your practice.

The purpose behind what we are doing is to get you so you have some content on your website about Nutrition Response Testing, so people in your area who are searching for it can find you. There are at least 500-1,000 people searching for Nutrition Response Testing every month nationwide and we want you to be able to reach some of those people.

The other document which has been forwarded to you contains text that you can put up on your website. We recommend that you intersperse photos or videos within that text, photos or videos of you or others in your practice doing and demonstrating Nutrition Response Testing.

For Wordpress Websites

If you have a webmaster, you can forward the other document to them and they can copy and paste and put up the content in a page on your website. We recommend that you create a NEW page on your site specifically about Nutrition Response Testing (if you do not have one already), and then make that new page appear in the navigation buttons for the site.

As mentioned above we recommend that you intersperse photos or videos of you and your staff conducting or demonstrating Nutrition Response Testing, into the text for the page. This makes for a much stronger and more personal presentation.

On the web, you can assign a *format* to any text. In Wordpress when you select a title for the page it automatically sets this as what is called an *H1* (headline) format. The regular text should be in the default *paragraph* format. And any sub-headlines in the text should be set in *H2* format. These formats are useful by search engines in understanding what your page is about.

SEO Content

We are also including content that should be put up on this new page for the purpose of search engine optimization (SEO). This information is put into a part of the page that is invisible to viewers but is seen by search engines, called metatags. This helps your site to rank in search engines for the topic of Nutrition Response Testing.

The easiest way to accomplish this on a Wordpress site is to use one of the free plugins that are available. These include:

All in One SEO
Yoast SEO
Platinum SEO Pack

Also some Wordpress themes have SEO functions built into them, in which case you wouldn't necessarily need a separate plugin.

The two key pieces of vital information that you want to put into your metatags for your Nutrition Response Testing page are the Title and Description. Here's what we recommend:
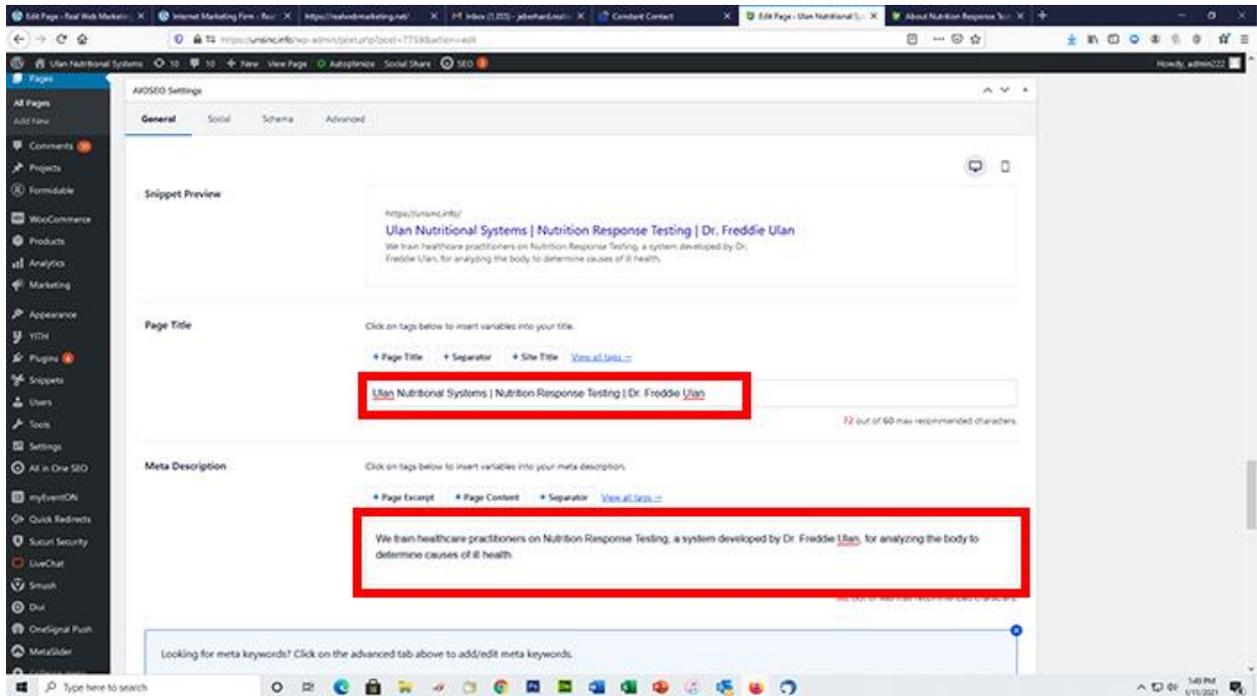
Title:
Nutrition Response Testing | Nutrition Analysis | Clinic Name

Description:
Nutrition Response Testing is a non-invasive system developed by Dr. Freddie Ulan, to find the cause of health issues and provide nutrients your body needs

Of course you want to put in your practice name where it shows in red above.

We have used all of the plugins above for SEO, and the All in One SEO and Yoast SEO are the most popular. You can use whichever one you want. However, we recommend the **All in One SEO** plugin. When you go to edit the new Nutrition Response Testing page, somewhere on that page, either at the top or near the bottom, you will see this.

Put the title in the first box outlined in red. If there is something in that field already, delete it.

Put the description in the second box. Once again if there is anything in that box, delete it and copy in the description above.

Save the page.

HTML Websites

If you have an HTML website rather than a Wordpress one, we will leave it to you or your webmaster to create that page using our recommended text.

Once that page is created, in the HTML code you want to copy and paste these lines in between the <head> and </head> tags.

<title> Nutrition Response Testing | Nutrition Analysis | Clinic Name</title>

<meta name="description" content=" Nutrition Response Testing is a non-invasive system developed by Dr. Freddie Ulan, to find the cause of health issues and provide nutrients your body needs." />

Of course add in your practice name where the red text is.

If you need help with any of this you can email John Eberhard at john.e@unsinc.info