

Registry Onboarding Checklist

Your step-by-step guide to a complete, searchable, client-ready listing. Follow the profile form's two tabs in order.

Comfort Care Registry

Effective March 1, 2026

How the Profile Form Is Organized

The registry profile form has two tabs, each framed around a different question:

Tab 1 — Identity. *Who are you?* Your name, how you describe yourself, your license, your photos, your location, and how to reach you.

Tab 2 — Business. *What does your practice do?* Your description, services, service area, attributes, highlights, FAQ, and special offers.

PRO

Sections marked PRO are available with a paid membership. Free listings include the essentials — name, tagline, license, featured photo, contact info, business description, categories, attributes, tags, and basic social links.

TAB 1

Identity

Who are you?

1 Business Name

Enter your business name exactly as it appears on your legal or DBA registration. This is what clients see first, and it's what our search indexes against.

Rules

- Match your legal or DBA name exactly — no abbreviations or informal variants
- Do not include your modality here (that goes in the tagline below)
- Do not include location here (unless it's part of your legal name)

2 Tagline (Identity Line)

A single sentence that appears directly below your business name. It tells the visitor who you are and what you do — immediately. Writing it right after your name means the two pair naturally.

Rules

- Keep it to one sentence
- Include your primary modality or specialty
- Do not use the word "expert" or other claim-heavy titles
- Do not list credentials — this is not a bio
- Write it the way you would introduce yourself at a professional event

Examples

"Certified Reflexologist specializing in stress relief and nervous system support."

"Licensed Massage Therapist focused on chronic pain management and mobility."

"Board-Certified Naturopathic Doctor offering root-cause wellness consultations."

3 License Number

Your active professional license number, as issued by your state or certifying body. This is what separates a registry listing from a general directory — clients know the credentials are real.

Rules

- Enter your current, active license or certification number
- Include the issuing state or body if applicable (e.g., "AZ LMT #12345")
- If you hold multiple licenses, enter your primary one — additional certifications go in Highlights on Tab 2

4 Photos

Photos are the first visual impression a client gets. They should be professional, clear, and authentic.

What to Upload


1. Featured photo (included on all listings) — this is the hero image.
2. Image gallery — entirely optional. **PRO** If you choose to add a gallery, upload your featured photo again as the first gallery image, then add up to 9 additional photos (10 total maximum) showing your workspace, tools, and yourself at work.


Optimal, not minimal. There's no required minimum for the gallery — you can skip it entirely. But if you do build one, listings with 6–8 photos consistently outperform thinner galleries. Aim for variety: one portrait, one environment shot, one tools shot, one in-session shot (no client faces), and the rest showing texture and atmosphere.


Technical Rules


- File format: WebP, JPG, or PNG
- Minimum dimensions: 600 × 800 pixels (portrait orientation)
- Use real photos — no stock images, no AI-generated images, no trademarked or copyrighted material
- Photos should be well-lit, uncluttered, and in focus
- Do NOT include visible client faces (unless you have written consent)
- Do NOT use heavy filters or text overlays
- Use descriptive file names (e.g., `reflexology-session-camp-verde.webp`, not `IMG_3847.jpg`)

Photo Content Checklist


 Featured photo (uploaded as hero *and* as gallery #1)

 Professional headshot or working photo

 Workspace or treatment room

 Tools, products, or environment details

 All photos are original (no stock or AI)

 No visible client faces without consent

A short video helps clients get a feel for you before they ever contact you. One video per profile — hosted on YouTube or Vimeo, linked from your listing.

Aim for 30–90 seconds. The first 3–5 seconds decide whether viewers keep watching, and the first ~34 seconds are where people are most engaged. Front-load what matters.

Rules

- Hosted on YouTube or Vimeo — paste the share URL into the video field
- Length: 30–90 seconds. Long enough to introduce yourself properly, short enough to stay engaging
- Hook the first 3–5 seconds. Open with who you are and who you help — not a slow intro, logo animation, or music fade-in
- Put what matters in the first 34 seconds. That's where viewer engagement is highest; anything after is bonus
- One clear call-to-action. A single next step ("View my services below," "Book a consultation") outperforms multi-step instructions
- Add captions. Most viewers scroll with sound off; captions increase completion rates significantly
- Film in landscape orientation (16:9) with good lighting and clear audio
- Do NOT make treatment claims or guarantees on camera
- Do NOT show client faces without written consent

GDPR consent checkbox: You'll see a GDPR consent checkbox on the form. GDPR is a European Union privacy regulation, not a US law — but the registry includes the checkbox because embedding YouTube or Vimeo places tracking cookies on visitors' browsers, and any EU visitor to your profile is covered by GDPR regardless of where you're located. Checking the box is your acknowledgment that you understand embedded video sets cookies and that visitors will be notified. If you don't check it, your video simply won't display.

Evergreen over trendy. A video that introduces you, your work, and your philosophy will still be accurate in two years. A video tied to a current offer, a season, or a dated reference will not. Evergreen content generates far more long-term conversions and saves you from re-recording.

6

Address

Your practice address powers local search, directions, and the map on your listing. The address field uses Google Maps to autocomplete and verify your location.

Rules

- Use the address where clients are seen — not a billing or mailing address
- If you are home-based or mobile, you can enter your general area instead of a physical address, and detail your service area on Tab 2
- Include city, state, and ZIP — these power location-based search

If your address isn't found: Google Maps sometimes doesn't recognize newer buildings, suites, or rural addresses. If yours doesn't autocomplete, you'll need to add it to Google Maps first. Visit [google.com/maps](https://www.google.com/maps), search for your business, and use "Add a missing place" to submit it. Verification takes a few days — then come back to the registry form and the address will autocomplete normally.

7

Phone Numbers

Three phone fields are available. Fill in the ones that apply — primary phone is required, the others are optional.

PRIMARY PHONE · REQUIRED

The number you actually answer for client inquiries. Will be clickable on mobile. A business line is preferred over a personal cell when possible. Include area code.

TOLL-FREE (800 / 888 / 877 / ETC.) · OPTIONAL

If you have a toll-free number, list it here. Especially useful if you serve clients across a wider region.

FAX · OPTIONAL

Still common for healthcare referrals, insurance paperwork, and inter-practitioner communication. List here if you accept faxed records.

8

Email Address

The email address that reaches you for new client inquiries.

Rules

- Use a professional address (yourname@yourbusiness.com) when possible
- Avoid shared inboxes unless someone is actively monitoring them
- Check that any autoreply messages are current and professional

9

Website & Booking Link

Your website and booking link have different purposes: the website is where clients learn more, the booking link is where they commit. Keeping them separate means the booking button on your listing can be prominent and action-oriented.

WEBSITE URL

Your main business website. Include the full URL, starting with `https://`.

BOOKING URL

PRO

A direct link to your online scheduling page (Acuity, Calendly, SimplePractice, etc.). If your website has a booking feature on a specific page, link to that page — not just your homepage.

10

Social Media Links

Social profiles give clients a fuller picture and give search engines more signals that your business is real and active.

FACEBOOK & INSTAGRAM · INCLUDED

Facebook and Instagram links are available on all listings, free and paid.

ADDITIONAL PLATFORMS

PRO

LinkedIn, TikTok, YouTube, Threads, Pinterest, Substack, and other platforms are available with a paid membership.

Rules for all social links

- Include the full URL, starting with `https://`
- Only link to profiles you actively maintain — a stale social feed hurts more than it helps
- Test every link on mobile before submitting

Note: Every contact field and link should be tested on mobile before going live.

TAB 2

Business

What does your practice do?

1 Business Description

The main narrative block of your listing. It tells potential clients what your practice does, who it serves, and what makes it distinct.

Rules

- 100–300 words
- Write in third person or direct address — not first person
- Lead with what the business offers, not your personal story
- Include your location or service area at least once
- Mention whether you offer in-person, virtual, or both
- Do NOT include medical treatment claims
- Do NOT list every credential — save those for the License Number field and Highlights

Suggested Structure

1. Opening: What does the practice do?
2. Middle: Who does it serve? What is the approach or philosophy?
3. Close: What can a potential client expect? (consultation, session format, etc.)

Voice-search tip: Write at least one sentence in natural, spoken language — the way someone would describe you out loud. Something like *"We're a reflexology practice in Camp Verde, Arizona offering in-person sessions for stress relief and chronic pain support."* This helps your listing surface in voice searches ("Hey Siri, find a reflexologist near me") without any extra work on your part.

2 Health Claims & Language

The registry is built on trust. Families use it to find real providers with real credentials — and that trust breaks the moment someone reads a claim that sounds too good to be true.

Your profile must stay clear of unsubstantiated health claims. This protects families from misleading information, protects the registry from regulatory risk, and protects you from FTC and FDA enforcement — which has increased significantly in the wellness and alternative-health space over the past decade.

Rules

- Describe what you *do*, not what you *cure*. "Supports relaxation" is fine. "Treats anxiety" is not.
- Do not name specific medical conditions as things you address unless you hold the license to diagnose or treat them. A licensed MD can say "manages hypertension." A reflexologist cannot.
- Do not quantify outcomes you cannot prove. "80% of clients report relief" requires documented evidence to back it up.
- Do not use before/after testimonials that describe symptom elimination, cures, or disease reversal.
- Be especially careful if your practice involves frequency or wellness devices, supplement programs, or similar products. These categories are the subject of active FTC and FDA enforcement, and the language the manufacturer provides in their marketing materials is often non-compliant. Do not copy product marketing language into your profile.

Words to watch

AVOID

cures · treats · heals · reverses · eliminates · prevents · diagnoses

USUALLY SAFE

supports · complements · helps with · focuses on · specializes in

The substitution test. Before you publish, read each claim and ask: "Could I defend this in writing to the FTC?" If yes, it stays. If no, rewrite it. "Heals chronic pain" → "supports clients managing chronic pain." "Cures anxiety" → "offers tools for clients working through anxiety." The second version says what you actually do. The first says what you hope happens.

Enforcement: Registry staff review listings for non-compliant language. Profiles containing unsubstantiated health claims will be edited, paused, or removed — with or without notice — depending on severity. Repeat violations may result in termination of your listing without refund.

3 Agency Information PRO

Required for licensed agencies and other non-individual entities. Skip this section if you are a solo practitioner.

This section gives clients essential context before they read the rest of your profile. A family evaluating agencies wants to know what kind of agency you are, how big you are, and what accreditations back your work — the same way a solo practitioner's license number establishes credibility.

AGENCY TYPE

What kind of agency you are — for example: home health agency, non-medical home care, hospice, adult day care, care management, assisted living, or another recognized agency type.

STAFF COUNT

The total number of staff or employees currently working with your agency. Clients use this as a rough indicator of scale — a 4-person agency and a 40-person agency feel very different to a prospective family, and both have their place.

ACCREDITATIONS

List your accreditations and certifications as a comma-separated list. Common examples: CHAP, ACHC, Joint Commission, state licensure numbers, or specialty accreditations relevant to your agency type. Include the issuing body and current status.

Note for agencies: Agency listings are PRO-only — free listings are reserved for individual practitioners. If you are an agency submitting a free profile, it will not go live.

4 Service Description PRO

Your specific services, listed individually. Each one gets 1–2 sentences.

Rules

- List services individually — do not combine them into a paragraph
- Name each service clearly (e.g., "60-Minute Reflexology Session," not "Healing Session")
- Include duration, format (in-person/virtual), and price if applicable
- Do NOT use vague or clinical language
- Do NOT make outcome promises or treatment claims

SEO tip — weave in searchable phrases: Service descriptions are where specific, long-tail search phrases land naturally. Think about what your ideal client would actually type or say: "*reflexology for anxiety*," "*natural pain relief*," "*stress reduction bodywork*." Work 2–3 of these into your service descriptions where they fit organically. Don't stack them or force them — one phrase per service is plenty.

Example Format

60-Minute Reflexology Session — In-person. Focused pressure-point work on the feet to support relaxation, circulation, and stress reduction. \$85.

Virtual Wellness Consultation — 30 minutes via Zoom. Review of health goals, lifestyle factors, and practitioner recommendations for natural pain relief and long-term wellness. \$50.

5 Categories & Tags

Categories place you in the right corner of the registry — they describe *what* you do. Tags are short keywords that help your listing appear in search — the words someone would type to find you.

Rules

- Select the categories that best describe your practice (the form will guide you)
- Use 5–15 tags
- Enter tags comma-separated in a single line
- Use lowercase
- Include your modality, specialty, conditions you support, and your location
- Mix broad and specific (e.g., "reflexology" and "plantar fasciitis support")
- Do NOT use hashtags
- Do NOT use full sentences

Example Tags

reflexology, foot therapy, stress relief, chronic pain, holistic health, camp verde az, nervous system support, relaxation, integrative wellness

6 Service Area, Hours & Languages

Four related fields that tell visitors *where*, *when*, and *how* you serve clients.

SERVICE AREA · FREEFORM

Describe the geographic region you serve. Be specific enough to be useful, broad enough to be accurate. Good examples: "Verde Valley and Sedona area, AZ" · "Within 30 miles of Camp Verde" · "All of Yavapai County, AZ". Avoid vague phrases like "anywhere" or "statewide" unless that's genuinely true.

GENERAL HOURS · FREEFORM

When you're typically available. A simple freeform format works well: "Mon–Fri 9am–5pm, Sat by appointment" or "By appointment only, including evenings and weekends." If your schedule varies, say so — clients would rather read "hours vary by week, please inquire" than a rigid schedule that turns out to be inaccurate.

LANGUAGES · FREEFORM

List the languages you work in. English is assumed — list it explicitly only if you want to emphasize it. Example: "English, Spanish" or "English (primary), Spanish (conversational)". Be honest about fluency — "conversational" signals different capability than "fluent."

REMOTE / ONLINE / PHONE AVAILABLE? · YES OR NO

A simple radio-button field indicating whether any part of your service can be delivered remotely.

When to answer Yes

- You offer telehealth, video consultations, or phone sessions
- Part of your intake, follow-up, or consultation work happens virtually
- Clients can meaningfully engage with your service without being in the same room

When to answer No

- Your work requires physical presence (bodywork, in-home care, hands-on therapies)
- There's no meaningful remote version of what you do

The clarifying test: Lawn care is No — there's no remote version. Telehealth is obviously Yes. A massage therapist who offers virtual consultations before an in-person session? Still Yes — there's a real remote component. When in doubt, ask: "Can a client in another city get meaningful value from me without traveling?" If yes, check Yes.

7 Practice Attributes

Attributes help visitors understand *how* you work, *who* you serve, *where* you work, and *how* you accept compensation. They are powerful search filters — a family searching for "works with dementia" or "sliding scale available" will use attributes to find the right fit.

Be honest and selective — don't over-check. Attributes are filters, not badges. If you check every box in Population Focus, you make yourself *less* findable, because the filter can't tell you apart from a generalist. A client searching "works with dementia" wants someone who specializes in that — not someone who occasionally sees an older client. Pick what's genuinely true and specific to your practice.

The four attribute groups

Practice Approach

How this provider works

EXAMPLES · Trauma Aware, Grief-informed, Neurodivergent-friendly

Population Focus

Who this provider tends to serve

EXAMPLES · Works with elders, End-of-life focus, Caregiver support focus

Care Setting

Where and how this provider works


EXAMPLES · In-home only, Remote / virtual available, Available for travel

Exchange Model

How this provider accepts compensation

EXAMPLES · Accepts Credit/Debit Cards, Sliding scale available, Available for barter

Rules

- Select at least one attribute — but treat that as the floor, not the target
- Select only attributes that genuinely describe your practice
- If you're unsure about an attribute, hover the  on the form for a definition
- Revisit these every 6–12 months — your practice evolves, and so should your attributes

8

Highlights

PRO

3–6 short bullet points that appear prominently on your listing — your "at a glance" differentiators.

Rules

- Use 3–6 highlights
- Each should be one short phrase or sentence
- Focus on what makes you *different*, not what makes you the same as everyone
- Do NOT repeat your service list here
- Do NOT use superlatives ("best," "top," "leading")

Prefer "since [year]" over "over X years": A year is specific, verifiable, and doesn't silently go stale. "Over 15 years" is true today and wrong next year — and no one remembers to update it.


PREFERRED


Practicing since 2010


ACCEPTABLE


Over 15 years of clinical experience


Examples

 Practicing since 2010

 Specializing in nervous system support

 Offering both in-person and virtual sessions

 Certified in 3 reflexology modalities

 Accepting new clients — same-week availability

9

FAQ

PRO

The FAQ section lets you preemptively answer the questions clients ask most. This builds trust and reduces friction before a client ever contacts you.

Rules

- Include 3–7 questions and answers
- Write questions the way a client would ask them — conversational, not clinical
- Keep answers to 1–3 sentences
- Do NOT use this section to make medical claims or guarantees

Suggested Questions to Include

1. What should I expect during my first visit?
2. Do you offer virtual sessions?
3. What forms of payment do you accept?
4. How do I book an appointment?
5. Do I need a referral?

6. What should I wear or bring?

7. Is parking available?

10 Registry – Only Special PRO

A discount or special offering available only to visitors who find you through the registry — not available through your website, social media, or other channels. This rewards clients for using the registry and gives you a way to measure where new business is coming from.

Rules

- The offer must be genuinely registry-exclusive — not advertised elsewhere
- Describe the offer clearly: what it is, who qualifies, and how to redeem
- Include a redemption mechanism (e.g., "mention Comfort Care Registry at booking")
- Do NOT use this space for general discounts, seasonal sales, or public promotions
- An expiration date is optional

Prefer evergreen offers over dated ones. An offer that says "mention this listing for 15% off your first session" works today and still works next year. An offer that says "valid through December 31" is either a maintenance task you'll forget or a stale message broadcasting that your listing is neglected. Same principle as "since 2010" vs "over 15 years" — build it once, keep it current.

Note on expiration: If you set an expiration date, expired offers are automatically removed from your public profile — visitors will not see them. However, the registry does not currently notify you when an offer is about to expire. An expired offer that you forget to replace is a silent, wasted opportunity: your profile is live, but the space where a promotional hook used to be is simply empty. Put a reminder on your own calendar — or better, use an evergreen offer and skip the date entirely.

Examples

EVERGREEN · PREFERRED

"Mention the Registry when booking and receive 15% off your first session."












DATED · MAINTENANCE REQUIRED

















"Book before December 31, 2026 and save \$20."

"Registry clients receive a complimentary 15-minute intake consultation before their first session — just mention this listing when booking."

Final Audit — Before You Submit

Run through this full check before hitting submit.

-  Tab 1: Business name matches your legal or DBA name
-  Tab 1: Tagline is one sentence — no claims, no credential dumping
-  Tab 1: License number is current and includes issuing state
-  Tab 1: Featured photo uploaded
-  Tab 1: Image gallery (optional) — if used, featured photo duplicated as gallery #1, plus additional photos up to 10 total, 600×800 minimum, WebP/JPG/PNG
-  Tab 1: Descriptive file names on all photos
-  Tab 1: Video (if used) is 30–90 seconds, hosted on YouTube or Vimeo, GDPR consent checked
-  Tab 1: Address verified in Google Maps (added to Maps first if needed)
-  Tab 1: Primary phone is the one you actually answer; toll-free and fax filled in if applicable
-  Tab 1: Email is monitored and professional
-  Tab 1: Website URL and Booking URL are separate and both functional

-  Tab 1: All social links tested on mobile
-  Tab 2: Business description is 100–300 words, third person, includes location
-  Tab 2: Description includes at least one natural, spoken-style sentence
-  Tab 2: Agency Information complete (if you are an agency)
-  Tab 2: Services listed individually with names, durations, and prices
-  Tab 2: Service descriptions weave in 2–3 specific search phrases
-  Tab 2: Tags are 5–15 items, lowercase, comma-separated
-  Tab 2: Service area, hours, and languages filled in
-  Tab 2: Remote/Online/Phone radio answered accurately
-  Tab 2: Attributes selected honestly — only what's genuinely true
-  Tab 2: Highlights are 3–6 short differentiators, using "since [year]" where relevant
-  Tab 2: FAQ has at least 3 client-facing questions answered
-  Tab 2: Registry-only Special (if used) is genuinely exclusive and has a clear redemption method
-  Both: No unsubstantiated health claims — every outcome-related statement passes the "could I defend this to the FTC?" test
-  Both: No product marketing language copied from device or supplement manufacturers
-  Both: No stock photos, AI images, or copyrighted material

Want Us to Build It for You?

We offer a done-for-you onboarding service. We'll build your full profile — tagline, descriptions, SEO, photos, and all — based on a short intake call. You review, approve, and go live.

[Your Registry Contact Email]

[Your Registry Website URL]

Subject line: *Done-For-You Onboarding Request*

© Comfort Care Registry LLC — For providers onboarding to the registry. Do not redistribute without permission.