Healing Heat Therapy Expands its Online Footprint as Infrared Sauna Market Increases

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The infrared sauna market has seen a rapid increase in popularity and some industry companies have searched for ways to gain more exposure by expanding their online presence. Most have the traditional social sites of Twitter, Facebook and LinkedIn. But savvy brands have begun adding other online properties to reach an even larger audience. Healing Heat Therapy, a specialist in infrared sauna education, is a part of this group of adapting brands.

?We believe that infrared sauna therapy has the potential to positively affect a person?s health. Sometimes this affect can be described as dramatic. As we have seen the increase in popularity of sauna use, we chose to expand our online network even more. Due to the online public?s overwhelming confidence in Wordpress, we have begun adding blog posts to our existing Wordpress blog to keep those readers informed. As a result, our Wordpress blog has seen a very sharp rise in followers over recent months,? says Cody Martin, owner of Health Heat Therapy.

This sauna brand has also increased its attention on its Weebly website, which is much less used than Wordpress by most writers and readers. As Cody Martin further explained, ?The Weebly platform is a bit

unique in that it has become more difficult to build on that platform in the past two years. But websites on the platform tend to have a very loyal following. Fortunately, we established our Weebly network almost 3 years ago. Nearly 10% of our blog readers now find to us through our Weebly presence. Noticing that, we have begun increasing our focus here as well.?

According to a February 3, 2105 Forbes article, the percentage of traffic to a website originating from social media reached one-third for the first time. It has been increasing since that time. This has promoted many online brands to adapt and add smaller, more niche social properties such as behance and brandyourself.com.

As Cody added, ?Our Healing Heat Therapy brandyourself platform has become important to our brand. It is a repository of a brand?s online properties and is a tremendous listing of places where visitors can find our website. Some forms of the information we provide on saunas and healing heat are better suited for smaller media sites. On this particular site, we are able to embed our important blogs and resources in such a way that readers can view all current updates on many of our locations right from the brandyourself page. After adding our listing, we have begun to see a small but increasing flow of visitor traffic.?

Many companies have been slow to adopt social media sites outside of the largest and well known. But as social media visitor flow approaches 50% of traffic to websites, it cannot be ignored for growing brands. As of July, 2018, mobile first traffic has dramatically risen in importance. Websites that may not be ranking on the all important first page of a Google search result can still see greatly increased volume of visitors, customers and sales due to this switch. Over the next few years this is very likely to gain even more news exposure.

Healing Heat Therapy was founded in 2012 as a resource for infrared sauna informational. Its owner meets with sauna company representatives and owners regularly to stay informed on industry changes. Following its owner experiencing marked health benefits as a result of using an infrared sauna, the site was formed. For additional information, company contact information is provided below.

Website: https://www.healingheattherapy.com

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For more information about Healing Heat Therapy, contact the company here:Healing Heat TherapyCody Martin(866) 477-4095cody@healingheattherapy.comHealingHeatTherapyColorado Springs, CO80905

Healing Heat Therapy

We provide you the best infrared sauna reviews based on regular talks with the owners of Jacuzzi Clearlight Saunas, Sunlighten, Heavenly Heat Saunas, Health Mate Saunas and Vital Health Saunas. Giving you information based on our 10 years of research.

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