S T A R T E R   P A C K

All You Need To Know About Working for Salon Guru

Salon Guru

CONTENTS

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Find out more about the team here: https://www.salonguru.net/our-team/

GETTING STARTED

The Salon Guru team have numerous ways of getting in touch with one another. These include phone, Skype, emails, TeamDesk messaging, Facebook messaging & by leaving posts on Facebook Salon Guru Team (a closed group).

You will be given your own Salon Guru email address, plus you will be set up on TeamDesk and invited to join the Facebook Salon Guru Team. Please accept any Facebook friend requests from the team. You will also be given access to Dropbox where we have hundreds of hair & beauty photos which can be used on client websites & facebook pages, as and when required.

We would advise you to set up a Skype account where you can receive and make free Skype calls to the rest of the team.

You will also be given user names & passwords so you can access Salon Guru client websites on Wordpress, and client newsletters via Campaign Monitor.

Useful links: https://team.salonguru.net/   https://www.campaignmonitor.com/

OUR CLIENT WEBSITES

Salon Guru creates the best hair & beauty salon websites and marketing in the world. Our websites are mainly based in the UK, but we also have clients in America, Dubai and Australia.

View our list of clients here: https://www.salonguru.net/salon-marketing-website-clients-uk-usa/

WHAT CLIENTS EXPECT FROM SALON GURU

Most clients are on a full contract which gives them 6 hours of work a month. Others may be on half contracts or hosting only. ***The Client Manager is the main contact for the client*** and will do some of the work herself and delegate some tasks to other team members, using their skill sets. All tasks should be loaded onto the TeamDesk system. A client on full contract *will expect all or some* of the following services:

Design and write a new website which looks great, loads quickly, is Search Engine Optimised, and works on all platforms including mobile phones and tablets. The Client Manager must liaise closely with the client and use the rest of the team to help with the technical side of the design & images.

Late Deals – Most clients use the Salon Guru Late Deals system which helps salons fill their appointment slots on quiet days, or to help new stylists build up their column (clientele) etc. Here is an example of a salon's Late Deals page: http://www.blisshair.com/late-deals/ Client Managers will be given separate training on Late Deals which are sited on Yoursalon.co

WiFi – Salon Guru offers clients in-salon WiFi which directs a salon's clients to log in to the internet via social media sites. After logging in, the client will see a personalised Welcome page (e.g. https://ubuntu-salon.co.uk/welcome/). Client Managers will be given separate information on WiFi.

Reviews – Most websites have a 'Leave a Review' page where clients leave feedback on the service they received. The client can monitor and publish reviews via Yoursalon.co

Google Rank reports – after a few months a client should see that their website ranks in the top 3 on Google, Bing etc for key hair & beauty phrases in their location. Request a report for you client every three months or so. Phil Evans will run these reports and send them to the client.

Write & send monthly newsletters to the clients' customers. The Client Manager should suggest content and chase the client to get information, before writing and sending the newsletter. The client should email to the Client Manager an updated list of email contacts each month.

Quarterly reports highlighting the work Salon Guru has carried out for them.

Google Analytics reports – every client should receive a report every six months on their website traffic. Client Managers will be given training.

Occasional Facebook support – clients are encouraged to take control of their Facebook pages, but new clients in particular may need advice on how to get started and what to post.   The Client Manager should be proactive in suggesting we create the occasional Facebook Advert which is great for helping a salon recruit staff, or promote a salon offer, package or new service.

Monthly Marketing Plan – Phil Evans and Sarah Kitt work together to send all clients a monthly marketing plan which suggests areas they should consider promoting for the next month. Here is an example: https://www.salonguru.net/march-salon-marketing-plan/

Regular daily or weekly contact – Client Managers must remain in contact with their clients, responding to telephone calls and email messages within a couple of hours.

Occasional visits – Client Managers should book in to visit clients who may need extra support or face-to-face explanations on how to get the best from Salon Guru.

Useful Links: https://www.salonguru.net/our-services/   https://www.salonguru.net/learning-center/ https://www.youtube.com/user/SalonGuruVideos

CREATING A WEBSITE

STEP ONE: Questionnaire

Once Phil Evans has sent an introductory email to the new client, it is time to send them the Salon Guru Questionnaire to complete. Client Managers will be sent the questionnaire separately to keep on file, ready to send out to new clients.

STEP TWO: Design

It is now time to work closely with the client on their website design. Send them a link to all our websites and ask them to tell you which designs they like (perhaps they have their own ideas). The aim is to develop a bespoke website. Once a design has been decided upon, help the client choose images for the home page – make sure their top five services for generating income are on the home page. Ask Mike to make up images, with titles. Advise the client on which fonts might be suitable. https://fonts.google.com/

Find more information & view our website designs here: https://www.salonguru.net/salon-websites-design/

STEP THREE: Page Plan

Using information from the completed Questionnaire & any existing website the client may have, work out which pages their website needs. See 'Example of a Page Plan'.

STEP FOUR: Write Content

Shane Marsh will set up a temporary website for the client. The new website will be created here &, once finished, Shane will transfer it over to the client's chosen domain name (URL). The Client Manager (and writers) will go into the 'backend' of the temporary site and begin adding pages. Client Managers will be given training on how to add a Page or Post to Wordpress.

STEP FIVE: Add Images

Many salons use specific products and services from one or two suppliers. If your salon is, for example, an Aveda salon, create as many pages as possible using Aveda images (which can be found in the Salon Guru Dropbox).   Client Managers will be sent separate information on how to use Dropbox.

Images can be added in a variety of ways. Mike Belshaw is our image guru so ask him to add images to your pages. The Client Manager should choose the images – working closely with the client – and may sometimes need to add images.

TOP TIPS WHEN ADDING IMAGES TO WEBSITE

To add an image beside text (e.g. http://www.ritualshairspa.com/massages/):
- On your PAGE, put your cursor where you want the image to be added. So on the example page, put your cursor at the beginning of 'Enjoy a wonderful...'
- Towards top left click on ADD MEDIA which opens new page Insert Media.
- Click on Upload Files and upload your chosen image. A tick mark will appear in the top right-hand corner of the image to show you have selected it.
- On the right-hand side of the page add useful SEO information to TITLE and to ALT TEXT (e.g. Massages at Rituals Hair Salon & Beauty Spa in Scotter). Check the Alignment – in the example, the image is aligned Left.
- Click INSERT INTO PAGE. If it looks good, click UPDATE (top right of page).

To add 3 specific supplier images in a row (e.g. http://www.haringtons.com/services/hair-colour/):
- On left-hand tool bar hover over GALLERY & click on ADD GALLERY/IMAGES. At top of page give your new gallery a name such as Hair Colour.
- Click on ADD FILES. Upload all of the files you want on that page.
- Click on START UPLOAD.
- Click on Manage Gallery once the images have uploaded & start tagging your images. For example, if you have uploaded 3 hair colour images for Full Colour, another 3 for Highlights and 3 for Fashion Colours, you should go to each image and, under Tags, add FullColour for the 3 x full colour pics, add High[' for the 3 x highlights) etc.
- Now go to your page & add the code [nggtags gallery=fullcolour] where you want the 3 x full colour pics to be added. Add the code [nggtags gallery=high] where you want the highlights to be added.... And so on.
- Click UPDATE to save your work.

To add 3 or more non-specific images in rows (e.g. http://ubuntu-salon.co.uk/trends/top-trending-hair-styles-colours/)
- The images have already been uploaded and tagged to a central site which feeds into each of our websites. This means you simply need to add the correct code to your page, where you want your images to appear.
- The above article pulls in all of the latest trends, using the code 17tr which has been added to those images we want to appear.
- Add the number of images you want with 'limit=3' In the example, 9 image were added so the code was [sg-gallery-picker tag=17tr limit=9]

To add a Featured Image onto a post (e.g. http://www.hushhair.com/hair-news/)
- It is particularly important to add a Featured Image to any Posts you create.
- Posts tend to be used when creating news items for News sections/Blogs and when adding Offers to the Offers/Promotions sections.
- The Featured Image appears as you see it in the example.

CHANGING THE MAIN MENUS ON WEBSITES

To change a page name that is already on the main menu:

- Log into backend of the website
- On the left-hand menu click on APPEARANCE and MENUS
- In the main part of the page you will see Edit Menus. Find 'Select a menu to edit'. There is a dropdown box - make sure you SELECT Main Menu.
- Below this you will see Menu Structure
- Under the HAIR title you will see Aveda Botanical Hair and Scalp Treatments
- Click on the little dropdown triangle to the right of Aveda Botanical Hair and Scalp Treatments
- Under Navigation Label - change the name of that page to Hair Treatments
- You can also go into the Aveda Full Spectrum Hair Colour and change that to Hair Colour.... and do any others you feel are too long.
- Then click SAVE (button at the top & at the bottom - choose one and save your work).
- Check the front end of the website to make sure it looks right.

To add a new page you have written to the main menu:

- Log into backend of the website
- On the left-hand menu click on APPEARANCE and MENUS
- In the main part of the page you will see Edit Menus. Find 'Select a menu to edit'. There is a dropdown box - make sure you SELECT Main Menu.
- Below this you will see Menu Structure
- Under Edit Menus you will see a list that says PAGES / POSTS / CONTACT INFO / WIFI etc. If you want to add a page that you have written, open up PAGES. If you want to add a post you have written, open up POSTS.
- Usually the page you have written appears towards the top of the list. Simply click on the little square next to the title you want to add. If you cannot see your page, you can either click on Search or View All to find it.
- Once clicked on, the title will appear on the Main Menu - at the bottom.
- Hover your cursor over the title and drag it to where you want it to appear in the menu.
- If it is going to be a sub menu title - you should add it so that it is indented (for example - HAIR is a main menu item, Hair Treatment, Hair Colour etc are sub menus and are indented.)
- Click on SAVE.
- Check the front end of the website to make sure it looks OK.

SEARCH ENGINE OPTIMISATION (SEO) TIPS

- Write H2 Headings which have great SEO content e.g. Hair Colour Trends at Top Oxford Hair & Beauty Salon / Balayage Hair Colour Ideas at Ubuntu Hairdressers in Oxford / The Best Hair Colour at Ubuntu Hair Salon & Spa in Oxford
- Try to add at least 4 H2 headings to each page or post.
- Write content that contains the sort of phrases people might search on Google e.g. on a wedding hair page **the following sentence has poor SEO content**:

'We will present you the best options for your individual look and wedding theme. From lightly styled, dreamy loose curls to a striking braid or pony tail look – the choice is yours.'

Whereas **this sentence is full of useful SEO content**:

'The experienced wedding specialists at Ubuntu Hair Salon in Oxford will present you with **the best bridal hair ideas** to complement your wedding dress, bridal make up and wedding theme. Long wedding hair can be styled into glamorous curls for brides, a *classic bridal upstyle*, or pretty braid or *plaits for weddings*.'

- Add four or five of your key phrases in a mixture of italics, bold italics & bold – as you can see in the example above.
- Rename images so they are relevant to your website & page e.g. hair colours at Ubuntu hair salon, Oxford
- If you have a salon with multiple locations, make sure you add [getLocationsLinks] which brings up a list of all of the salons e.g. http://www.freshlifestyle.co.uk/hair-cuts-and-hairstyles-at-fresh-lifestyle-salon/
- Add [areaswecover] somewhere near the centre of the page to boost SEO for 4 or 5 key locations (your client needs to tell you which locations to cover. The Client Manager will be shown where to add the locations in the back end of the client's website) e.g. http://www.freshlifestyle.co.uk/hair-cuts-and-hairstyles-at-fresh-lifestyle-salon/
- Complete the Title and Description sections in the **All In One SEO Pack** at the bottom of your Wordpress pages and posts.

All in One SEO - The Title must be no longer than 60 characters and contain:

- What the page is about
- One of the following: Hair Salon, or hairdressers, or hair & beauty salon, beauty spa
- The location of the salon

E.g. Winter hair colour trends, Birmingham hair & beauty salon (58 characters)

All I One SEO - The Description must be no longer than 160 characters and contain:

- A description of what the page is about, mentioning some key SEO phrases
- The full name of the salon (if the salon is called Frisor Wellness – that is no good for SEO so call it Frisor Hair & Beauty Salon instead)

E.g. Winter Hair Colour Trends including silver grey hair colour, ombre & balayage, and rose gold hair colours, at Hush Hair & Beauty Salon in central Birmingham.

Find out more about SEO: https://www.salonguru.net/seo-for-salon-search-engines-keywords/

CREATING NEWLETTERS

Salon Guru sends newsletters on behalf of some clients. Newsletters allow salons to promote & sell their services to existing clients. Newsletters are created on https://www.campaignmonitor.com/

Get Organised & Log In

By now you have liaised with your client so you know what they want to go into their monthly newsletter. Log into Campaign Monitor and click on **CLIENTS**. Most of our newsletters can be found under YOUR CLIENTS / SALON GURU. Some clients are simply under **YOUR CLIENTS**.

Newsletter Templates

New clients using this service will need Salon Guru to create a newsletter template for them.   Send the client some examples so they know what to expect and can work out which styles template suits.

Existing clients already have a newsletter template. The easiest way to call up your newsletter is to duplicate it. Let's take Suzanne's Hair & Beauty as an example.

- Go to **OVERVIEW**.
- Go to **Recently Sent Campaign Reports** (lower down the page) and click on See all sent campaigns.
- In the search bar, search for 'Suzanne'. Hover over the top newsletter in that list - towards the right-hand side near the CLICKED header you will see three images appear.
- Click on the central image – a box with a cross in it. This will duplicate that newsletter which will now appear in Recent Drafts.

Adding Pictures, Words & Hyperlinks

- Click on your newly duplicated newsletter to open it. Under **Campaign and Sender** heading, click on EDIT. Under **Name this Campaign**, change the name of your newsletter to reflect the month & salon name. Under **Write a Subject**, put the name of the newsletter – this is the headline that end users will see when it pops up in their email inbox. Click **I'M DONE RETURN TO THE SNAPSHOT**.
- Under **CONTENT**, click EDIT. You now need to change all of the content, images, headlines & add new hyperlinks. Click on EDIT and a box pops up on the left-hand side. Write the content in here. Add new images & links to relevant web pages here (e.g. if writing about Winter Hair Trends, make sure you link to the latest Winter Hair Trends article on the client's website. Link the image & link where you say 'Read our Winter Hair Trends article here').
- Have a practise to familiarise yourself with what can be achieved. **SAVE CHANGES** when you are happy with each snippet…. Then move on to the next snippet of news below and update that.
- To see what your newsletter looks like, click on the green **PREVIEW** button top right.
- Once you are happy with your newsletter, let your client see what you have done so they can check it. Click on **WEB VERSION** (top left of newsletter) which will generate a link that may look something like this: http://salonguru.createsend1.com/t/ViewEmail/y/2A0390FA2DA27041   Send that link to your client.
- We usually add a line underneath each snippet of news to separate it from the next item. In edit mode, click on **SOURCE** and put the code <hr /> at the very bottom of the text.

CREATING NEWSLETTERS (continued)

Updating 'Plain Text'

Once your newsletter content has been approved, go to CAMPAIGNS and the page that shows the titles **Campaign and Sender / Content**. Under **Content** heading, find **Plain Text Version**. You will see that it says Preview or **Edit**. Click on Edit.

Simplify this section. Note: You need to keep the Unsubscribe info & **Read the newsletter in full here: [webversion]**   It should look something like the one below.

Web Version [webversion]

A New Year deserves a fresh start so why not start 2017 with a gorgeous new hair cut, style or colour at Gavin Ashley Hairdressing?

Plus, if you introduce a friend or loved on to our salon, we'll give you both 15% off your cut & style. Terms & conditions apply.

In this month's newsletter we also bring you some fab New Year Offers, plus the latest Winter Hair Colour Trends.

Read the newsletter in full here: [webversion]

Unsubscribe [unsubscribe]

Click **I'M DONE RETURN TO SNAPSHOT**

Uploading Emails & Sending

Ask your client to send you a list of their client emails in an Excel Spreadsheet.

- Go to **Campaign Snapshot** and click on the green **DEFINE RECIPIENTS** button.
- Look down the **CURRENT LISTS** and click on any lists that may be relevant to your client. For Suzanne's Hair & Beauty, for example, click on all of the offers listed (e.g. Suzanne 10% off Acrylic Nails, Suzanne 10% off Dermalogica, Suzanne 20% off Laser & IPL and so on).
- Click on **IMPORT NEW** and upload the Excel spreadsheet – you will be given prompts to help the system work out what are names, what are emails on that list.
- Click **NEXT**. Click **Send a Test**. Add your email address in the box beneath the title 'Send a test campaign to…'
- Click **Send the test email**. Check the newsletter when it appears in your email Inbox – check the links. Click **NEXT** to send the newsletter.
- **When would you like to send this campaign?** page appears. Some clients may ask you to send it on a specific day and time. Schedule it to appear at that time. Or click **Send it now**.
- Click the green **PAY FOR THIS CAMPAIGN** button.
- Send your campaign.

Let your client know the newsletter has been sent out.

FACEBOOK SUPPORT

From time to time your client may need support on Facebook. We can advise them on the sort of content to post and how frequently they should be posting, etc, but do not be tempted to manage the facebook page for the client.

Client managers should consider providing a service where we create Facebook adverts for the client. This is a great tool if they want to find new staff, promote a new salon, promote new offers and services etc.

The ultimate aim is to show the client how to do set up their own Facebook adverts.

HOW TO CREATE A FACEBOOK ADVERT

HELPING YOUR CLIENT SET YOU UP ON THEIR FACEBOOK ADVERTS MANAGER

Ask your client to send you a facebook friend request. Once you have accepted the friend request the client needs to:

On their facebook page, go to Settings (the little dropdown triangle in blue bar on right-hand side next to Notifications icon). Open it up and click on Manage Adverts. This opens Adverts Accounts. In top left-hand corner (where it says Facebook Adverts) click on the three little lines. Then click on All Tools.

Under Settings (right-hand side) click on Advert Account Settings.

On left-hand side click on Account Roles

On right-hand side next to Advert Account Roles click on the +Add a User. Then add in your client manager's email address (e.g. sarah.kitt@hotmail.com) and also click on the level you want your client manager to be (e.g. Advert Account Admin) Click CONFIRM.

PREPARATION BEFORE YOU SET UP YOUR FACEBOOK ADVERT

Check out Salon Guru Dropbox 'Recruitment' folders to see if there is a suitable image. You need an eye-catching image with very few words – e.g. STYLIST WANTED or BECOME A ROCKSTAR STYLIST or HAIR STYLISTS EARN MORE & HAVE FUN! If not, ask Mike to make up an image.

Make sure the website page you are diverting to from your Facebook Advert is ready. For example, if it is a Recruitment page, make sure it features the job vacancies and a simple online form that potential recruits can complete.

IMPORTANT: Make sure your client understands what you are doing. Get them to agree the budget, how many days it will run, who you will target (men/women/age group/areas). This will make more sense when you read the next page…

CREATING YOUR FACEBOOK ADVERT

Go to your own facebook page main tool bar – click on the little dropdown arrow and click on CREATE ADVERTS. This opens Adverts Manager. On the left-hand side make sure you open up all of your client's accounts and **click on the correct account** (because you do not want to be paying for your client's facebook advert!)

What's your marketing objective? It will probably be to generate more traffic – so click on TRAFFIC

Scroll down a little bit and add in your CAMPAIGN NAME (e.g. Job Vacancies). Click Continue.

Advert set name? Write in Job Vacancies

Scroll down to Audience. Make sure CREATE NEW is underlined (it should default to that). Scroll down a little bit to Locations. It will probably say United Kingdom. (If you want America click on the Exclude button.) Next to the Include button type in the main town where your salon is based. So for Ruby Mane Hair Boutique in Farnham, Surrey, I would type in Farnham – and click on Farnham, England which pops up. You will see that location is now set and there is a +40km next to it. This is the area which your Facebook Advert will cover. You can make the area bigger or smaller or you can add in a second or third location. It is up to you. I tend to stay with +40km and one location.

Scroll down to Age: Decide which age group you want. For Experienced Stylists Wanted I will usually input an age group of 22-45

Gender: Probably Male & Female (so click on All)

Languages: Probably English

Detailed Targeting: Type in Hair Stylists (as a job title), Hairdressers (as a field of study); Hairdressers Journal (as an interest); National Hairdressers Federation (as an interest)… and any other topics or interests or magazines you feel would help to narrow down the target audience. After all, you want a recruitment advert to target only hairdressers in your area.

Click on Save This Audience (you may need to rename the Audience Name – e.g. Job Vacancies)

Scroll down to Budget & Schedule: Suggest Daily Budget of £5

Scroll down to Schedule: Click on Set a start and end date. Put in your start date and your end date. Then IMPORTANT: Check what it says below this… It should say something like Your adverts will run for 14 days. You'll spend no more than £70.

If it says something outrageous (i.e. it says your advert will run for 60 days and cost £300… you need to redo the Budget & Schedule bit) !

The rest should all default to what you want so scroll down to Continue

Advert Name: Job Vacancies

Make sure Create New Advert is underlined (it should default to this)

Pages/Connect Facebook Page: Click on the salon website you are creating the advert for (e.g. Ruby Mane)

CREATING YOUR FACEBOOK ADVERT (CONTINUED)

Scroll down to Format. Click on Single Image.

Scroll down to Images. Click on Upload Image – and upload your chosen facebook advert image.

Scroll down to Links. Add in the URL to the website page you are diverting people to. E.g. Your website recruitment page perhaps.

Headline: Add an eye-catching headline e.g. Super Stylist Wanted!

Text: Do you want to earn more money & have fun? Join Ruby Mane Hair Salon.

Call to Action: This is the button that you want people to press on to go to your Recruitment website page. Suggest: Learn More.

Display Link: Put in the recruitment web page link.

REVIEW ORDER

Then once you are happy you can PLACE ORDER.   Facebook usually takes no more than an hour to approve your facebook advert. You can then look in the backend of the Facebook Adverts Manager to keep an eye on how your advert is performing.

IMPORTANT: Before you go ahead and do your Facebook Advert, make sure your client understands what you are doing. Get them to agree the budget, how many days it will run, who you will target (men/women/age group/areas).

HOW TO EMBED AN INSTAGRAM IMAGE ONTO A WORDPRESS PAGE OR POST

1. Open your chosen Instagram image
2. Click on the 3 dots bottom right corner
3. Click 'embed'
4. Copy code (you can choose to keep or remove the caption)
5. Open page where you want to embed image
6. Type in code [field name=image1] where you want image to appear
7. Scroll to custom fields and enter new 'image1'
8. Paste code into 'value'
9. Et voilà!

Note: If you want to add more, just keep adding custom fields i.e. 'image2' 'image3' and change code accordingly.

HOW TO USE GOOGLE ANALYTICS

We can check how each website is performing by viewing the stats via Google Analytics. Talk to Phil Evans about getting yourself set up on Google Analytics for your clients. You will need to set up a gmail (Google) email account. Then, to start checking the website stats…

Log into https://www.google.com/analytics/

On the sidebar on the left-hand side click on AUDIENCE / Overview – a chart will appear. Towards the top right are some dates – Click on the little arrow to the right of those dates and some boxes appear with dates in. These are the dates you can search to see how your website has been performing. For example: Start the date at Sep 1 2017. Go to the next box and set your end date at Dec 31 2017. Click on Apply button. Just below this you will see boxes that say Hourly/Day/Week/Month – click on Month. You will then see on the graph how your website performed between Sept and Dec. However on the line on the graph to see the stats.

Very often you want a year on year check so go back to the dates box. Let's compare Nov 2017 against Nov 2016. To do this go to the first date box and click on Nov 1 and in the second box click on Nov 30. Now click on the little box below the dates box that says Compare to Previous Year. Click on Apply. You will see the chart change – two dots will appear. Hover on them to see the number of sessions (basically visitors to your website) You will see a slight drop in visitors in 2016 compared to 2017.

You can also see all of this in pie chart and other formats – look further down the page.

On left-hand side another good area to explore is BEHAVIOUR / Overview. Again, choose your dates. Then look at the stats further down the page. You can see which pages are most viewed (Late Deals / Price Lists / Contact pages / Vote for your favourite model / Offers/ Christmas / The Teams

HOME is also a good area – it throws you lots of stats including which devices people view your website on / what time of day is most popular to visit your website / which pages people visit…

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SETTING UP A SHOP ON A WEBSITE

Clients have varying success with online shops and much of its success depends on effective marketing of the site (plus excellent SEO work by Salon Guru).

Clearly with any shop, new products have to be added and sales have to be managed. That is why it is important that clients take ownership of their online shop and help to set it up. They will need to learn how to add products, categorise products, create correctly sized product images, manage stocks, manage sales. They need to think about how they want to categorize their products – will it be by brand; will it be by type of product (e.g. shampoo / conditioner / hair mask / dry shampoo; or both?

Salon Guru will set up the shop on the website. We use WooCommerce which is user-friendly and works well. The client will need to set up a payment system – we recommend using PayPal. When people buy products, they do this through PayPal who then send an email to the client (salon) and to the buyer detailing the purchase.

Have a look around the backend of one of our most successful online shops: https://shop.savannah-salonspa.com/ . In the dashboard you will see WooCommerce. You can check status of ORDERS. You can look at REPORTS to see how many sales the client has had.

Now go to PRODUCTS – ALL PRODUCTS. You can see all of the products. You can filter them by Category or Product Type.

- You can ADD NEW to add a new product.
- You then input the information (product name);
- Add a description about the product beneath;
- Scroll down to Product Data – that should be set at Simple Product;
- Add in the price under Regular Price;
- Scroll down to Product Short Description – and write a sentence to sum up the product;
- On the right you add the image – which must be square (try 300 x 300 pixels or 400 x 400 pixels) under Set Product Image. NOTE: If your product is a rectangular image, add white space around the image so it becomes square.
- On the right you need to click on the correct Product Category to make sure your product appears correctly on the page. It may appear in more than one category, depending on how the shop categories have been set up;
- SAVE by clicking PUBLISH.

Here is an example of another good online shop http://www.ritualshairspa.com/online-store/

Clients may also want to showcase their shop on their home page.

LATE DEALS / SOCIAL SALON (Salon Guru WiFi) / CLIENT REVIEWS

Log into Yoursalon.co   On the left-hand side under Modules are three colourful menu items for Social Salon / Late Deals / Reviews. Most of our clients use Late Deals and Reviews. Some use Social Salon.

SOCIAL SALON (a WiFi system for salons)

Click on the triangle next to SOCIAL SALON to open it up. Click on COMPANIES and you can see all the clients who use our WiFi system. You can also see (at the top) the ways in which their salon clients can log into the WiFi (i.e. via Facebook, Twitter, Google, using the salon Welcome page).

Click on STATS and find your salon. You will see the stats for the month you are in appear first. Then if you scroll down enough you'll see previous month's stats.

Let's use Hair Lab as an example. They have had 117 people log into their Social Salon WiFi in August (so far). Click on the blue VIEW DETAILS button. You can see that all their clients are logging in via Facebook and are returning clients. This is exactly what you want to see.

However, you will have some who have X in the Returning column. That means their clients are not logging into the WiFi when they return to the salon. You need to explore why this is. Maybe they are not being encouraged by stylists to do so. Maybe they have forgotten about it so need a reminder. Maybe they just want to relax and not be 'connected'. Maybe the WiFi reception is rubbish so 'what's the point?'

If your salon does not use our WiFi, they will not appear in the list. Find out if they already have their own WiFi. Does it work well? Would they be interested in using our service?

Here is an example of a salon which has a Welcome page which their clients can see when logging in via our WiFi system: https://ubuntu-salon.co.uk/welcome/   This welcome page can be updated with new images so is a great way to showcase offers, promotions, to upsell (e.g. 'if you're having a hair colour, why not try Olaplex for just £12 today only?) and you can make it look festive around Christmas, romantic around Valentine's etc (seasonal promotions). In my opinion, salons do not make enough use of these Welcome pages (are they actually aware of it?)

Note: There is a charge for the WiFi router. If a client is interested in our WiFi, refer them to Phil Evans.

LATE DEALS

An example: https://www.blisshair.com/late-deals/

Click on the triangle next to LATE DEALS to open it up. Now, bear in mind that some clients use Late Deals where their customers pay via PayPal, some pay using other methods (i.e. not PayPal) and some use both. So, you will need to check the statistics for Reports with PayPal and then Reports No PayPal.

Open Reports with PayPal – a table will appear on the page. At the top are several pink buttons. Suggest you click on Last 12 Months (you'll need to use the slider at bottom of page to see the whole 12 months). Scroll down and find your salon.

Open Reports no PayPal – Click on Last 12 Months; find your salon (in this case, GREAT hairdressing again). Aha, there is no GREAT hairdressing here because they only use PayPal.

There is a lot more you can do with Late Deals – have a look around when you have time.

WHY MIGHT A SALON NOT USE LATE DEALS?

There may be various reasons why your salon does not use Late Deals. These may include:

- They feel it is not 'on brand' because they do not ever offer offers or promotions
- They are busy so do not seem to have the time to learn how to use Late Deals. We offer training and it's important to stress that the system really is very easy to use (Ask Shane to phone your client to talk them through Late Deals)

WHY SHOULD A CLIENT CONSIDER USING LATE DEALS?

- Typical salons generate income of between £500 and £1000 per month, with the most successful salons generating nearly £8000 a month!
- It's a great way to fill appointment slots on typically quiet salon days / cancellations
- It's a great way to grow a new stylist's column of clientele
- The client retains control of the offers
- It costs a lot less for a client to use Salon Guru Late Deals system than Groupon etc.

There is a small transaction charge for using Late Deals. I'd suggest you refer any clients who are interested in Late Deals to Phil Evans.

REVIEWS

Click on the triangle next to REVIEWS to open it up. Click on Stats. Find your salon. You can see the last 3 months and how many reviews have been added to the website. One or two is the norm – but if there are zero, you can see that your client is not encouraging salon visitors to leave a review on their website reviews page.

WHAT IF A SALON IS NOT GETTING ENOUGH (OR ANY) REVIEWS?

The reviews page is important as it is usually one of the most viewed pages on a website.

- Maybe they do not have a website reviews page.
- Maybe they are not incentivising stylists to get their clients to leave a review.
- Maybe they should consider adding a competition element to the reviews page – i.e. every month they offer a client (chosen at random) a free blow dry for leaving a review…
- Maybe they should promote their reviews page on their social media platforms.

HOW TO USE DROPBOX

Dropbox is a great way to share images and other big documents with your clients and within the Salon Guru Team.

Go to Dropbox.com and register, keeping a note of your log in information for future reference.

You will be sent an invitation via email to join the Salon Guru Dropbox where you will find hundreds of hair and beauty images.

Once you have access to the Salon Guru Dropbox, you can download images you need from this.

Clients *may* also have their own Dropboxes and you will be invited to join these as and when access is required. Once you have access to a client's Dropbox you can upload images by:

- Opening the relevant Dropbox link (perhaps you are adding to an existing FOLDER within a Dropbox).
- Clicking on the UPLOAD button towards top right of page.
- Clicking on CHOOSE FILES. Go to the images you want to upload (probably in your Pictures file on your computer) and click on them.

Your images will then upload to that Dropbox or folder within Dropbox.

EXAMPLE OF A WEBSITE PAGE PLAN

ABOUT US	HAIR	BEAUTY	PRICES	SHOP	OFFERS	CONTACT US
Salon & Spa	Hair Cuts & Styles	Facial Treatments	Hair Prices	Spa Packages	Loyalty Rewards	Salon address Phone number Email Opening Hours Google Map Photo & Write-up
Meet the Team	Hair Colour	Massages	Beauty Prices	Face & Body Treatments	Corporate Events	
Leave a Review	Colour Correction	Body Treatments	Package Prices	Manicures & Pedicures	Recommend a Friend	
Information	Hair Extensions	Eyes & Brows		Spa Passes	New Client Offers	
	Hair Smoothing	Hands & Feet		Gift Vouchers	Late Deals	
	Wedding Hair	Nail Services				
	Hair Treatments	Hair Removal				
	Hair Products	Tanning				
	Pick a Hairstyle	Reflexology				
		Make Up				
		Men's Grooming				

Other useful information for the web designer:

House of Savannah Salon & Spa, 1 Old Eldon Square, Newcastle upon Tyne. NE1 7JG   0191 230 1919

Opening Hours: Monday 9.15am – 5.15pm / Tuesday, Wednesday, Thursday & Friday 9.15am – 8.15pm / Saturday 8.45am – 5.30pm / Sunday 9.30am – 5.30pm

https://www.facebook.com/SavannahSalonSpa/

info@savannah-salonspa.com

https://www.instagram.com/houseofsavannahnewcastle/

WRITING HINTS & TIPS

H2 headings

- Try to make your H2 heading fit on one line and not bust over two - but if it does go over two lines, make it look good by adding a few more words so it is not just one random word on line two.
- Avoid using the word 'get' eg 'Get vibrant hair colour at ....' Much better to just say 'Vibrant hair colour at...'

General writing

- We seem to default into writing opening paragraphs as a question such as 'Looking for smooth, straight hair?' or 'Want long hair that is full of volume?'   This is OK but it looks very poor if you do this over and over again on each page you write.
- Avoid using the word 'want' e.g. 'Want long hair that is full of volume?' It sounds Clumsy.   'Looking for long hair that is full of volume?' is better. Or change it round and do not ask it as a question. e.g. Long hair can be yours with hair extensions from XXXX salon'.
- Lots of pages seem to start like this: 'Here at XXXX salon we have a team of .....'   This looks very poor if you do this over and over again on each page you write. Plus, you don't really need the 'here at' to make that sentence work. 'XXXX salon has a team of ...'
- 'We've got you covered' is another phrase that is over-used. Please avoid.
- 'Hey girls! Fancy a new hairstyle?' This over-familiar way of writing is OK now and then and only in posts (not on pages). Only use it if you have a funky-style salon. Try and write your website in line with the style of salon (e.g. Johnson Blythe is sophisticated / Bliss Hair is funky)
- Make sure you write every page in the same style. So if you are talking about 'Our salon offers...' do not change the style on other pages to say 'The salon offers'. If clients are called guests, make sure you write this across the site. If you write the pages as if addressing the client, make sure every page says 'you' e.g. XXXX salon offers the best hair cuts, styles & colours for men and women in Hertfordshire. When you visit our salon, you can expect ...'

Top tip

If you are writing a page and do not have the information to complete the page, add in ??? instead. Then, when you have the information you can go back into the website and do a search of ???   The pages with missing information will pop up and you can add in the information.