

3 STEPS TO INTERNET DOMINATION

Just a few years ago, all your website needed was some attractive images and information about your salon's location, services and opening times. Now, there are so many salon websites, Facebook pages, groups and discussion boards that it can be difficult to make your business stand out from the crowd.

Google reports an average 9,900 searches per month for the phrase "hairdresser Manchester". Add to this the countless other phrases – hair salon, hair colour, haircut – and you have tens of thousands of clients looking for hair services in just one city every month. With so much competition, can your website cut through the noise and help you gain new customers?

Smart salons can gain an important advantage by making the most of what the internet can offer. While this sounds like an immense challenge, it isn't impossible; all that is required is a bit of planning and the help of a good website developer.



RUSH have a fantastic web presence, but smaller salons can also benefit from many areas of internet marketing which don't cost the earth.

1 Decide your Internet Goals
Once you know where you want to focus as a salon, you can start to make progress towards your goals. Goals could include any of the following:

- A busy and interesting Facebook page where you communicate with clients every day
- Google adverts that can give you the number one position in searches in just one day
- A website with content you can update every week
- Adverts on Facebook for your latest offers, services and products
- Measure your search rankings and have a plan to improve them
- A blog with your latest salon news
- Newsletters via email and on your website
- Coupons clients can download
- Ensure your salon is listed on Google Places
- Encourage clients to review your salon on Qype, Yelp and Wahanda

2 List Offers & Promotions
Create an Internet Marketing Plan, including a list of offers, news, salon stories and product launches which you can use to keep your website and Facebook page constantly updated.

3 Engage a Developer You Can Trust
The old idea of investing a lot of money on a salon website once every five years is outdated. Instead, decide on a smaller monthly budget to ensure that your web content stays fresh and get some help with this in the shape of a web developer you can trust.

You don't have to re-develop your whole website. Creating a great Facebook page is an inexpensive way to make a real difference to your online presence. There are also many ways to update an old website, talk to your developer and choose a course of action which fits with your budget.



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