

# Google for Hairdressers

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## What is it?

Google is the principal means through which potential clients can find your salon website online. The higher up you appear on searches related to you in Google, the more visitors you are likely to get to your website.

## How it works:

### The High Street

In order to have any business at all, you need a salon on the high street. Without that, you don't have anything to offer potential clients.

### The Internet

Your website has to be online to be found at all.

### The High Street

Potential clients (and your investors) often want a specific type of hairstyle, a specific hair colour or a specific retail product. By advertising that you can offer them all these things in your shop window, you will attract more people.

### The Internet

Your website needs to use popular keywords and specific content to tell web users (and Google) what the site is all about.

### The High Street

Investors will be attracted to your salon if they've heard of you before and if your name already carries the reputation of a great hairdresser or business person.

### The Internet

Google likes it when your website name has been registered for a long time. The longer your web address has been on the internet, the more respected it will be by search engines.

## How to set it up

There are two ways you can achieve a higher ranking in Google: Search Engine Optimisation (**SEO**) and Pay Per Click (**PPC**).



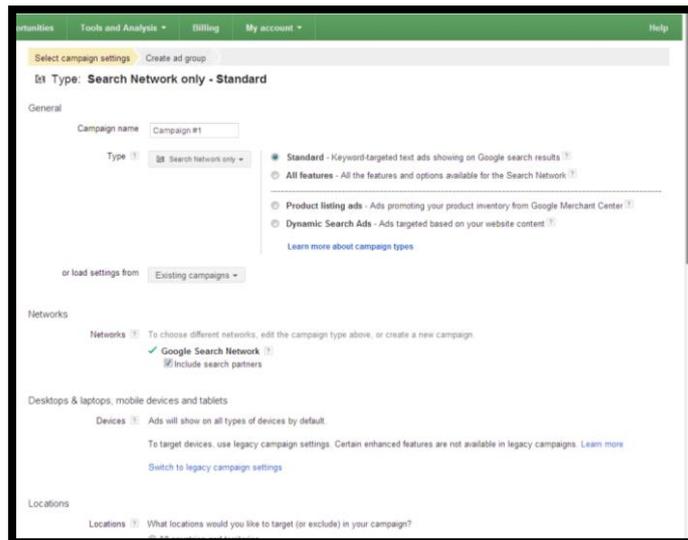
### Search Engine Optimisation (SEO)

SEO is all about getting your website in good shape. By focusing on writing about subjects (e.g. haircuts, shampoo) that you want people to be searching you for, you increase your chances of Google seeing you as a valuable source of this information. So if somebody searches 'salon hair conditioning service' and you have a page on your site devoted to listing and describing the various hair conditioning services your salon offers, it stands to reason that you will, in time, be ranked higher in Google.

### Pay Per Click (PPC) on Google AdWords

PPC can affect how much your salon website is visited much more rapidly than SEO. If you have a googlemail account, all you need to do sign in and access the **AdWords** tool.

Here you can see the 'Campaigns' tab within AdWords. This will walk you through the process through which you can advertise your salon online.



Specifically, you will need:

- 1. A Keyword List** – Take a look at your website and the things you’re talking about specifically. Let’s say, for example, that you have three main sections on your website: ‘Services’, ‘Salon News’ and ‘Meet the Team’. You want to run a campaign linking to your ‘Services’ section. In order to do this, you need to work out a list of key words and phrases that you think people will search that relate directly to this section of your website. Within Google Adwords, the **Keyword tool** can also be helpful when trying to work out how many people are searching for what types of keywords. For example, people might be searching ‘hair dye’ much more than ‘hair colour’. The most important thing to remember is to ensure you have relevant content on your website for this keyword. If you don’t but want to win traffic on this, create some new content. A blog is a great what to do this.
- 2. Bidding and Budget** – Once you have your keyword list, you now have to set a budget. PPC runs on a Cost Per Click (CPC) basis. This means that you will only pay for an advertisement when someone clicks on it. By setting a daily budget that you can afford with a maximum bid that you can afford, you are more likely to spend your monthly budget more effectively. If you do not set a daily budget or your maximum bid on a keyword is too high, you run the risk of burning through your budget too quickly. Conversely, not setting it high enough means your advertisements may not see as much action as you want them to.
- 3. Great Advertisements** – Use a strong call to action and let your potential customers know exactly what you’re offering.

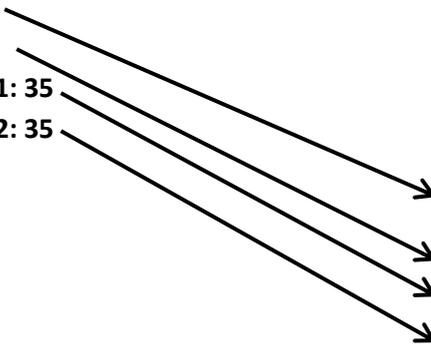
4. Google has strict character limits for the various sections of your ads:

**Headline: 25**

**Display URL: 35**

**Description line 1: 35**

**Description line 2: 35**



**Kérastase - Samples**  
[www.kerastase.co.uk/Elixir-Ultime](http://www.kerastase.co.uk/Elixir-Ultime) ▼  
Discover Kerastase Elixir Ultime!  
Try a Sample For luxurious hair now

## Top PPC Tips

1. Always make your advertisements RELEVANT. As a salon, if you start competing on keywords like 'hair accessories' or 'hairbrushes' and you do not offer content on your website, you will be wasting your money and drawing visitors who do not want to come to your site.
2. Offer a deal or a strong call to action! Think about what your potential visitor is really looking for. If they are searching 'hair salon in Reading' and you are bidding on those keywords, they are likely to be more attracted to your ad if you offer them a discount or, at the very least, give them an upfront price.
3. Stay AGILE! PPC works when you keep making your ads better. Look at the ones that aren't working so well and optimise. It can take a while to learn what works well but stick at it.
4. Be current – if it's sunny, why not launch a campaign advertising 'Going Blonde'. If it's humid, mention that your in-salon Steampod can deliver fantastic smoothing and anti-frizz results!
5. Work with approved Google Partners. If you would like support and an expert to manage your account we can recommend agencies. These have been approved by Google to ensure you maximise every penny you spend.