

SEO – A Hairdresser’s Guide

Setting the scene:

- A website is like an ambitious young hairdresser trying to set up their first salon.
- Web users are like potential clients (who often know very little about hairdressing).
- Google are your potential investors, the people who are going to get your salon off the ground if they like the way you do business.
- Using SEO (Search Engine Optimisation) is like proving to your investors that you are worth their consideration and recommendation.

How it works:

Getting considered in the first place

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.

Making yourself visible

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.

Staying out of bad neighbourhoods

The High Street

No client will ever notice and no investor will ever want to give their money to a salon if it’s located at the abandoned end of the high street where half the shops are shut and the street lamps don’t work.

The Internet

Google knows if your website is in a bad neighbourhood when it is associated with link exchanges or link farms. This means it will filter you from search results and web users won't see your website.

Having a History of Experience

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.

Everyone should be talking about you

The High Street

Everyone on the high street should be talking about your fantastic salon. If they are, your investors are far more likely to take an interest in you and subsequently recommend you.

The Internet

If lots of other websites are linking to your website, Google will rank you much higher in their search results.

Prominent people should be talking about you

The High Street

If a national newspaper picks up your salon and starts talking to you, you'll be bound to increase both client and investor interest. If you cut and colour a celebrity's hair and they start raving about you, potential clients and investors will also come flooding in.

The Internet

Google likes it when prominent websites link to your site. Links from big websites like newspaper, magazine or celebrity websites will matter more than a link from a new blog.

You should be getting the right feedback

The High Street

If everyone is saying the right things about you, from the lady on the street to the Sunday Paper's 'Best Salon' supplement, you'll get more customers through your doors and more investors interested in your salon, thereby driving business your way.

The Internet

If the 'link text' from other websites to yours says something that people are looking for e.g. 'best salon in Milton Keynes', Google will take note and send anyone searching for that straight to your website.

You need to be ship-shape and in good condition

The High Street

Clients are much less likely to want their hair done in a cluttered, messy and badly organised salon and investors won't take interest if they can't understand why people would even bother coming.

The Internet

Your website pages should be arranged exactly how Google wants them to be arranged using the correct header tags, URLs, alt text and sitemaps.

PPC

The High Street

If you wanted to kick start interest in your salon, you could always pay for people to flyer outside your door or advertise in Hairdressing publications.

The Internet

You can pay Google to put your website at the top of search results when people search for specific keywords associated with your website.