

How to Improve Your Salon or Spa's SEO

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SEO, or search engine optimization, ensures that when potential clients type keywords into Google (or another search engine) that align with your salon or spa services, your business appears high in their search results.

We've made SEO easy for you by putting together this checklist to help improve your online performance, extend your reach, and boost the number of customers who visit your website.

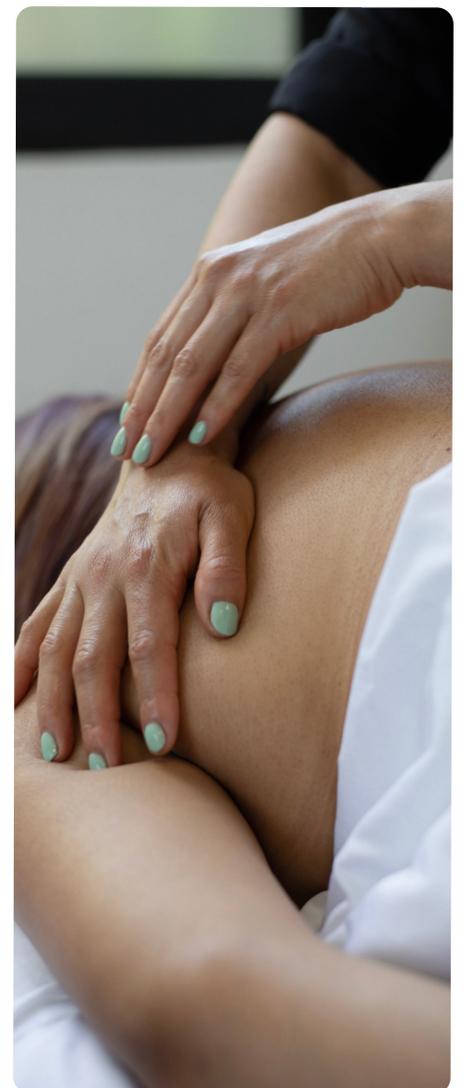
■ CONDUCT KEYWORD RESEARCH

First, determine your niche and the services you offer. Then, identify the most relevant terms your prospective customers will use when searching for you. Your services may include hair coloring, hair extensions, haircuts, and hair braiding.

If you offer hair braiding in Los Angeles, keywords might include:

- "best hair braiding in Los Angeles"
- "hair salon in Los Angeles"
- "best spa in Los Angeles"

Conduct some research to find out what your local competitors are ranking for or to identify gaps in the market that you can fill with your target keywords. To support your keyword research, check out free tools like [Google Trends](#), [Moz Keyword Explorer](#), and [Semrush's Keyword Magic Tool](#).



Remember to place the keywords strategically and naturally in the content across your site. Avoid [keyword stuffing](#), and ensure that the content is engaging and flowing. Prominent places for your primary keywords include:

- Title tag
- Meta description
- Page text
- Headings
- Post title
- URLs
- Image alt text

■ PROVIDE CURRENT, RELEVANT, AND INFORMATIVE CONTENT

Content is king with SEO. Google wants to ensure that content is educational and engaging, not salesy. Avoid stale or outdated content, as Google gives extra points for relevant and current content.

- Ensure that your content is of value to your customers. Your site can be the place to read all about this year's hottest hair trends or popular nail art.
- Diversify your content—avoid limiting your content to only blogs. Search algorithms prefer a variety of content types, like infographics, FAQs, videos, and downloadable guides.

■ MAKE YOUR WEBSITE SECURE

Work with your hosting provider to ensure your website is secured with the proper SSL certificate, otherwise known as HTTPS.

Purchase a certificate through a reputable certificate provider such as [godaddy.com](#), [comodo.com](#), or [verisign.com](#).

Often, it's easier to get an SSL certificate through your current hosting provider for a minimal cost. HTTPS is important for SEO ranking and provides your customers with the assurance that any information they submit to your website will not be intercepted by third parties.

■ MAKE YOUR SITE MOBILE-FRIENDLY

Clients predominantly use and search with their [mobile devices](#), so their mobile user experience on your website should be as seamless as possible.

- Make sure your website displays correctly on these smaller screens. If your site isn't optimized for mobile devices, Google will [list it farther down in the results](#).
- Verify your site is mobile-friendly with [Google's test here](#).

■ KEEP YOUR WEBSITE LOADING QUICKLY

Search engines factor site speed into rankings.

- Use a tool like [Page Speed Insights](#) to run a performance test on your site. It works for both desktop and mobile versions.
- Check out and apply any specific fixes offered by the speed test to help you improve.

USE ALT TEXT

Alternative text (aka alt text), used for image descriptions within HTML code, is [another important component of SEO](#).

- Ensure all images on your website have alt text that accurately describes the image.
- Describe your image as specifically as you can in 125 characters or less and add a target keyword that naturally relates to the image.

BOOST YOUR EXTERNAL AND INTERNAL LINKS

Internal linking allows search engines to determine the value and relationship of content on your site; it also helps users navigate your site.

- Add internal links to your content. For example, if you have a comprehensive page on blowouts and write a new blog post about holiday blowouts, you'll want to include a link to the blowout page.
- Get other relevant and high-quality sites to link to your site through cross promotions, partnerships, or simply requesting links.



ENHANCE SITE NAVIGATION

Visitors will stay longer on a site they can easily navigate, thereby improving your rankings. Include elements that help visitors easily find what they're looking for.

These include:

- Clear calls to action
- Navigation icons
- Clear categories and subcategories
- Search bar
- Eye-catching colors
- Footer navigation bar
- Links to the homepage
- Accessible design

Test various navigation elements to determine which ones best enhance user engagement and conversion.

BUILD A LOCAL SEO STRATEGY

When users search online for a salon or spa, Google knows they're looking for one nearby and will recommend local salons and spas based on IP addresses and other factors. If you want your business to appear in service searches for your area, local SEO is essential.

- Create a free [Google Business Profile](#) so customers can find you on Google Search and Maps. You can add essential information like phone number, website, and working hours. Also, show your business' personality with a logo, photos, and posts.

- Use social media sites like Facebook and Instagram that are already optimized for SEO and rank in search results. Create posts with targeted keywords like “salon near me” or “best spa in (your location),” so you rank well in local search results for related search queries.

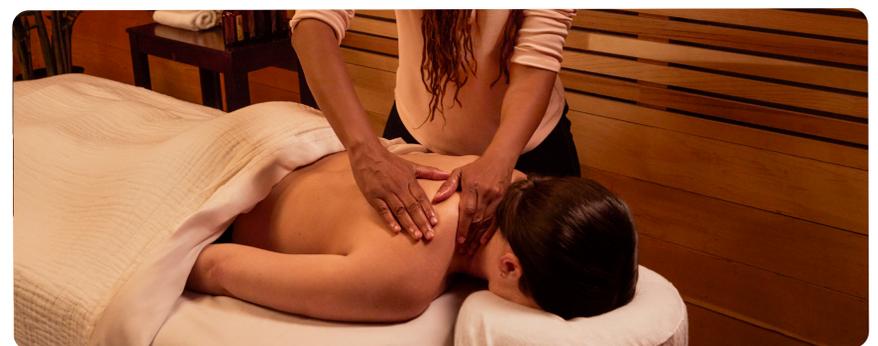
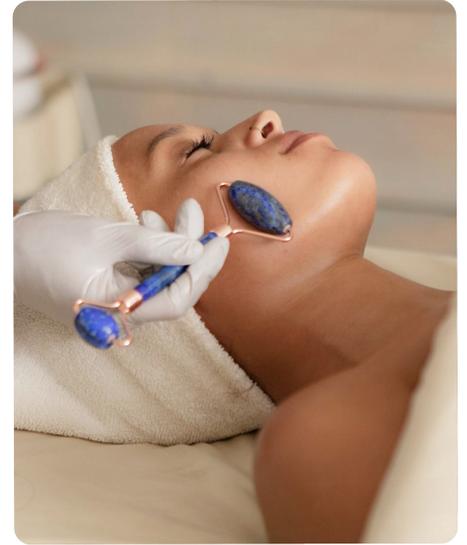
ENGAGE WITH YOUR AUDIENCE

A whopping [91 percent of people read online reviews](#), and 85 percent of them trust these recommendations as much as one they'd get directly from a personal friend.

- Respond and engage with your audience through online reviews to form connections and show that you care about clients' positive experiences. [Even negative reviews](#) offer you a chance to improve a client's experience—and your SEO.

ENHANCE YOUR SPA OR SALON'S VISIBILITY

Your salon or spa business must have a strong online presence. Improving your SEO will drive quality traffic and more potential leads to your website. Your website will rise in the search results, making you visible to potential customers.



To grow your business even further, use [Mindbody](#) to find potential consumers, run your day-to-day operations, retain clients, and enhance their booking experience.

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