THE ESSENTIAL
GUIDE
TO SEARCH

As a salon owner, you have a lot on your plate and marketing your business, though important, is often the least fun part of the job. With this guide, you'll see how easy and rewarding it can be to use Google Search to promote your salon.

WELLA
PROFESSIONALS

SP
SYSTEM PROFESSIONAL

PROFESSIONAL
SEBASTIAN

SASSOON
PROFESSIONAL

NIOXIN

Londa
PROFESSIONAL

Google

WHAT IS GOOGLE SEARCH?

Google is the world's largest and most popular Search Engine. It allows users to search for information about anything, such as planning a visit to the hairdressers. **Over 80% of online journeys are said to start from Google.**

The web is made up of over 60 trillion pages. Google sorts each website according to its location and category to provide users with the most helpful answers. **An estimated 6 billion web searches are made on Google every day**. Whether people are looking for reviews, opening times, contact details or local businesses, Google is the place to go.

HOW TO REACH MORE CLIENTS

Right now, customers are looking for 'new haircut' or 'hair salon london' on Google and not finding your salon! That's why we've created this guide for you. To help you get the basics right. To help you grow your business online and bring back clients again and again.

In London alone, **Google receives nearly 3,000 searches using hairdresser-related keywords per day**. If only 1% of these customers ended up visiting your website, and among them 10% to call your salon, that means, mathematically, **you could have an extra 3 customers per day**.

AGENDA

1. GET THE BASICS RIGHT: FREE SEARCH TOOLS
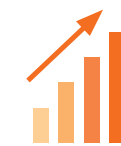
2. THE NEXT LEVEL: SEARCH ADVERTISING

PART 1.

GET THE BASICS RIGHT: FREE SEARCH TOOLS

WITH GOOGLE, YOU CAN RAPIDLY MAKE A DIFFERENCE BY SIMPLY IMPLEMENTING THE BASICS OF SEARCH. IN THIS FIRST CHAPTER, YOU WILL DISCOVER A SELECTION OF FREE TOOLS THAT WILL ENABLE POTENTIAL CUSTOMERS TO FIND YOUR WEBSITE IMMEDIATELY AS WELL AS BOOK AN APPOINTMENT IN YOUR SALON.

Google+ FOR BUSINESS

WHAT IS GOOGLE+ FOR BUSINESS?

Google+ will help your brand appear higher in Google's results. By setting this up, you're giving your salon a free head start against rivals who haven't: it's an unmissable opportunity.

Registering your business on Google+ will help ensure that you are one of the first salons people see when searching for salons in your area (e.g. Hair Salon London). This is totally free of charge for you. It will also help Google to include your salon's information (opening times, contact details, location etc.), in their results before customers even click on you.

Google+ CAN INCREASE YOUR WEBSITES RANK BY UP TO **10 places**

WHY USE IT?

Being closer to the top of Google means that people who are looking for salons within your area will find your details first and eventually book an appointment online or by phone.

90% of clicks COME THROUGH THE **top 10 positions** IN GOOGLE

When you have an icon on Google Maps (which is automatically added after completing your Google+ Business listing), all those potential customers will be able to get directions directly to your door, even on their mobiles!

GET STARTED

1. Navigate to http://www.google.com/+/business/ and click on 'Get Your Page'.

2. Click on 'Local Business or Place' and make sure you review all those Terms & Conditions.

3. Search for your business and confirm the address (if you can't find yourself, simply enter your details manually.)

4. Choose a preferred "verification method" for your account and enter the "verification code".

5. Make sure you fully complete the "Edit Business Information" section to maximize your chances of being found.

N.B. As an added bonus, your salon information will appear on the right hand side of the page whenever someone searches for your brand.

TIPS TO WIN IN GOOGLE+

1. Your name is key. It's very important that the name you use for your profile EXACTLY matches your company name. Also, don't try to add any keywords in your name as it's counter-productive for your ranking. If your salon is called "Wanted Hair & Beauty Salon", don't use only "Wanted" or on the contrary "Wanted Hair & Beauty Salon Best Haircut", that wouldn't work.

2. Feedback is your friend. Encourage all your happy customers to give you feedback on Google+. It will seriously help improve your page's position.

3. Photos always help. Add the best photos you have of your salon to your profile. They will be visible directly from Google's result page and will make your salon stand out!

4. Details matter. When completing your Google+ for Business profile, certain sections are indispensible. If you miss them out, you risk losing a lot of impact.

> Your company's name

> Your full address

> Your website URL, (including http://www.)

> Your opening hours

> Your business category

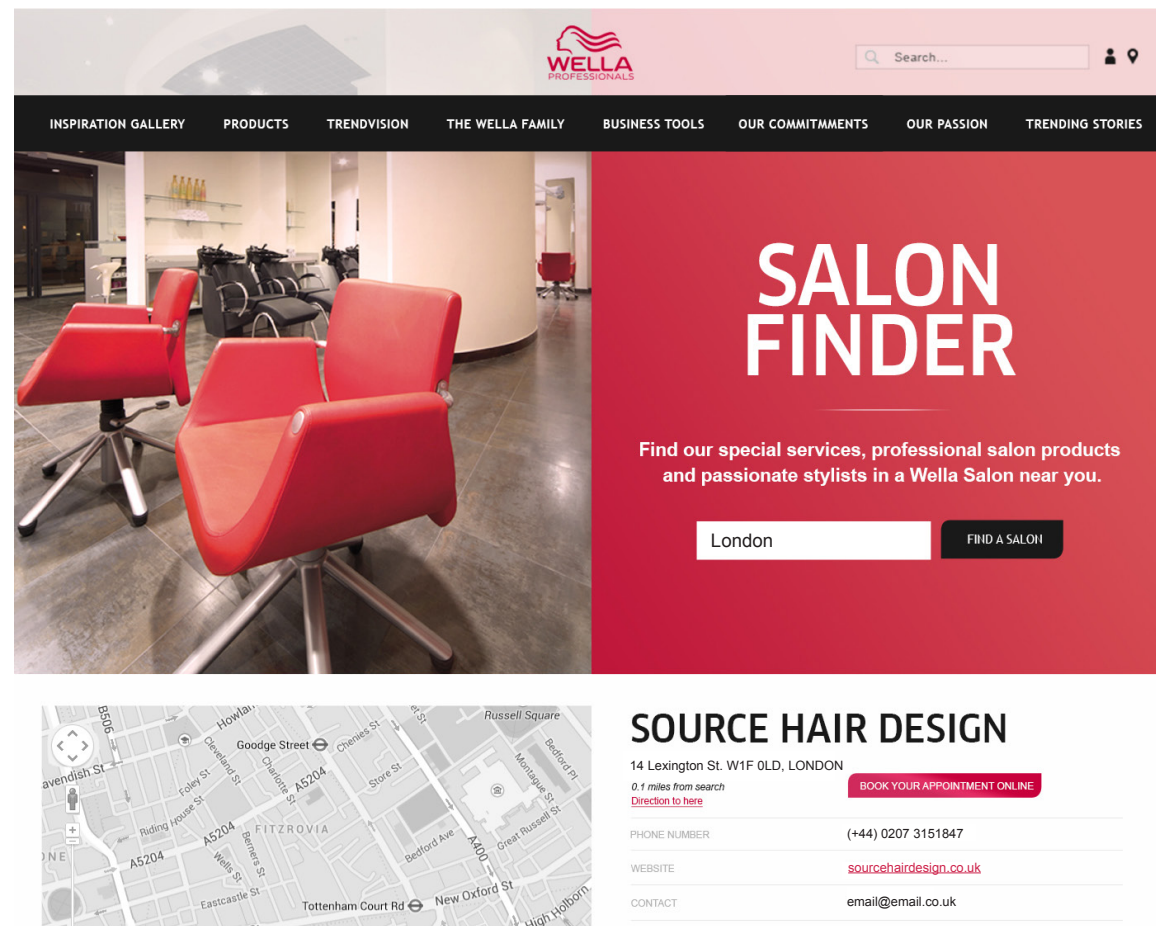> Your contact details - especially a contact number.

Salon FINDER

WHAT IS SALON FINDER?

Salon Finder is a free tool powered by Wella Located on Wella.com and very soon, on the rest of Wella's brand websites, it allows you to register your salon and benefit from massive, targeted exposure. Thanks to a simple search, clients looking for Wella services and products online will be sent directly to your salon.
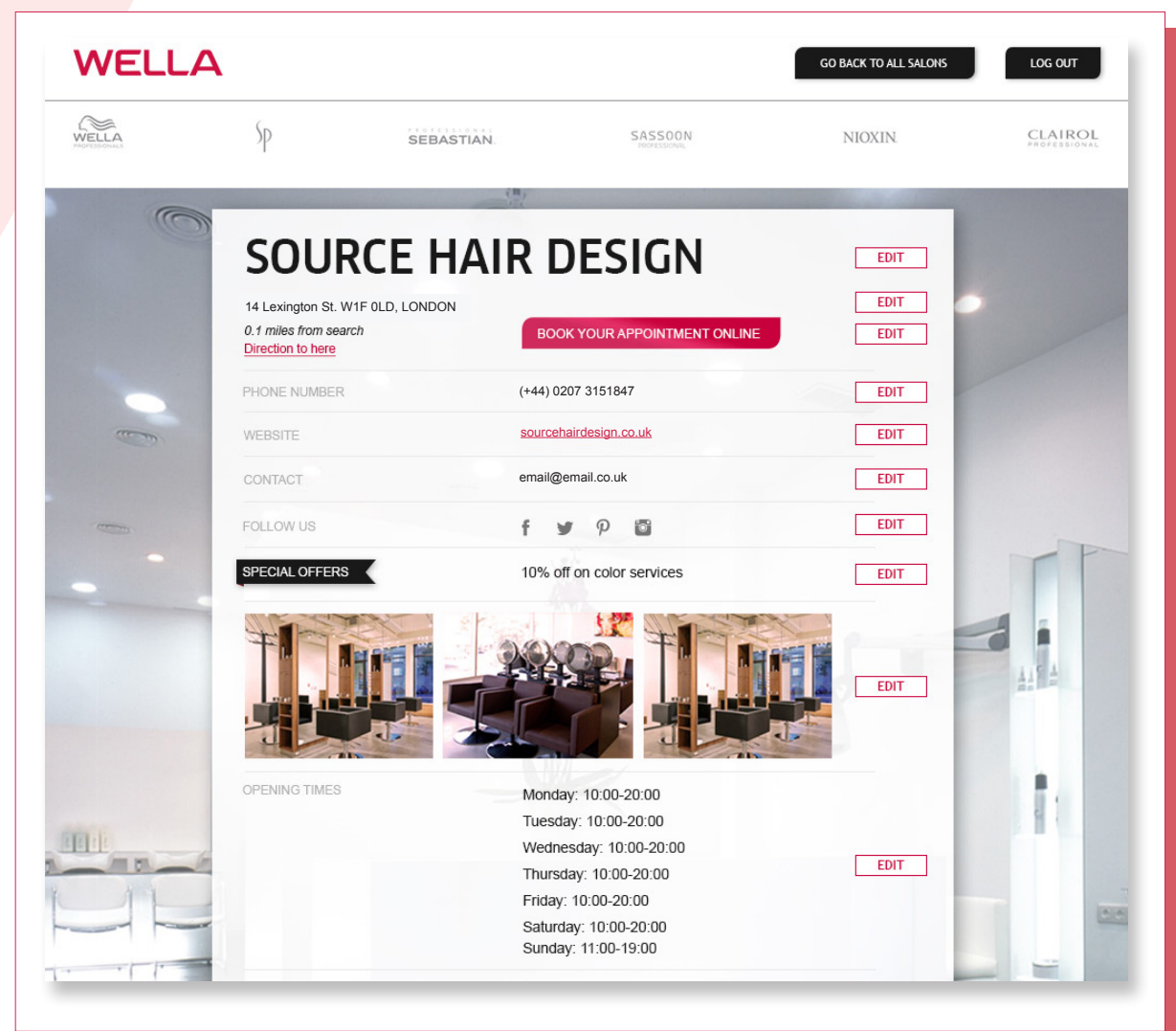

WHY USE IT?

SALON FINDER IS THE #1 result on Google FOR PEOPLE SEARCHING FOR A WELLA SALON.

We have updated the platform to ensure that you can update your profile and promote your salon with relevant information.

GET STARTED

1. Go to www.wellasalonfinder.com

2. Select your language.

3. If you are already registered with Wella e-Education, select your login details. If not, register in 3 easy steps by clicking on "Don't have an account-Register now".

4. Now it's time to tell us about your salon! Complete all the fields to provide potential clients with all the information they might need. Make a difference by displaying the best photos of your salons and linking them to your website or social media pages.

5. Click on "View your salon page updated" for pre-view.

6. That's it! You've just created an efficient way to increase your salon visits - well done!
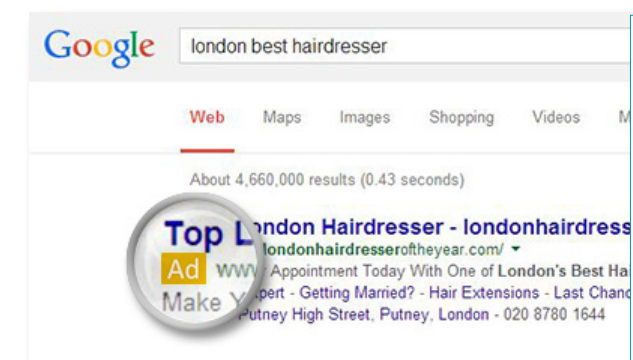
PART 2.
THE NEXT LEVEL: SEARCH ADVERTISING

NOW THAT YOU'VE MASTERED THE BASICS, YOU CAN START LEVERAGING THE ADVERTISING OPPORTUNITIES THAT GOOGLE OFFERS.

AS A SALON, ADVERTISING ON HAIRDRESSER-RELATED KEYWORDS IN YOUR AREA WILL BRING YOU A SIGNIFICANT NUMBER OF NEW CLIENTS.

Google ADWORDS

WHAT IS GOOGLE SPONSORED aka GOOGLE ADWORDS?

Google Adwords is Google's advertising programme. It allows you to put an Ad in place of those yellow icons in Google (see below). When you do a Google Search, Ads can be seen on the top right of the page – that's where 90% of browsers usually click.

WHY USE IT?

↑ 10-15% MORE CUSTOMERS VISITING YOUR SALON THANKS TO GOOGLE ADWORDS

The best part about AdWords is that you only pay when someone clicks. How much you pay depends on how relevant you are to a specific keyword, the more relevant you are, the cheaper it is.

HOW TO USE IT?

1. Head to: www.google.co.uk/AdWords.

2. Choose your Country and Time zone based on location.

3. Create your first "Campaign", choosing an appropriate name.

4. Create your first "Ad Group" – this is where all of those important Keywords and Ad Copies will be kept. Discover more with the working example on the next page.

5. Now you need to add some "Keywords". This is the most important part. Select words for which your salon would be a relevant answer.

6. Finally, write some "Ad Copy". This is the actual ad that browsers will see. Give them a good reason to pick yours by mentioning a special offer or service!

NB. Don't forget that you need a Gmail account & dedicated page for your salon (e.g. website, Facebook, Google+, Salon Finder). If you don't know how to create one, please refer to our 'Essential Guide to Social Media'.

Case study FOR SALONS

LET'S WORK THROUGH AN EXAMPLE TOGETHER:

CREATING A CAMPAIGN

You are a Salon based in Glasgow called "Mr. Smith Hair Salon", you have your own website and you want to maximize traffic with people looking for a salon on Google.

You will call your first Google Paid Search campaign "Mr. Smith Hair Salon".

SETTING UP AN AD GROUP

Next, you have to create your Ad Groups by dividing your ads and keywords into different buckets. Here are some of the main topics that you might want to cover:

1. Mr. Smith Hair Salon – Keyword Examples: mr smith hairdressers, mr smith hair salon, mr smith hair cut

2. Glasgow Salon - Keyword Examples: hair salons Glasgow, hairdressers Glasgow, best haircut Glasgow, haircut Glasgow

3. Hair Colour – Keyword Examples: hair colour Glasgow, highlights Glasgow, blond haire colour Glasgow

4. Salon Stylist – Keyword Examples: david miller, jonny williams, lottie jones

BUILDING A LIST OF KEYWORDS

All you need to do now is get your Salon advertising to the right people. For this, you need some relevant "Keywords".

Proposed Keywords for the Ad Group "Glasgow Salons":

> hair salons Glasgow
> hairdressers Glasgow
> haircut Glasgow
> hair stylist Glasgow

These are examples of keywords you can use to drive searches to your salon

Glasgow salon related keywords generate nearly 5,000 searches in Google MONTHLY

TIP! Use **Google Keyword Planner** to ensure that you are using terms that have significant search volumes behind them.

CREATING AN "AD COPY"

Ad copy (see example below) is comparable to an online shop window. It has to be directly related to what customers are looking for! To catch browsers' attention we strongly recommend that you display an alluring offer that emphasizes either your best-selling service or your field of expertise. This will help you be noticed and eventually get more customers calling-in.

Mr. Smith Hair Salon
`Ad` mrsmithhairsalon.co.uk/Offers
Get a free colour consultation. Book your appointment now!

Here are some helpful tips for writing an "Ad Copy":

> **Headline** (Max 25 Characters) – no special characters "!,?", no block capitals, usually includes salon name

> **Description Line 1 & 2** (Max 35 Characters) – This is where you will display your offer and make a difference

> **Display URL** (Max 35 Characters) – Purely vanity

> **Destination URL** – see Step 5

TIP! Create at least one Ad Copy per Ad Group to make sure it's relevant to what customers are looking for.

CHOOSING A DESTINATION URL

If you already have a website, choose the most relevant page for each Ad Copy. If you don't, no worries - there are plenty of alternatives (see below)

Your own website:

> In your own website, choose the most relevant page to your Copy
> If your offer is not reflected on your website, use the Home Page as your Landing Page
> If you do not think either of those are relevant, use the "Contact Us" page

2. Your Wella Salon Finder Webpage

3. Your Google+ Page

4. Your Facebook Page (see our 'Essential Guide to Social Media' to create one!)
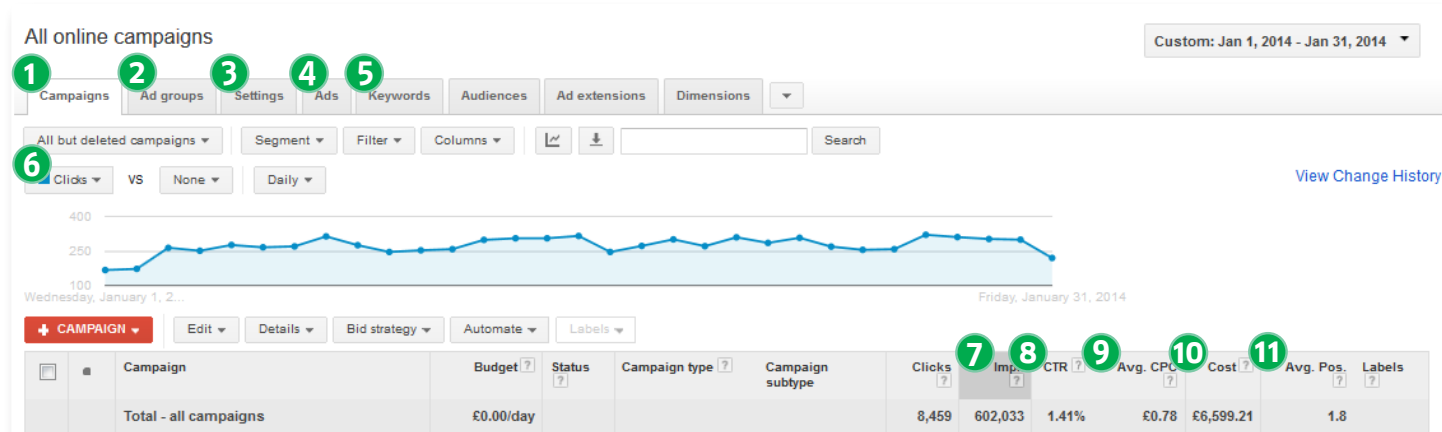
BUDGET SETTING

On AdWords, you can't spend more than you've booked, so don't worry about over spending. Simply set the budget that you are prepared to invest. For the first month, start with a limited amount (100-200£) and optimize it over time.

We advice that overall you spend at least 10% of your communication budget online.

Case study FOR SALONS

MONITORING & OPTIMIZING YOUR CAMPAIGN

All online campaigns

THE NAMES EXPLAINED:

1 Campaigns: This is the default view you'll get as soon as you log in. It displays the overall dashboard of your campaign.

2 Ad Groups: This is where you'll find all of those Keywords and Ad Copies you created. You can edit them from this tab.

3 Settings: This is where the real magic happens.

You can target by location. Simply type in your location and you will be shown Ads in that area – a pure insight!

4 Ads: Here you can see how your Ads are performing. Do people like them? Are they clicking on them? Have a look at the column called "CTR" – the higher, the better.

5 Keywords: Here you can add or remove your keywords. For example, if you have opened a second salon outside London in Guildford, you could add those keywords into a new Ad Group.

6 Clicks: This is the number of people that have clicked on your shop window and entered the virtual Salon. It shows how many people have visited your page.

7 Impressions: This is your shop window being shown to someone. Effectively, this tells you how many people have seen your Ad.

8 CTR: This is the number of times that your Ad has been clicked on, divided by the number of impressions. It demonstrates how good your Ad copies are. If CTR is lower than 3% you should remove or optimize the ad as it's not judged relevant enough by browsers.

9 Avg. CPC: This is how much you spend on average for one click on your ad. It's important to keep this under control to get maximum value for money. We recommend you set 2£ as a maximum CPC.

10 Cost: This is the bottom line: it tells you how much you have spent.

11 Avg. Pos: This is the position of your Ad results – 1 being the highest appearance and 10 being the lowest. Aim for something in the region of 1 – 3 to maximize CTR.

GOOGLE+ FOR BUSINESS

http://www.google.com/+/business/

WELLA SALON FINDER

http://www.wellasalonfinder.com

GOOGLE ADWORDS

www.google.co.uk/AdWords

GOOGLE KEYWORD PLANNER

https://adwords.google.com/ko/KeywordPlanner

GOOGLE TRENDS

http://www.google.com/trends/