

Why Your Salon Needs a Website



Introduction

In today's digital world, your salon's website is **your #1 marketing tool**. Social media is great, but it's not enough. Your website is the only place you truly own and control.

If you're relying solely on Instagram or Facebook, you're leaving money on the table. A professional website:

✓ **Makes you look credible** (clients trust businesses with websites)

✓ **Boosts bookings 24/7** (even when you're closed!)

✓ **Attracts local clients** (Google loves websites for local searches)

✓ **Sells retail products & gift cards** (extra revenue stream)



Introduction

In this guide, you'll learn:

✅ **Why every salon NEEDS a website (no excuses!)**
✅ **The must-have pages for your salon website**
✅ **How to get a website fast & affordably**
✅ **Real salon website examples that convert**

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1. Why Your Salon Can’t Afford to Skip a Website

🚫 **The Problem: Relying Only on Social Media**

- **You don’t own your social media profiles** (accounts can get hacked or banned)
- **Limited booking options** (Instagram doesn’t take appointments!)
- **Hard to stand out** (every salon posts the same reels and stories)



1. Why Your Salon Can’t Afford to Skip a Website

💡 **The Solution: A Professional Website**

- **Your online “home base”** – Clients can find your services, prices, and booking in one place.
- **Better Google visibility** – 46% of all Google searches are for local businesses.
- **More bookings after hours** – 35% of salon bookings happen outside business hours.

👉 **Real Example**: “After launching our website, we saw a 40% increase in bookings! – Lerato - Salon Owner



2. Must-Have Pages for Your Salon Website

Your website doesn't need to be complicated—just **effective**. Here's what to include:

📌 **Homepage**

- A clear headline (e.g., "Luxury Hair & Beauty in Bramley")
- Stunning hero image (your salon or best work)
- A call-to-action (e.g., "Book Now" or "View Services")

📌 **Services & Pricing**

- List your services with clear pricing (no "DM for rates")
- Add descriptions (e.g., "Blowout – 45 min – R350")



2. Must-Have Pages for Your Salon Website

📌 **Online Booking**

- Integrate with an online booking plugin such as Amelia or Bookly, for easy scheduling. We offer these premium plugins.
- Pro Tip: Offer a “Book Now” button on every page

📌 **Gallery/Portfolio**

- Show off your best work (high-quality photos of cuts, color, nails, etc.)
- Before & afters build trust!



2. Must-Have Pages for Your Salon Website

📌 **Testimonials**

- Client quotes or video reviews (social proof = more bookings)

📌 **Contact & Location**

- Address, phone, email, and Google Maps embed



3. How to Get a Salon Website Fast (Even If You're Not Tech-Savvy)

Option 1: DIY Website Builders

- **Squarespace, Wix, or WordPress** (drag-and-drop, no coding)
- **Cost**: ~R200–R400/month

Option 2: Hire a Pro (Without Breaking the Bank)

- **Fiverr or Upwork** (find freelancers for R5,000–R12,000)
- Or let us build it for you! See our salon website packages



3. How to Get a Salon Website Fast (Even If You’re Not Tech-Savvy)

Option 3: Use a Salon-Specific Platform

- **GlossGenius, Boulevard, or StyleSeat** (website + booking in one)

👉 **Action Step**: Pick one option and commit to launching in 2 weeks!



4. Real Salon Website Examples That Convert

Example 1: Lerato Hair

- **Why it works**: Clean design, easy booking, bold visuals
- **Key feature**: “Featured Service” section with pricing

Example 2: Nthabi Nails Studio

- **Why it works**: Strong testimonials, Instagram feed integration
- **Key feature**: Online gift card purchases



5. Next Steps: Get Your Website Live!

✅ **Choose your platform (DIY or hire a pro)**
✅ **Gather your photos, prices, and testimonials**
✅ **Set up online booking**
✅ **Launch & promote!**
Need help? WalterPress specializes in **fast, affordable salon websites.**
👉 Get a Free Consultation



Final Thoughts

Your website is **the best investment** for your salon's growth.

Stop relying on social media alone—claim your spot online and watch your bookings grow!

👉 **Want Us to Build Your Website?**
Check out our Salon Website Design Services or Book a Free Consultation.

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