



KEY WORDS. LINKED ACCOUNTS. TAKE ACTION.



KEY WORDS

Your potential clients are most likely searching for you through _____.

Do people always search for your salon specifically on Google when they find you? Why is this important?



LINKED ACCOUNTS

If you link your team members social media to your website this gives a full experience of your salon before they even step foot in.

True.

False





TAKE ACTION

Why would you want to rank on Google?

What is one simple step you can take today to boost your Google game?



SOCIAL MEDIA STRATEGY

KEY WORDS: People find your business from grabbing their phone or computer and looking you up or looking for related topics. Jessica explains the importance to making sure you and your salon is up to date so you have optimal reach when people search for terms related.

LINKED ACCOUNTS: It sounds simple but sometimes we forget. By providing a peek inside of your salon and who works there, you can increase the chance of new visits greatly!

TAKE ACTION: People are looking for business! So you have to make sure you are staying current and paying attention to what key words are important and where your salon falls. This can increase you visibility greatly and you *never know, it could be a simple tweak!*

