

DISCOVER THE ESSENTIAL STEPS TO IMPROVE YOUR VISIBILITY IN LOCAL SEARCH RESULTS AND ATTRACT MORE NEARBY CLIENTS.

# Local SEO Checklist for Spa & Salon Businesses



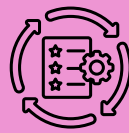
## 1. Google Business Profile Setup

- ✓ Claim your Google Business Profile
- ✓ Verify your business
- ✓ Add business category
- ✓ Add phone number
- ✓ Add website URL
- ✓ Add business hours
- ✓ Add appointment booking link
- ✓ Upload logo and photos



## 2. Business Information Consistency

- ✓ Use the same business name everywhere
- ✓ Use the same address everywhere
- ✓ Use the same phone number everywhere
- ✓ Keep contact information updated



## 3. Website Optimization

- ✓ Create a Contact page
- ✓ Display phone number prominently
- ✓ Display business address
- ✓ Add Google Map embed
- ✓ Create service-specific pages
- ✓ Optimize for mobile devices
- ✓ Improve page loading speed



## 4. Local Keywords

Include keywords such as:

- ✓ Spa in [City]
- ✓ Hair Salon in [City]
- ✓ Beauty Salon in [City]
- ✓ Massage Spa in [City]
- ✓ Nail Salon in [City]

Add these naturally to:

- Homepage
- Service pages
- Page titles
- Meta descriptions



## 5. Online Reviews

- ✓ Ask clients for reviews
- ✓ Respond to positive reviews
- ✓ Respond professionally to negative reviews
- ✓ Encourage reviews after appointments





## 6. Local Citations

Create business listings on:

- ✓ Google Business Profile
- ✓ Yelp
- ✓ Facebook
- ✓ Bing Places
- ✓ Apple Maps
- ✓ Industry directories



## 7. Service Pages

Create separate pages for:

- ✓ Haircuts
- ✓ Hair Coloring
- ✓ Facials
- ✓ Massage Therapy
- ✓ Nail Services
- ✓ Eyelash Extensions

This helps Google understand your services.



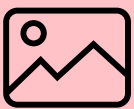
## 8. Location Pages (If Applicable)

If serving multiple locations:

- ✓ Create a page for each city

Examples:

- Spa Services in Miami
- Hair Salon in Orlando
- Beauty Services in Tampa



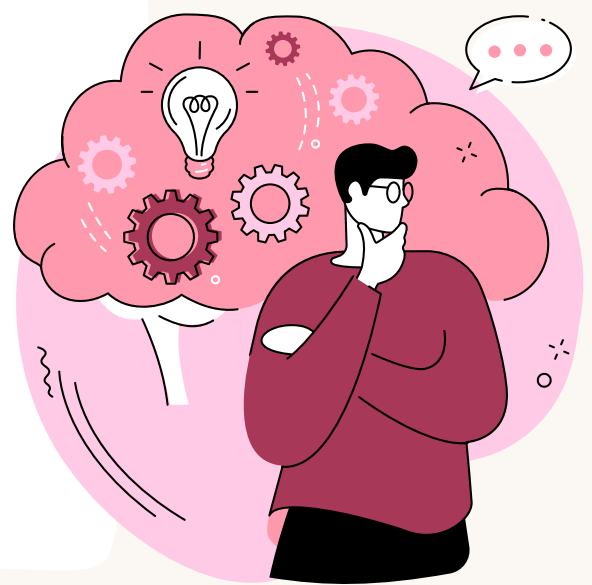
## 9. Images Optimization

- ✓ Use high-quality photos
- ✓ Rename image files descriptively

Example:

hair-salon-miami.jpg

- ✓ Add alt text to every image



SPA  
SALON  
WEB  
*website design.*



## 10. Track Performance

- ✓ Install Google Analytics
- ✓ Install Google Search Console
- ✓ Monitor keyword rankings
- ✓ Track calls and booking inquiries

**Bonus!**

## Monthly Local SEO Tasks

Every month:

- ✓ Add new photos
- ✓ Publish one blog post
- ✓ Request customer reviews
- ✓ Update business information
- ✓ Check website performance