

Local Salon Guide Template.

A comprehensive template by thesalonbusiness.com for creating an SEO-optimized salon guide for your area. Part of episode 47 in our [Marketing 100 series](#).

Creating a local salon guide is a powerful SEO strategy that helps you appear in searches where your ideal clients are looking, even if that means acknowledging other quality salons in your area.

Introduction Section

[Your City]'s Top [Specialty] Salons: A Local Guide *Last updated: [Date]*

Opening Statement

Welcome to [City Name]'s comprehensive guide to the best [specialty] salons. As local beauty professionals, we've carefully curated this list to help you find the perfect salon for your needs. Each featured salon has been selected based on expertise, client satisfaction, and specialized services.

Featured Salons

[Your Salon Name] - [Primary Specialty]

[Insert professional photo of salon exterior or interior]

Location & Access

- Address: [Full address]
- Neighborhood: [Area description]
- Parking: [Available options]
- Public Transit: [Nearby options]

Hours & Booking

- Operating hours: [List by day]
- Booking methods: [Online/phone/app]
- Average wait time for appointments: [Timeframe]

Specialties & Services

- Primary focus: [Main specialty]
- Unique offerings: [List 2-3 standout services]
- Price range: \$-\$\$\$ [Include actual range]
- Languages spoken: [List languages]

Why We're Featured[2-3 sentences about what makes your salon unique, written in third person]

[Insert 2-3 high-quality service photos]

[Second Salon Name] - [Their Specialty]

[Follow same format as above]

[Third Salon Name] - [Their Specialty]

[Follow same format as above]

Required Information

- Verified business hours
- Confirmed pricing
- Updated service menu
- Recent photos (with permission)
- Accurate contact information
- Parking/transit details
- Language capabilities
- Specialization details

Information Sources

- Direct contact with salons
- Business websites
- Google Business Profiles
- Social media accounts (Instagram, Facebook)
- Local business directories
- Client review platforms (Yelp, Google Reviews)

Verification Methods

- Phone calls to confirm details
- Site visits for photos and atmosphere
- Email correspondence for formal permission
- Cross-reference multiple sources
- Regular check-ins for updates (quarterly recommended)

Photo Guidelines

- Use high-resolution images (minimum 1200px wide)
- Include both exterior and interior shots
- Show before/after examples (with client permission)
- Place photos after relevant text sections
- Include alt text for SEO
- Credit photographers when required

Writing Tips for Unbiased Reviews

1. Use specific examples instead of generic praise
2. Focus on facts over opinions
3. Highlight unique specialties
4. Include both pricing and value perspective
5. Mention ideal client type for each salon
6. Acknowledge specific expertise areas
7. Use neutral language

SEO Optimization Guide

Keyword Strategy

- Primary keyword: [specialty] salons in [city]
- Secondary keywords: [list 3-4 relevant variations]
- Use H2 and H3 headers appropriately
- Include relevant service terms

Search Validation Process

- Type "[your specialty] salon [your city]" into Google
- Note Google's auto-suggestions
- Check search volume through suggestions
- Identify content gaps in search results

- Look for opportunities where good resources are lacking

Geographic Targeting

- Focus on 15-30 minute driving radius from salon location
- Use specific neighborhood names in content and headers
- Target city districts rather than entire metropolitan areas
 - Example: "Best Curly Hair Salons in Downtown Portland" vs "Hair Salons in Oregon"
- Include neighborhood-specific landmarks and reference points
- Add location-specific details and context
- Link to Google Maps locations

Example Descriptions

Strong Opening

"[Salon Name] has established itself as [City]'s go-to destination for [specialty] services, particularly known for their expertise in [specific technique or service]. Located in the heart of [neighborhood], this salon stands out for [unique feature]."

Service Description

"Specializing in [service type], the salon's team excels in [specific technique]. Their approach combines [unique method] with [special feature], making them particularly suitable for clients seeking [specific outcome]."

Balanced Review

"While the salon's strength lies in [specialty], clients should note that [relevant information about pricing/booking/etc]. Their expertise is particularly valuable for [specific client type]."

Final Checklist Before Publishing

- All contact information verified
- Photos properly credited and permitted
- Pricing information current
- Specialties accurately represented
- Location details complete
- SEO elements included

- Links functioning
- Mobile formatting checked

Bonus: Detailed Tips for Writing Unbiased Reviews

Core Principles for Unbiased Writing

- 1. Focus on Observable Facts**
 - ✓ "The salon offers 7-day-a-week availability with evening hours until 9 PM"
 - ✗ "The salon has the most convenient hours in town"
- 2. Use Specific Examples**
 - ✓ "Specializes in Japanese straightening techniques with certification from Yuko System"
 - ✗ "Has great hair straightening services"
- 3. Balance Positive and Contextual Information**
 - ✓ "While known for precision cuts, appointments typically require booking 3-4 weeks in advance"
 - ✗ "The best salon but sometimes hard to book"

Language Guidelines

Phrases to Use:

- "Specializes in..."
- "Known for..."
- "Offers expertise in..."
- "Features..."
- "Particularly suitable for..."
- "Popular among clients seeking..."

Phrases to Avoid:

- "The best..."
- "Better than..."
- "Unmatched..."
- "Superior..."
- "Perfect for everyone..."
- "No one else..."

Structure for Balanced Reviews

1. Opening Statement

- State the salon's primary focus
- Mention location and years in business
- Example: "Operating since 2018 in downtown [City], [Salon Name] focuses on curly hair specialization with certified DevaCurl stylists."

2. Specialty Description

- List specific techniques/certifications
- Mention unique equipment or products used
- Example: "The salon features Ouidad-certified stylists and specialized cutting stations designed for curly hair services."

3. Client Experience Details

- Booking process
- Typical wait times
- Price ranges
- Example: "New clients can expect a 30-minute consultation before services, with appointments typically available within 1-2 weeks."

4. Practical Information

- Hours and availability
- Payment options
- Parking/accessibility
- Example: "Street parking is available, with a public parking garage one block away. The salon is wheelchair accessible."

Review Quality Checklist

- Includes verifiable facts
- Avoids comparative statements
- Mentions specific specialties
- Provides practical details
- Uses neutral language
- Includes relevant context
- Addresses potential client needs
- Maintains professional tone

Sample Balanced Review

Strong Example: "[Salon Name] specializes in curly hair services, with three Ouidad-certified stylists on staff. Located in the Arts District, the salon offers dedicated curly hair washing stations and uses professional DevaCurl products. First-time appointments include a 20-minute consultation, with services ranging from \$85-150. While the salon excels in naturally curly hair care, they recommend booking 2-3 weeks

in advance for new clients. Free parking is available in their dedicated lot, and the salon offers evening appointments until 8 PM Tuesday through Thursday."

Why This Works:

- Specifies certifications
- Includes price ranges
- Notes booking timeframes
- Provides practical details
- Maintains neutral tone
- Offers relevant context

Red Flags in Review Writing

Watch Out For:

- Absolute statements ("always," "never")
- Direct comparisons to other salons
- Emotional language
- Unverifiable claims
- Personal opinions about staff
- Promises of specific results

Regular Review Updates

- Update reviews quarterly
- Verify all information remains current
- Check for changes in:
 - Pricing
 - Staff certifications
 - Hours
 - Services offered
 - Booking policies

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Looking for more strategies and templates? Check out our [Marketing 100](#) guide, where John and Kayle share their top 100 salon and spa marketing tips to help you grow your business.

