

# The AI-Ready Salon Checklist - Get Found by New Clients & AI

As seen in [Episode 64](#) of Marketing 100 on [The Salon Business Show](#).

Use this checklist to ensure your salon's online presence is optimized for discovery by both potential clients and AI search tools like ChatGPT.

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## ☐ Section 1: Website Keywords & Content

- **Identify Core Specialties:** List your top 3-5 services or client types you excel at (e.g., vivid color, precision bobs, fine hair solutions, meticulous nail art).
  - **Brainstorm Client Language:** What specific terms do your ideal clients use to describe their desired look or solve their problem? (e.g., "lived-in blonde," "low-maintenance grey blending," "non-damaging extensions," "nail shaping"). List at least 10-15 specific phrases.
  - **Integrate Keywords:** Ensure these specific keywords appear naturally on your:
    - Home page
    - About page
    - Service pages/descriptions
    - Blog posts (if applicable)
    - Image alt-text and captions
  - **Describe the Experience:** Does your website mention key experience factors? (e.g., easy parking, relaxing atmosphere, online booking availability, specific product lines used).
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## ☐ Section 2: Service Page Details

- **Dedicated Service Pages:** Do you have separate pages or clearly defined sections for your main service categories?
- **Specific Service Names:** Are individual services listed with specific names (e.g., "Full Balayage," "Root Touch-Up," "Gel Manicure with Removal") rather than general terms?
- **Detailed Descriptions:** Does each key service have a description explaining:
  - What the service entails?
  - Who it's best suited for?
  - What results can be expected?
  - Key techniques or products used (using relevant keywords)?

- **Clear Call-to-Action:** Does each service description make it easy to book that specific service?
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## ☐ Section 3: Review Generation Strategy (Keyword Focused)

- **Actively Request Reviews:** Do you have a system (email, SMS, in-person ask) for requesting reviews from happy clients?
  - **Provide Direct Links:** Are you making it easy by providing direct links to your Google Business Profile, Yelp, or other key review sites?
  - **Prompt for Specifics:** Are you (or your team) gently encouraging clients to mention the *specific service* they received in their review? (See **Client Review Booster Kit** for templates).
  - **Respond to ALL Reviews:**
    - Do you thank positive reviewers by name?
    - Do you naturally mention relevant keywords in your positive responses?
    - Do you respond professionally and promptly to negative/mixed reviews, offering to take the conversation offline?
  - **Monitor Review Keywords:** Do you occasionally read through reviews to see what keywords clients are naturally using?
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## ☐ Section 4: Google Business Profile (GBP) Optimization

(See *Optimize Your Online Listings Mini-Guide* for details)

- **NAP Consistency:** Is your Name, Address, and Phone number EXACTLY the same here as on your website and other listings?
- **Categories:** Is your Primary Category the most accurate? Are relevant Secondary Categories added?
- **Services:**
  - Are all specific services listed?
  - Do key services have keyword-rich descriptions?
- **Attributes:** Have you checked off ALL relevant attributes (online booking, accessibility, payment types, amenities, etc.)?
- **Business Description:** Is it filled out completely (up to 750 chars) with relevant keywords and specialties?
- **Photos:** Are you regularly uploading high-quality, varied photos (services, space, team) with descriptive file names/captions?

- **Q&A:** Have you pre-filled common questions with detailed, keyword-rich answers?
  - **Google Posts:** Are you using Posts regularly to highlight services, promotions, or updates?
  - **Reviews:** Are you actively managing and responding to reviews directly on GBP?
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## ☐ Section 5: Photo Portfolio Authenticity & Variety

- **Reflect Reality:** Do your online photos (website, GBP, social media) accurately represent the *breadth* of your work and clientele?
  - **Show Different Textures/Types:** Are you showcasing work on various hair textures (straight, wavy, curly, coily), hair types (fine, thick), nail shapes, skin types, etc., relevant to your services?
  - **Beyond the 'After':** Do you include photos showing different angles, natural finishes (not just perfectly styled curls if you do cuts), or even before/afters?
  - **Avoid Uniformity:** Does your portfolio look diverse, or is it pages of the exact same style repeated?
  - **Quality Check:** Are the photos well-lit and high-quality?
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## ☐ Section 6: Online Booking Check

- **Is Online Booking Offered?** Do you provide a way for clients to book appointments online?
  - **Easy to Find:** Is the link/button to book online prominent and easy to find on your website, GBP, and social media profiles?
  - **Service List Match:** Does the list of services in your online booking system match the specific, keyword-rich service names used on your website and GBP?
  - **Mobile Friendly:** Is your online booking system easy to use on a smartphone?
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**Action Plan:** Review the unchecked items. Prioritize optimizing your GBP and Website content first, as these often have the biggest impact on AI discovery. Then, focus on refining your review strategy and photo portfolio.

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