

15 Ways to Level Up Your Google Business Profile

Salon Edition

Want to attract more dream clients on autopilot? Your Google Business Profile is your digital storefront—make it shine just like your best blonding work. **Here's how to turn that profile into a client magnet** 📌

Add a killer cover photo

Make it bright, high-quality, and show off your vibe! No blurry parking lot shots, please.

Post regularly

Share promos, transformations, or stylist shoutouts. Aim for once a week.

Keywords in description

Think: "Curly hair specialist in Chandler" or "Balayage expert in Salem."

Upload real photos

Clients want to see you inside of the salon. Bonus points for before & afters!

Turn on messaging

Make it easy for potential clients to ask questions directly from your profile.

Update your hours

Nothing worse than Google saying you're open... when you're actually closed.

Respond to every review

Show love to the 5-stars and professionally address any not-so-sparkly ones.

Highlight specialties

Add your services and make sure things like "Extensions" or "Men's Cuts" are highlighted.

Link to booking

Don't make them hunt. Add your online booking link right in the profile.

List your amenities

Free Wi-Fi? Drinks? Parking? Make your salon irresistible.

Answer FAQs

Add questions like "Do you take walk-ins?" or "What's a toner?"

Use emojis sparingly

A 🧑🏻 here and ✨ there keeps it fresh. Use smartly

Create an offer

Feature a new client special or seasonal promo

Double-check location pin

Make sure your salon shows up in the right spot on the map.

Ask for reviews (strategically)

Send a quick "Would love your review!" link.