

10 Salon Website Needs

Your website is your digital front door — and it should feel like walking into your salon. Here's what every modern salon website should include to build trust, attract the right clients, and convert visits into bookings:

1. Photos of the Inside of Your Salon

Give visitors a feel for your space. Showcase your vibe, decor, and cleanliness — people want to see where they'll be pampered.

2. Your Stylists' Photos & Bios

Let potential clients get to know your team! Include a friendly photo and a short intro for each stylist — their specialty, years in the industry, or a fun fact.

3. The MYA Quiz Link

Help clients find their perfect stylist match with a short quiz. It makes booking easy and boosts trust from the start.

4. Online Booking Links

Booking should be effortless. Include direct links or a booking widget that works smoothly on both desktop and mobile.

5. Client Reviews & Testimonials

Highlight real words from real guests. Feature 3–5 standout reviews to build credibility and let new clients know they'll be in good hands.

6. Show Off Your Niche or Specialty

Whether it's vivid color, curly hair, luxury blowouts, or blinding — make it obvious. People are searching for your thing.

7. Photos of Your Work

A visual portfolio is essential. Display your best before-and-afters, reels, or curated photo galleries for each service.

8. Salon Address & Map

Make it easy to find you! Include your full address, phone number, and a clickable Google Map.

9. A Cause or Organization You Support

Today's clients love businesses with heart. Whether it's a local charity, women's shelter, or sustainability program — share it.

10. A Clear Call to Action

Make it obvious what you want people to do: "Take the quiz," "Book now," or "Meet your stylist." Repeat it throughout your site.

Need help building or updating your salon site? We've got your back.



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