

10 Salon Website Analytics

Simple insights to help your salon get found online and booked solid

You don't need to be tech-savvy to understand your website analytics. These 10 data points will help you track what's working, what's not, and how to bring more clients through your doors.

1. Organic Traffic

How many people are finding your salon through Google (without paid ads)?

More organic traffic means your SEO is working.

2. Top Keywords

What words or phrases are bringing people to your site? Knowing your keywords helps you show up for searches like "hair extensions near me" or "best balayage in Scottsdale."

3. Bounce Rate

How many visitors leave after only seeing one page?

If your bounce rate is high, your website might be confusing, slow, or missing a clear next step like "Book Now."

4. Time on Site

How long are people staying on your website?

If they're sticking around, they're more likely to become a client.

5. Mobile vs. Desktop Users

Are visitors on phones or computers?

Most salon clients browse on their phones—make sure your website looks great and works fast on mobile.

6. Page Load Speed

How fast does your website load?

If it takes more than three seconds, people might leave—and Google might push you down in search results.

7. Top Pages

Which pages are getting the most visits, Services, Booking, or the Gallery?

Use this info to update and highlight what people are most interested in.

8. Click-Through Rate (CTR)

How many people click your link in Google search results?

If your CTR is low, your page titles or descriptions may need a refresh to be more inviting.

9. Conversion Rate

How many visitors take action—like booking, calling, or filling out a form?

This shows how well your site turns visitors into real clients.

10. Backlinks

How many other websites are linking to your salon site?

The more credible sites linking to you (like local directories, blogs, or magazines), the more trustworthy your site looks to Google.

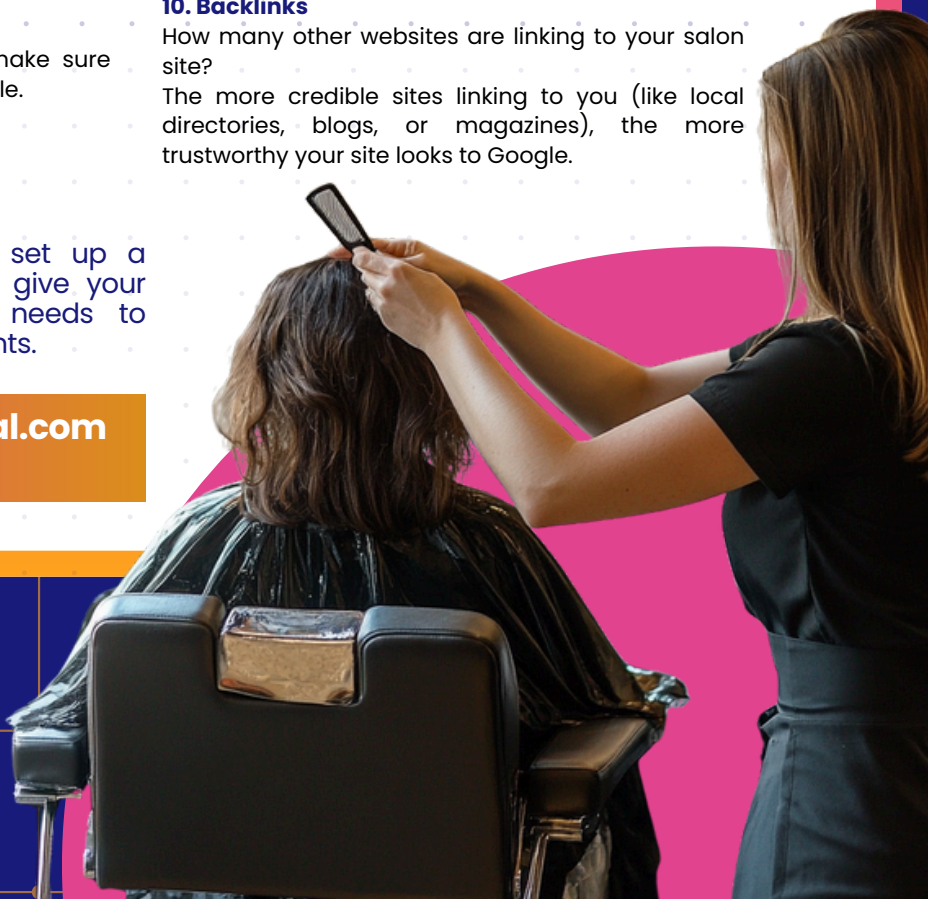
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