

The Salon Website *Checklist*

12 things that turn website visitors into booked appointments – for beauty salons, brow & lash studios and aesthetics clinics.

Score your own website in 15 minutes

BEFORE YOU START

Your website has one job: get the booking.

Most of your new clients will look you up on their phone – usually after seeing you on Instagram, Google Maps or a friend's recommendation. They're deciding in seconds: **what do you do, what does it cost, and how do I book?**

If any of those answers is hard to find, they don't message you to ask. They book somewhere else.

This checklist covers the 12 things I look at first on every salon and clinic website. None of them need a new website to fix – most take an afternoon.

How to use it

1. Open your own website **on your phone**, not your laptop.
2. Go through the 12 points and tick the ones you already have.
3. Add up your ticks on page 9 and see where you stand.

01 A booking button you can see without scrolling – on mobile

WHY IT MATTERS

Clients who are ready to book shouldn't have to hunt. If the button is below the fold or hidden in a menu, you lose the most motivated visitors.

HOW TO CHECK

Open your homepage on your phone. Without scrolling, can you see a clear "Book now" button?

QUICK FIX

Add a booking button to the top of the page, and a sticky one that stays on screen as people scroll.

☐ I have this

02 Your prices are on the website

WHY IT MATTERS

No prices feels like "if you have to ask, you can't afford it". Many people would rather leave than send a message to find out.

HOW TO CHECK

Can a new visitor find the price of your three most popular treatments in under 30 seconds?

QUICK FIX

Add a simple price list. If prices vary, "from £45" is enough – it sets expectations without locking you in.

☐ I have this

03 Treatments described in your clients' words

WHY IT MATTERS

"Skin booster" or "HydraFacial" means a lot to you, but a new client wants to know what it does for them, how long it takes and what they'll look like afterwards.

HOW TO CHECK

For each treatment, can someone see who it's for, how long it takes, the result and any downtime?

QUICK FIX

Add three short lines under each treatment: *Best for...* · *Takes...* · *You'll notice...*

☐ I have this

04 One click from the website into your booking system

WHY IT MATTERS

Every extra step – a contact form, a "DM us", a generic Fresha search page – is a place where people drop off.

HOW TO CHECK

Tap "Book". Do you land directly on *your* booking page, ideally on the right treatment?

QUICK FIX

Link each treatment straight to its own booking link in Fresha, Treatwell, Phorest or Booksy.

☐ I have this

05 It loads fast on a phone

WHY IT MATTERS

A slow page feels broken. People on mobile data won't wait for large images or videos to load.

HOW TO CHECK

Test your homepage for free at [PAGESPEED.WEB.DEV](https://pagespeed.web.dev) and look at the mobile score.

QUICK FIX

Compress your photos before uploading, and remove sliders or autoplay videos you don't need.

☐ I have this

06 Real photos of you, your team and your space

WHY IT MATTERS

People book people. Stock photos make a salon look generic – and clients want to know whose hands they're in.

HOW TO CHECK

Is there at least one real photo of you and one of your treatment room on the homepage?

QUICK FIX

Natural light, a clean room, a phone on portrait mode. Ten good photos are enough to start.

☐ I have this

07 Reviews where people make the decision

WHY IT MATTERS

You may have hundreds of 5-star reviews on Google or Treatwell – but if they're not on your website, new visitors never see them.

HOW TO CHECK

Are there real reviews on your homepage and next to your treatments?

QUICK FIX

Add 3–6 short, real reviews with first names, and link to your Google or Treatwell profile.

☐ I have this

08 Your Google Business Profile is complete

WHY IT MATTERS

When someone searches "facials near me", your Google profile often appears before your website. It's free local visibility.

HOW TO CHECK

Search your salon's name. Are the hours, photos, website link and booking link correct?

QUICK FIX

Update your hours, add 10+ recent photos and add your booking link. Reply to your latest reviews.

☐ I have this

09 Gift vouchers can be bought online

WHY IT MATTERS

Vouchers are often a salon's biggest one-off earner before Christmas, Valentine's and Mother's Day – and they're bought by people who aren't your clients yet.

HOW TO CHECK

Can someone buy and receive a voucher from your website in a couple of minutes?

QUICK FIX

Most booking systems include online vouchers. Switch them on and link them from your menu.

☐ I have this

10 Consultations and aftercare are explained

WHY IT MATTERS

Especially for aesthetic treatments, clients want to know they'll be assessed properly. Clear information builds trust and sets the right expectations.

HOW TO CHECK

Is it clear which treatments need a consultation or patch test, and what happens afterwards?

QUICK FIX

Add a short "Your first visit" section and an aftercare note to each relevant treatment.

☐ I have this

II Address, parking and contact details in one place

WHY IT MATTERS

"Where do I park?" and "which door is it?" are the last questions before someone books. Unanswered, they create doubt.

HOW TO CHECK

Can a visitor find your address, a map, parking info and opening hours on one page?

QUICK FIX

Add a "Find us" section with a map, parking tips, a photo of your entrance and your hours.

☐ I have this

I2 Your own domain, with a secure connection

WHY IT MATTERS

yoursalon.co.uk looks established; a free builder address doesn't. Without https, browsers may warn visitors that your site is "not secure".

HOW TO CHECK

Does your address start with https:// and use your own domain name?

QUICK FIX

Buy your .co.uk domain and connect it. Most website builders include a free security certificate.

☐ I have this

YOUR SCORE

How many did you tick?

1	2	3	4	5	6
7	8	9	10	11	12

10–12

Your website is working for you. Keep your prices, photos and reviews up to date, and check it on your phone every few months.

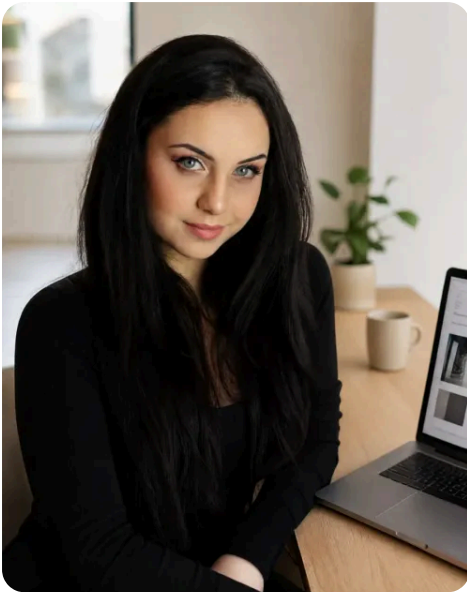
6–9

You're losing some bookings – but it's fixable. Start with the points about booking and prices (1, 2 and 4): they usually make the biggest difference.

0–5

Your website may be costing you clients. Fixing it piece by piece is possible, but a rebuild around your treatments and booking system is often faster.

WHO MADE THIS

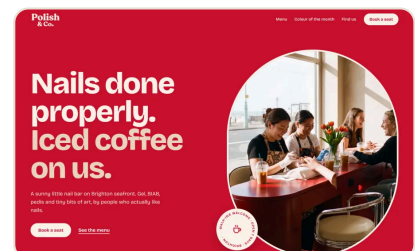
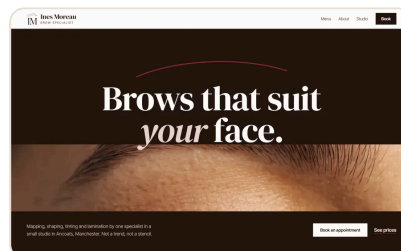
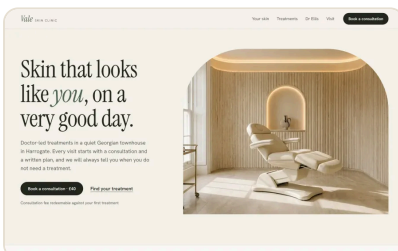


Hi, I'm Petra.

I design websites only for beauty salons, brow and lash studios and aesthetics clinics – so I spend my days thinking about exactly the things in this checklist.

I see every project through myself, from the first sketch to launch, and everything is handled in writing, so you never have to fit a long call around your clients.

A few recent designs are below. You'll find more at ivoryagency.co.uk.



CONCEPT DESIGNS

YOUR NEXT STEP

Scored under 9? I'll send you *3 quick fixes*.

Reply to the email this checklist came in with a link to your website.
I'll look at it personally and send you three specific, practical
changes – in writing, within two working days.

- No call, no obligation
- Written for your website, not a template
- Useful whether or not you ever work with me

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