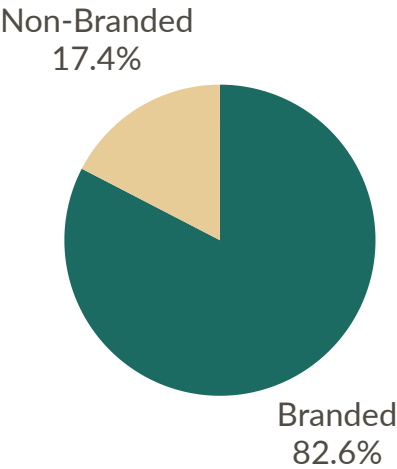
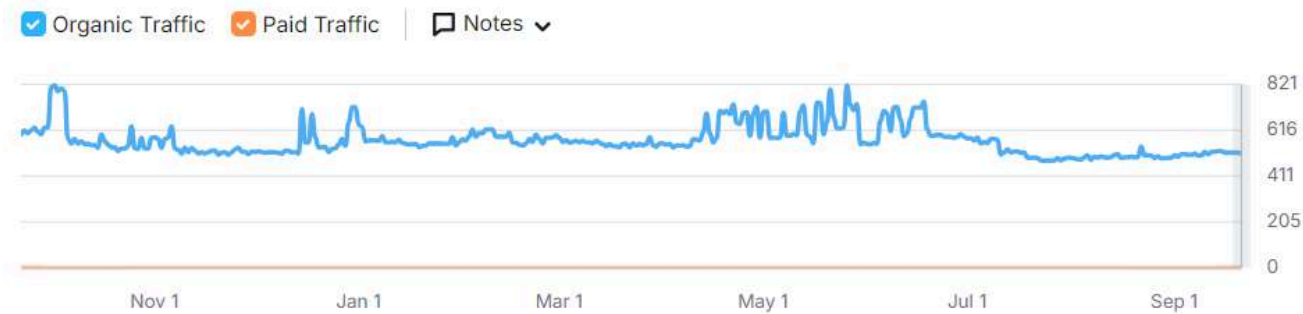


42 SALON & SPA

ONLINE PRESENCE HEALTH CHECK

ESTIMATED ORGANIC SEARCH TRAFFIC



KEYWORDS RANKINGS

42 Salon & Spa	1st
Hair salon Cambridge, MA	4th
Best balayage near me	16th

INDUSTRY BENCHMARK STATISTICS

70%

People start
search for salons
on Google

5%

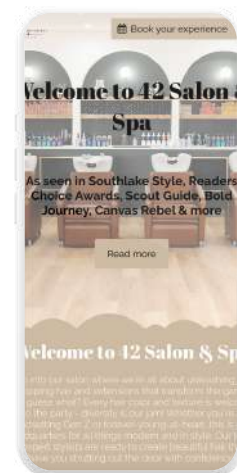
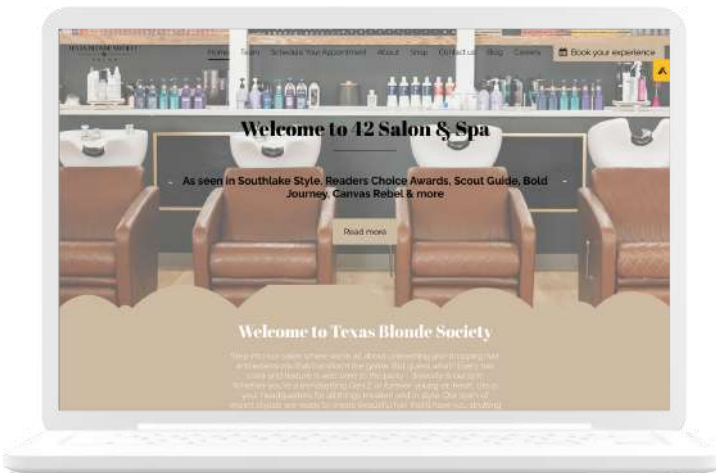
Website traffic
converts to new
paying clients

70%

Website traffic
comes from
phones

WEBSITE FEEDBACK

- We love your branding, color palette, and high quality photos on the site!
- As you can see on the screenshots below, the black text is difficult to read on the home page. Over 70% of your website traffic is coming from mobile, so it's important to ensure color contrast issues are resolved for the best possible user experience. We'd recommend changing the text color or the background color
- Currently, the "Schedule Appointment" page displays an image and the link takes the user to the About page. We recommend either removing this tab or having it directly link to your appointment booking
- We recommend adding descriptions or bios for each of your stylists on the Team page. It seems like your team has a lot of personality, so it's a great opportunity to showcase this strength, especially for potential future hires



INDUSTRY BENCHMARK STATISTICS

88%

Won't return to a website after a bad experience

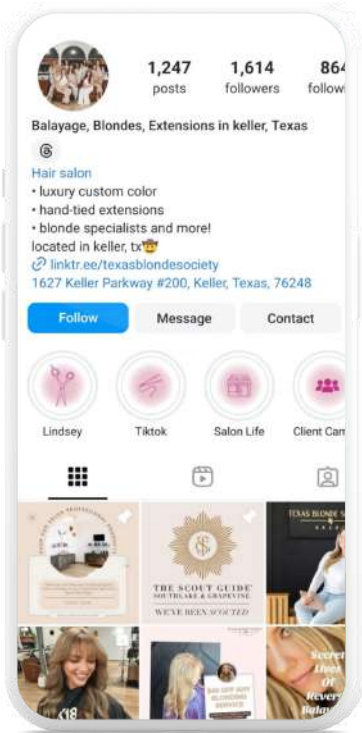
0.05 sec

Time for user to form an opinion on a website

47%

Won't wait >2 seconds for website to load

SOCIAL MEDIA FEEDBACK



- Your profile looks great overall - we particularly like the links in your bio, pinned posts, and Reels content. - great job!
- **Logo Profile Picture** - We like the team photo you're currently using as your profile picture, but we'd recommend switching to a version of your logo to help establish brand reputation for followers. The team photo could be a pinned post instead, which would also be easier for users to view
- **Bio** - We recommend adding a few emojis to your bio to help break up the text and attract users to read the content
- **Posting Consistency** - We noticed some posting inconsistency with timing. Instagram prioritizes showing posts from accounts that post regularly, so we recommend posting more to help increase engagement

145

Avg minutes per day people spend on social media

76%

Users that purchase based on social media

2.7%

Average Instagram post engagement

UNLOCK A PERSONALIZED STRATEGY FOR ONLINE SUCCESS

Building your online presence can feel overwhelming. The good news is you don't have to do it alone. At Glammatic, we have the best salon marketing tools to help you launch your website, create content, and build your social media following so you can start filling up your appointment book with the perfect clients.