

SALON ARJÉ

Salon in Beacon, New York

Arif never has to worry about where he ranks in search results, and that gives him more time to focus on his salon.



The Challenge

Arif wanted to be competitive in his industry but wasn't sure how to attract a steady stream of new customers.

As a salon manager, Arif needed to keep his team happy - which left no time for thinking about marketing.

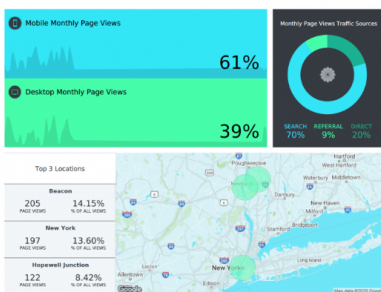
Arif had no experience with building or maintaining websites and needed someone to manage it for him.

Our Solution

We assembled a comprehensive marketing campaign designed to attract more customers to Salon Arje.

We built a website designed to convert new customers and maintain it for Arif, so he never has to worry about it.

We completed in-depth SEO and updated all of Salon Arje's directory listings.



Salon Arje's Results

- 01 Average of **1,500** page views per month
- 02 **70%** of views come from getting found in search
- 03 Ranking on the first page of Google for hair salon terms such as "**salon**" and "**balayage**"

Products



Website Design

Like all Townsquare Interactive websites, Salon Arje's professionally designed site is mobile-optimized and built on our proprietary platform. The responsive site can be edited at any time by both Arif and his dedicated digital marketing specialist. Even better, those edits are unlimited and free. That means he can keep his list of services and hair artist bios updated and current.



Directory Listing Optimization

To make sure Salon Arje's customers can always find the salon and get in touch, we keep Arif's business listings optimized across more than 70 online directories. That entails making sure his business name, address and phone number are correct and consistent across the web. This not only helps his customers find his salon, but it also looks good to search engines ranking his site in search results.



Search Engine Optimization

We optimized Salon Arje's website for a list of industry- and location-specific keywords to help boost their search results rankings. Search engine optimization also entails making sure everything is optimized in the back end of the site - that includes meta-tags and meta-descriptions. Paired with correct and consistent directory listings, our organic SEO process is set to keep Salon Arje sitting high in search results for their location.