Create a Hair Salon Website With Jimdo

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**Introduction**

A hair salon is a perfect business, right? Hair keeps growing and it needs to be cut. But after you spend all of that time perfecting your craft and setting up shop, you also want to promote your salon’s services to the world.

Building a hair salon website is the best solution for creating a centralized location where shaggy-looking clients can book an appointment, potential patrons can find out about your services, and you can sell your world-class hair and beauty products to anyone. While you can promote yourself on Facebook, Twitter, and Yelp, your website is the only platform that you control and that is 100% yours. You can also share your salon’s photos, video and other media all from the same place.

Jimdo makes building a hair salon website easy. Any of our flexible designs can become a wonderful hair salon website template. And our sites have tools to help you land near the top of Google’s results so new clients can find you. It is also easy to integrate third-party tools like social media feeds and appointment booking calendars.

This guide will teach you everything you need to know about making your hair or beauty salon website with Jimdo.

**Start Creating Your Hair Salon Website**

Whether you’ve got a full service beauty salon or a small barbershop, Jimdo is a great solution for creating your website. You can even make a hair salon website for free and then upgrade to JimdoPro or JimdoBusiness when you feel ready to add your own domain name and want to get more serious about selling hair and beauty products and improving your search engine results.

Getting started building your Jimdo website is simple. Visit www.jimdo.com/templates and select a starting template. Don’t worry though, you can easily change Jimdo templates at any time without losing any of your work.

**Select a Template for Your Hair Salon Website**

With Jimdo, there’s no one specific “hair salon” template or beauty salon design that you have to use — Jimdo’s modern and responsive templates are available for all types of websites. With the right images and text, any Jimdo template can make for a fantastic hair salon website design that will look great on laptops, tablets, or phones. The template determines where on the page your logo, navigation, content area, and sidebar will appear. You can learn more about how to select the perfect template for your Jimdo website on our blog.
Making the best hair salon template choice for you will come down to the type of specific features and content you plan on showcasing, as well as your personal taste. Choosing a template with a sidebar at the bottom is a good way to have a wide, modern design while keeping your contact info and social media links available on every page—the content in the sidebar is always visible, which makes it a great place to include this information.

**Barcelona** or **Lille** are both good choices. If you have a lot of photographs to showcase, you might consider a template like **Rome** for your hair salon website. You can select or change your template at any time by logging into your website and clicking Templates in the Site Admin and then selecting one to preview from the alphabetical list. If you like it click Save, otherwise choose Undo and try a different option.

To see all the features of different templates and sort them to find ones that will meet the needs of your hair salon website, browse the [Jimdo Template Filter](https://www.jimdo.com/templates/), but remember that you can change the color, photographs, and subject matter of the examples very easily.

### Choose a Domain Name for Your Hair Salon Website

While anyone can create a free hair salon website with Jimdo, most serious barbers and stylists will want to use **JimdoPro** or **JimdoBusiness** so they can hide the Jimdo advertisement on their site and register and/or connect a custom domain name to make it super easy for people to find you and your hair salon online.

Choosing the right domain name is one of the most important decisions you will make when starting out with your hair salon website. Nowadays, many will look for available domain names before settling on the actual name of their salon to make sure that there will be no confusion. If possible, the best choice is still to get the .com version of your hair salon’s name to avoid someone else getting traffic while looking for you. Domains are not case-specific and can’t have spaces or characters other than letters, numbers, and dashes.

Selecting the right domain might be challenging if your hair salon’s name is a common word or phrase, or if your name is long or difficult to spell. In cases like this, consider appending the word “salon”, “barber”, or a geographic tag to the domain. If you still are having trouble finding a good domain name, try using a short phrase that is all run together as one word like “CutsByCharles.” Since domain names are not case sensitive, you can always make them easier to read by showing them written or typed with the first letter of each word capitalized.

Avoid domain names that are too difficult to spell or ones that use hyphens as those will require you to spend extra time explaining how to reach your hair salon or barber shop online. It’s also best to avoid replacing words with numbers.
What Pages Does a Hair Salon Website Need?

Most visitors expect to find certain information on a hair salon’s website. You want to make sure that you provide all the relevant information for all the different groups of people that will check out your site: clients who want to book an appointment, potential clients who want to find information about your services, and anyone else who might be interested in contacting you.

Consider adding these pages to your website:

**Home:**
The home page is your chance to make a first impression. Make sure to have the most important information about your salon in text on this page. Also make sure to mention the latest information about new services or upcoming events on this page. Update this page as often as necessary to keep all the news current. Consider using the sidebar or footer area of your template to promote your next event or any specials you’re offering.

**About:**
Include a description of your salon and the history of the shop (when it was founded, who founded it, etc.) on the About page. People love to know the story behind local businesses, and press can use the information in their reviews and clippings. If the page is well-written, many will often quote directly from it.

**Services:**
One of the first things that a visitor will want to do on a hairdresser website is find what services you offer. Include your services (e.g. cuts, color, shaves, facials, etc) and the prices on this page. Add a Columns Element to the page, add a Text Element with the name of the service (e.g. Men’s Haircut) and description to the left column, and add a Text Element with the price in the right column; repeat for each service you offer.

**Photos:**
Be sure to show off all of your great work! The best beauty salon websites include a page of photographs, as it’s very helpful for potential clients. Upload your shots to Jimdo’s Photo Gallery Element to display them in a slideshow or mosaic on the page. If you frequently post to Instagram, consider adding an Instagram feed from POWr.io. Another great idea is to upload high resolution (300 DPI or larger) versions of your most important photographs using the File Download Element. This will allow press to easily get print quality images to use in articles or advertisements. If you prefer, you could also put the photographs in the About page instead of making a separate page just for them.
Store:
Fans of your hair and beauty products are eager to support you, and the easiest way for them to do this is to buy products and merchandise from your website. Create a Store page and use Jimdo’s built-in features to sell your merchandise.

Appointments:
Accepting appointment bookings online is one of the most important features of any hairdresser’s website. Make it as easy as possible to book an appointment with a dedicated appointment booking page. You can easily add booking widgets from Setmore or BookingBug using the Widget/HTML element.

Staff:
Introduce yourselves with a Staff page on your hair stylist website! Include each barber or stylist, their titles, experience, specialties, and a brief bio for each one. Potential clients will use this information to choose which barber or stylist to book with, or just to learn a little more about you. Consider using a Columns Element on this page to keep it organized.

Contact:
Everyone needs an easy way to get in touch with you, whether it’s to ask about your services or availability, to reschedule an appointment, or get any other information. You can easily place a Form Element on any page of your site to make it into a great Contact page. Try adding more resources like a list of phone numbers and email addresses in case you want people to directly contact the shop manager or a specific stylist. The Contact page is also a great spot to put links to all of your social media profiles, making it easy for people to find you online wherever they might be. If you can condense the information enough, you could even skip a contact page and put the form, email addresses, and social media links directly into the sidebar or footer of your template which would present the information on every page of the site.

Add a Booking Calendar
The best hair salon websites have one important thing in common: the ability for clients to book an appointment online. In addition to Setmore and BookingBug, the booking widgets we mentioned above, there are many other ways to accept bookings through your barbershop website. You can use Genbook, which is a popular, feature-filled platform, but doesn’t embed directly into the site—they do offer a handy button to link to your booking page, though. Another option is MINDBODY, which offers a full suite of business software. The best option depends on the size of your business and your personal preference.
Sell Your Products and Merch

Creating a store on Jimdo is an easy solution for selling hair and beauty products, t-shirts, and other swag. First, create a Store page, then a page for each category (e.g. Pomade, Gel, T-Shirts, etc), and finally a page for each product (e.g. Medium Hold Spray Gel for Curly Hair, Volumizing Sculpting Foam, etc).

Add a Store Item Element to each of the product pages: upload the product image, write a brief description and set the price. Be sure to add tags to the Store Item Elements (e.g. gel, pomade, spray, etc), as tags are very useful for creating categories and can also power tag-based shipping rules for JimdoBusiness subscribers.

Add a Store Catalog Element to each of the category pages, then add the tag that you want featured on that page. This will display a catalog of the products available for purchase within that category.

On the Store page, link to each category page with icons, photos, or buttons. For more information about store setup, including setting shipping costs and accepting credit cards, visit the Jimdo Support Center.

Add Testimonials

Display reviews and testimonials on your hair salon website. You can easily add a Guestbook Element to solicit reviews, but you might want to consider going a step further and using a reviews widget such as Kudobuzz or Spectoos. Both services authenticate reviews with social accounts (e.g. Facebook, LinkedIn, Google+) so your potential clients know they’re real. If you’re listed on Yelp, you can also display a Yelp Badge on your barber website.

You can add the reviews to your homepage, Appointments page, or Services page. The sidebar or footer is a great place to keep the Yelp Badge.

Promote Your Hair Salon with a Newsletter

Email marketing is a huge part of any business today, so it’s a great idea to collect email addresses on your hair salon website. The best option for running an email newsletter for salons is MailChimp. You can start with a free MailChimp account that will likely be enough for most salons out there.

After you are signed up and have started to build your list, it is easy to embed a MailChimp signup form on your website wherever you would like it to appear. Putting it in the sidebar or footer of your website is a good idea as it will then display on each page of your site.
Search Engine Optimization for Hair Salon Websites

Once you have all your content on your website, the next step is to make sure your hair salon website gets the proper attention from Google and other search engines—as you know, many people will search to find the right salon or barber online. The practice of actively trying to make your website more appealing to sites like Google is called **Search Engine Optimization**. Appearing in all the search results that you want will take time, but by following the advice in this guide, you will be successful.

Start by using the tools that Jimdo provides. Go to **Settings > Site Title** and entering the name of your salon or barber shop and your location. Next go through each page of your website and click on the **SEO** button on the **Site Admin**. For each page, enter a **Page Title** which will be appended with the Site Title, so you don’t want to make them too long. You will see a handy preview of what your Google result will look like that will tell you if you use too many characters.

Take this opportunity to add a Description for the page as well. Make sure to mention the services you offer (e.g. cuts, perms, shaves, etc) and the geographic area you serve. Both will be important terms that people will use to find you on search engines.

The most important thing to know about search engine optimization is that Google is smarter than all of us. You can’t trick it, so don’t waste your time trying. Make sure you have lots of text on your website that mentions your salon name, your services, your geographic location, and other noteworthy attributes that potential visitors might search for. It is also important to properly use headings throughout your site. Put a large Heading Element at the top of each page and use Medium Headings and Small Headings to introduce new sections of pages. Also make sure to update your website regularly. This should be easy to do if you choose to set up a blog, or if you host events, but adding news about these things will keep Google (and your audience) coming back to your site regularly.

You can gain further traction for your hair salon website by making sure that you link to your website from all of your social media profiles. Make sure you have a **Google My Business** listing as it’s a Google property and will usually show up pretty high in search rankings. Then try to find logical web directories that make sense like **Yelp** and **Bing Places for Business**. Also check if your local paper has directories of local businesses.

Do’s and Don’ts for Hair Salon Websites

By this point, you should have most of the basics of building a music website down pretty well, but it never hurts to get a bit more advice. Here are some more best practices to follow and some pitfalls to avoid:

- **Do accept appointment bookings on your website.**
  Setmore and BookingBug are both great options.

- **Don’t add any music or video with sound that autoplays to your hair salon website.**
  Some hair salon owners try to create a mood for the visitors of their website by having background
music playing when they arrive. This always backfires and is a quick way to drive people away from your website.

● **Do add a map to display your location.**
  Use a Google Maps Element to make it as easy as possible for your customers to find you.

● **Don’t make the homepage of your hair salon website into a splash page.**
  A splash page is when you arrive at a site and just see and image and a button and nothing else. This is frustrating for your visitors and will not do you any favors with search engines.

● **Do add lots of text to your homepage in a logical and clean way.**
  Adding a small bio that describes your salon, services, and upcoming events is the best way to give your visitors what they are looking for.
Hair Salon Website Checklist

Building a hair salon website is not difficult, but there are a lot of small details that you need to make sure you take care of. This checklist can be really helpful to make sure you don’t forget any of the steps that will help you be successful with your website. If you have trouble with any of these steps, please explore the Jimdo Support Center.

- You registered or a connected a unique custom domain
- You created an email address using your domain
- You tried out a few templates and selected the right one
- You have created 4-8 pages of your website
- Your navigation menu does not break onto a second line (for templates with horizontal menu)
- You have a professional logo
- Your logo has a transparent background
- Your headings font stands out, but is easy to read
- Your paragraph font is very easy to read and not overly stylized
- Your website colors match your logo
- You hid the login link
- You hid any unnecessary footer links
- Your background images are high-quality and look good
- Remove unnecessary or redundant header text
- You use images regularly on every page
- Your paragraphs are in short blocks of 2-4 sentences
- You are using Columns Elements to place content next to each other
- You have embedded an appointment booking widget on your website
- You have added photos to your website
- You have added a newsletter signup box to your website
- You added a favicon
- You updated the Site Title
- You added a Page Title and Description in the SEO panel for each page of the site
- You linked to all of your social media profiles from your website
- You linked to your website from all of your social media profiles
- You have a map of your location
- You have a store area to sell hair and beauty products and merchandise, like t-shirts
Additional Resources

Example Hair Salon Websites:

Have a look at some of the best salon websites to inspire you.

Website: [http://www.barbershoprosario.ch/](http://www.barbershoprosario.ch/)
Template: Barcelona
Welkom bij Lizz Hairstyle.

Mijn naam is Lizzy Peters. Het is altijd al mijn droom geweest om een eigen kapsalon te beginnen. Dus ben ik 06-09-2013 de uitdaging aangegaan. Ik vind het heerlijk om mensen tevreden de deur uit te zien gaan. Dat is mijn doel.

Luisteren naar de klant, de tijd ervoor nemen om samen tot een mooi resultaat te komen. Het knippen van een vlot kapsel voor dames of heren, opsteken of vlechten, of misschien een leuk kleurtje? Natuurlijk blijf ik op de hoogte van de nieuwste trends.

Lizz Hairstyle is gevestigd in Modelhuis De Schettering in Mill. Ik werk zonder collega’s dus je wordt altijd door mij geholpen. Met een lekker kopje koffie of thee verzenen we samen een leuk kapsel dat bij jou past, zodat jij met een lach de deur uitgaat. Hopelijk zie ik je snel bij Lizz Hairstyle.

Website: http://www.lizzhairstyle.nl/
Template: Amsterdam
Website: [http://www.alessa-ziegler.com/](http://www.alessa-ziegler.com/)
Template: Rome
STYLE & GO ULM


Als Weiterführung der erfolgreichen Frauenmesse “wablich” findet das Event am 31.07.2015 ab 18:30 Uhr in der Südwest Presse Galerie statt. Sichert euch jetzt direkt euer Ticket und spart gegenüber den Eintrittspreisen an der Abendkasse.

> Jetzt Ticket sichern

STYLING - FOTOS - MUSIK
DAS WARM-UP FÜR DEN PERFEKTEN MÄDELS-ABEND

Website: http://www.styleandgo-ulm.de/
Template: Rome
CUT & SHAVE FOR LADIES & GENTLEMAN


OPENING TIMES

Website: http://www.golden-barber-hairstyle.de/
Template: Rio de Janeiro
High-Quality Free Photographs for your Hair Salon Website:

Nothing beats using original professional photographs on your hair salon website, but that isn’t an option for everyone. If you need some great hair salon photographs for your website, there are dozens of websites with fantastic photographs that are free and legal to use. Here are just a few ones to start with. Click on each image or links to download the example or others from the same source:

Perm: https://pixabay.com/en/hairstyle-hairdresser-hair-1473541/

More Salon Photographs on Pixabay