

We know what your guests really want

As Google Partners, we have
access to all the insider intel
on what your clients are really
searching for online.

These top-secret stats will
help you attract more clients
and grow your business.



Google
Partner


SHORTCUTS
SMARTER BUSINESS TECHNOLOGY

it suits you



salon near me



63% of searches for beauty industry businesses are on mobile

GOOGLE IS LIKE A TRUTH SERUM

When your clients want answers, the first place they turn to is Google. Whether they've found themselves in an at-home hair colour nightmare, are dreaming of the perfect feathered brows, or want to find out how to remove those embarrassing hairs once and for all, chances are Google knows all about it.

We've got all the insider intel into exactly how and what your guests – and your potential clients – are searching for. Basically, it's like having a window into their soul.

This knowledge is powerful stuff, and we're here to help you harness this information to grow your business.

MORE PEOPLE ARE SEARCHING FOR YOU ONLINE

In the UK, mobile searches for hair businesses alone have grown by 20% in the past year. At the same time, mobile impressions have increased by 14% – giving you a better chance than ever of attracting new clients online. This means a strong online presence is a must.



1,900 searches last month for "eyebrows on fleek"

MORE TRAFFIC = MORE CLICKS

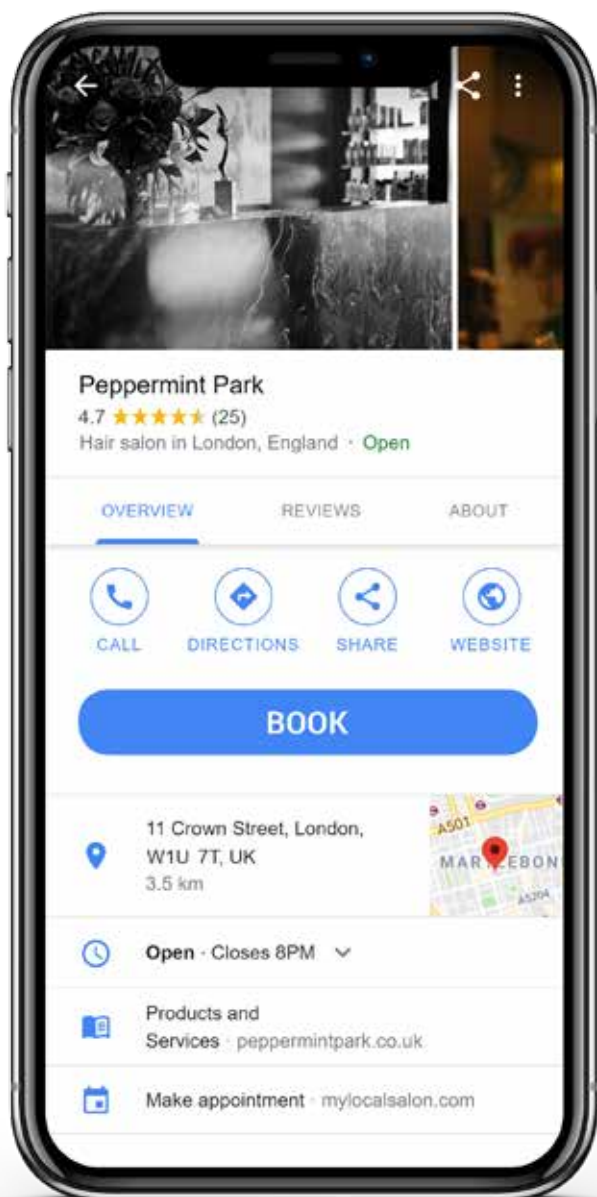
In the same period, clicks on ads and in organic search results grew by 33%. This tells us customers are getting more comfortable finding information online and taking action. If you're not taking advantage of this shift by using Online Booking in your business, you could be missing out on a serious piece of the market.

YOUR CLIENTS CAN NOW BOOK STRAIGHT FROM GOOGLE

This is a BIG DEAL, and we are super excited to be among the first to launch this feature in the UK hair and beauty industry.

Reserve with Google lets your customers book appointments with you, without having to leave Google. Less clicks = more bookings = more money in your pocket at the end of the day.

This feature integrates seamlessly with your Shortcuts Appointment Book, so it all happens without any effort from you, and removes the risk of double bookings!



THEY'RE PROBABLY NOT USING A COMPUTER

Last year in the UK, 63% of all hair industry-related searches were on a mobile device. This number is only going to increase!

That's why it's now more important than ever to ensure your website is designed with mobile in mind.

GOOGLE MY BUSINESS IS YOUR NEW BFF

Have you taken advantage of this amazing, free Google feature yet? By claiming and optimising your listing, you can increase the chances of your business appearing front and centre in local search results.

Need a hand? We're here to help you make sure your listing is up to date and optimised to improve your overall Google ranking.



390 searches last month for "troll hair"

WANT TO ATTRACT MORE CLIENTS ONLINE?

As Google Partners with 25 years' experience in the hair and beauty industry, we're here to help you every step of the way.

Get in touch to find out more!

customercare@shortcuts.co.uk

☎ 0161 972 4900

www.shortcuts.co.uk

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