

## Free Beauty Directories

Free, internet based beauty directories are an excellent way to promote your Beauty business. Whether you are a Beauty, Hair or Nail Salon owner, or offer mobile services such as beauty therapy, hairdressing, spray tanning etc, there are benefits to be had by registering your business in online directories.

This document outlines some of these benefits, and also explains how to register your business in our free, online beauty directory.

## Key Benefits of Free Beauty Directories

**Cost** –Setting up and running your own business website can be costly. Even the most basic of websites can cost hundreds of pounds to set up and maintain. Registering your beauty business in free beauty directories can often be an excellent alternative when you are just starting up.

**Time** – If you do decide to set up your own website, you should not expect that it will immediately appear in search engines like Google and Yahoo for the keywords you expect. Think of it as just opening a shop for the first time, but not letting anybody know you are open. Without spending time and effort promoting your website, chances are no-one will ever find it through a search engine. Registering with an online beauty directory generally means they take care of promoting your business in the search engines – leaving you time to concentrate on your business.

**Link Popularity** – Should you decide to go ahead and create your own website and dedicate time to promoting it - one of the best things you can do is to gain links to your website from other related beauty sites (including beauty directories). Search engines like Google rate websites based on various things, including the number of ‘relevant inbound links’ it has (i.e. the number of links to your website from other beauty sites). The more inbound links – the more popular your website is deemed to be. So, by registering your site in free beauty directories, you are gaining more relevant inbound links.

**Visitor Numbers** – Your website maybe set up to only target search engine searches in your local town. By adding your website to a beauty directory you are potentially opening it up to visitors looking for beauty services in and around your local area.

**Multiple Listings in Search Engine Results** – By adding your business to free beauty directories you are increasing the chances of your business name appearing in search engine results more than once underneath each other. Hopefully your own website will appear first in the list of search results, followed by your business listed in free beauty directories underneath.

**Mobile Search** – The devices people are using to connect to the internet are changing, with more and more of us using ‘smart phones’ to find beauty services. You may not be able to afford to optimise your website for mobile search, but by adding your business to targeted beauty directories with specific mobile pages, you are increasing your chances of appearing in searches performed on mobile phones.

**Social Media** – As part of promoting your business online, you may also have a Facebook, Twitter, LinkedIn page etc. Good beauty directories will allow you to add links to your social media pages from your business listing. Some free hair and beauty directories also offer to tweet about your offers and listing updates as you make them – all gaining you extra free publicity.

**These are just some of the benefits you should expect when you add your style and beauty business to free beauty directories on the internet.**

## Adding Your Business to [www.HairdressersAndSalons.co.uk](http://www.HairdressersAndSalons.co.uk)

There are two ways you can add your business to [www.HairdressersAndSalons.co.uk](http://www.HairdressersAndSalons.co.uk) – one of the UK's leading free beauty directories.

### Our Free, One Click Registration Service

We offer a free, 'One Click Registration' service where you simply provide a valid email address and your website address – and we do the rest. Using content and images from your website, we construct you a business listing/s that targets the town where your business operates. If you own multiple salons, then we will create multiple listing to target each town where you are based. We will also add details of your current offers, and upload any .pdf price lists available via your own site.

Once your listing is complete we will email you a link to it, together with a username and password that you can use to login to our site and amend your listings / offers should you wish.

Find out more and take advantage of our free beauty directory service on the following link:-  
<http://www.hairdressersandsalons.co.uk/one-click-hair-and-beauty-directory-registration>

### Register Your Beauty Business Personally

If you would prefer to register and set up your business listings and offers yourself, then this route will take you a little longer, but is still nice and easy. Self-registration in our free beauty directory is as follows:-

- Visit - <http://www.hairdressersandsalons.co.uk/account/register>
- Complete the registration form (indicating that you are a Beauty Business owner).
- Click on the link supplied to you in an email – this will log you into our trade pages.
- Select the option to create a new business listing.
- Complete the relevant fields and Save your listing (adding images / price lists should you so choose).
- Add any current offers you may have and link them to your business listing.

Full, step by step instructions are given on the Business Listing and Offer pages, or you can watch on online video of how to add your beauty listings on our Youtube channel at:-  
<http://www.youtube.com/user/hairdresssalon>