

Beauty Salon Directory – Beauty Salons Directory UK

If you want to know what constitutes a good UK beauty salon directory then you have to look at it from two points of view – from a business perspective and from a member of the public who is using the beauty directory to locate salon or mobile services.

Business Perspective - What Constitutes Good Beauty Salon Directories

Any beauty directory worth its salt should offer the most basic of services including:-

- Online registration with the ability to add salon listings.
- Ability to add information about your salon or beauty business including name, address, contact details and images of your premises / beauty treatments.
- Links to your own website and social media sites where you may have your salon / beauty business listed (i.e. Twitter or Facebook).
- It should be easy to add details of any current beauty and style offers your business maybe offering.
- Some of the better beauty directories will allow you to read and manage customer feedback.
- If you are a beauty business that does not have its own website, then look for a beauty directory that gives your business its own website page i.e. <http://www.hairdressersandsalons.co.uk/view-abc-hairdressing-and-beauty-salon-93> . This can be an excellent alternative to your own website, and these should generally be free!
- A directory should give you assurance that your listing and any feedback placed is vetted before being displayed live on their website.

Public Perspective – What Constitutes a Good Beauty Salons Directory

The general public will have a different view of what makes for a good beauty salon directory in the UK. They will be looking for speed of response, the ability to register and get notifications of local style and beauty offers and general ease of use of the beauty directory. They will also want to see information about your beauty business displayed in a logical order, with location maps, lists of beauty service that your salon offers and links to price lists for your beauty services.

Mobile Beauty Salon Directories

More and more people are now using smartphones (i.e. iPhones, HTC etc) to locate salon services in their local area. A good Beauty Salon directory will have a version of their website that specifically targets these types of devices. Search Engines tend to rank mobile versions of websites higher in their results, so people searching for the beauty service you offer are more likely to find you if you are registered on a UK beauty directory offering this service.

What to look out for on Poor Beauty Salon Directories

There are a number of things to look out for when registering your salon / beauty business on UK beauty directories that might indicate that it is a poor directory, these include:-

- No facility to register online.
- A charge to list your business on the directory.
- No ability to manage feedback that can be left maliciously and cause harm to your beauty business.
- Not able to remove your business listing from the directory should you want to.
- No section for you to display beauty salon offers and services
- A beauty salon directory that does not consider search engine optimisation (i.e. how far up the search results you appear in Google, Bing etc)
- Directories that have a long and laborious registration process to get your salon listed.
- A UK directory that does not give you a free website page per business listing, lessening the chances of you enticing a customer to read more about your beauty salon business.

Benefits of Adding your Business to a UK Beauty Salon Directory

There are lots of benefits to be gained from adding your beauty salon business to a UK directory, including the following:-

- By registering your salon on multiple directories you are increasing the chance of your business appearing at the top of search engine results.
- If you have your own website then you benefit from a free link from the directory to your website – improving your popularity in search engines.
- If you cannot afford your own website, then registering your business on beauty directories can be a great alternative – and more importantly free!
- Many beauty directories have members who sign up to receive details of beauty offers in their local area, so by adding your business and any beauty offers to selected directories you are increasing your target audience.
- Feedback, providing it is correctly managed can be an excellent way of improving your salon's customer service and range of beauty treatments.

UK beauty Salon Directories Available

The following are just some of the UK Beauty Directories that we are aware of that you may want to investigate:-

- www.hairdressersandsalons.co.uk
- www.beautyfinder.co.uk
- www.beautyguild.com
- www.thebeautybiz.com
- www.uk-beauty-directory.co.uk
- www.ukbeautysalons.info

What Type of Businesses Should Use a Beauty Salon Directory?

The range of businesses that should use Beauty Salon Directories include beauty salons, mobile beauty therapists, mobile beauticians etc.

Members of the public will find Beauty directories a source of excellent information for business profiles, customer feedback, salon offers and treatment prices etc.

How do I get the best from Beauty Directories

If you are a business then you should register and then try and then regularly update your information on your selected directories. Add new beauty offers, update your list of treatments and prices, add links you your facebook pages etc.

And Finally...

We hope you have found our article on beauty salon directories within the UK interesting and most of all useful. If you have any questions you can drop us a line at:-

<http://www.hairdressersandsalons.co.uk/contact-hairdressers-and-salons>

You can add your beauty business to our directory for free at:-

<http://www.hairdressersandsalons.co.uk/one-click-hair-and-beauty-directory-registration>