

UK Nail Salon Directory and Nail Salons Salon Directory Guide

If you own, or are looking for a Nail Salon in the UK, then you may want to know what makes for a good Nail salons directory. You have to look at it this issue from two points of view – as a member of the public who use nail salon directories to locate salons or mobile nail technicians, and from a salon owner’s perspective – both have different needs.

Business Owners Perspective - What Makes a Good Nail Salons Directory

Good nail salon directories should, at the very least offer the following basic services:-

- Ability to register your salon / mobile nail technician business on.
- Ability to add information about beauty business including name, address, telephone number, contact details and images of your premises / examples of your creative nails work.
- You should be able to add links to your own website and social media sites where you may have your nail business registered (i.e. Twitter and Facebook).
- Should you have any special offers for things like gel nails, manicures etc., then you should have the ability to add these to your business listing.
- Many nail salon directories offer your customers the ability to write a review, or pass on feedback, this can be a great benefit providing it is correctly controlled and managed.
- If your nail salon or technician business does not have its own website, then look for a nail salon directory that gives your business its own webpage i.e. <http://www.hairdressersandsalons.co.uk/view-abc-hairdressing-and-beauty-salon-93> . This can be an excellent alternative to having your own website, and should generally be offered free!
- Good internet based directories check all business listings before making them live – ensure your selected nail salon directory does this.

The Public Perspective – What Makes a Good Nail Salon Directory

We are all members of the general public and will have a view of what makes for a good UK nails salon directory. We look at the speed of the directory website, whether we are able to register for local nail and beauty offers, and the ease of use and navigation of the nail directory. We also like information about your nail salon or nail bar listed logically and including a map of how to find you and the services you offer such as manicures, pedicures, gel nails, nail art etc. Links to your special offers and any nail salon / mobile nail technician prices lists also prove useful.

Nail Salon Directories on Mobile Phones

It is estimated that a third of UK adults now use smartphones (i.e. iPhones, HTC etc.), so the number who use these to locate their nearest nail salon or mobile nail technician is increasing all the time. Good UK Nail Salon directories will have a version of their website that targets these types of devices. Many search engines such as Google, will tend to rank mobile versions of websites higher in their results, so people searching for your nail salon or mobile nail service will be more likely to find you if you are registered on a nails salon directory that offers such a service.

How to Spot a Poor Nail Salons Directory

There are several things to look for if you are thinking of adding your nail salon business to a UK directory. The following may indicate that it is a poor directory:-

- Charging you to add a business listing.
- No option to register your nails business in their directory online.
- No ability to manage malicious feedback that may have been left – potentially causing harm to your beauty business.
- Inability to remove your nail salon / nail bar from the directory should you choose to.
- Lack of options to list any special nail offers or price lists.
- Nail salon directories that don’t consider search engine optimisation (i.e. how far up the search results you appear in search engines such as Google, Yahoo etc.)
- Directories with long and laborious registration processes.

Benefits of Adding your Salon Business to UK Nail Salon Directories

There are many benefits to adding your nail salon / mobile nail technician business to UK directories, including:-

- Registering your salon on multiple directories increases the chances of your business appearing towards the top of search engine results.
- Your own website will benefit from an extra inbound link from another website based around nail salons, nail bars and mobile nail technicians.
- You may not be able to afford your own website, so registering your business in nail salons directories can be an excellent and often free alternative.
- By adding your nail business and any special offers to a UK directory, you are potentially increasing your audience size dramatically
- Feedback, providing it is correctly managed is an excellent way of improving your business's customer service and range of nail treatments. Quite often customers will point out things about your nail salon business you had not even thought about or considered.

UK Nail Salon Directories

The following are just a selection of some of the UK Nail Salon Directories that you may want to consider:-

- www.hairdressersandsalons.co.uk
- bestbeautysalon.co.uk
- www.beautyguild.com
- www.salonsearch.com

What Type of Businesses Should Use a Nail Salons Directory?

Businesses who should consider using nail salon directories include nail salons, nail bars, mobile nail technicians etc.

Members of the public will find nail directories a source of excellent information for salon / mobile profiles, feedback, manicure, pedicure, French polishing offers etc., and for nail treatment price lists.

Getting the best from Nail Salon Directories

If you are in the nail treatment business then you should select, and register on the top UK nail salon directories and then try and regularly update your profile and nail treatment information, including pictures of any recent nail treatments you may have done. Encourage you customers to leave honest feedback about your beauty service, these can often act as excellent recommendations. Add new nail treatment offers and maintain links to your Facebook or Twitter accounts etc.

And Finally...

We hope you have found our article about how using a UK Nail Salons directory can be beneficial to your business 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 nail salon / mobile nail technician business to our UK directory for free at:-

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