



BRIDAL BEAUTY BUSINESS BOOTCAMP

Course #4 Workbook Your Website & Social Media



Website Checklist

Use this guide as a checklist to create an effective website. Cross out those items that are a yes and circle those that you need to work on.

My website is clean, concise and easy to navigate?

All of the photos on my website are professional looking and in line with my brand's style?

My taglines and marketing messages represent my ideal bride and communicate how we can meet their specific needs & wants and solve their specific problems.

All of the marketing messages on my website are customer focused NOT company focused.

I use language and phrases that connect me to my ideal bride.

I have 3-5 specific brand colors that I use throughout my website.

I have 2-3 specific brand fonts that I use throughout my website.

I have a small selection of my best testimonials featured on my homepage.

I have a separate page that highlights all or most of my testimonials.

I have my media mentions and/or blog features highlighted on my site.

I have my Instagram feed integrated into my website.

I have a way to capture leads from my homepage.

I have social media links on my website that are all connected.

I have a way to capture leads from my homepage.

I have a contact page that includes a lead capture form, my email address and phone number.

The services/pricing page of my site is simple, concise and easy to understand.

I have a "Frequently Asked Questions" page on my site with the most relevant and pertinent information.

The gallery or portfolio page of my website shows ONLY those photos that are professional looking, in line with my brand and appeal to my ideal bride.

My about page highlights my experience and accomplishments and helps to connect me with my ideal bride.

If I have a physical location or team, those photos are featured on my "about" page.

I make it clear somewhere on my website what is required to secure a wedding date with me.

I have a way for brides to schedule appointments or book their wedding online.

My brand is consistently represented throughout my entire website as well as my social media through my colors, fonts, photos and marketing messages.

Frequently Asked Questions

Below are the areas/questions that you may want to cover and answer on a "Frequently Asked Questions" page.

Minimum Service Requirements

Travel Information & Charges

Timing of Services & Wedding Day

Trial Run - What to Expect

When to Book Trial Run

When to Book The Wedding Day

How To Secure a Wedding Day

Wedding Day - What to Expect

When is Final Count Due

When is Final Payment Due

How Many Stylists per Wedding/Services

Style Questions



Step One: Determine which keywords you want to focus on.

Example= Location + Bridal Hair and Makeup (Tampa Bridal Hair and Makeup)

Step Two: Create Searchable Page Names

Create URL Slugs that are searchable. For example for your services page, instead of just naming it www.SuesBridalHair.com/services consider naming the page www.SuesBridalHair.com/tampa-on-location-bridal-hair.

Step Three: Page Descriptions

Make sure that all of your pages have descriptions that not only clearly and concisely describe what the page is about but also incorporate your keywords.

Step Four: Sprinkle Keywords Throughout Page Text

Make sure that you are using your targeted keywords throughout your website pages.

Step Five: Photo Descriptions

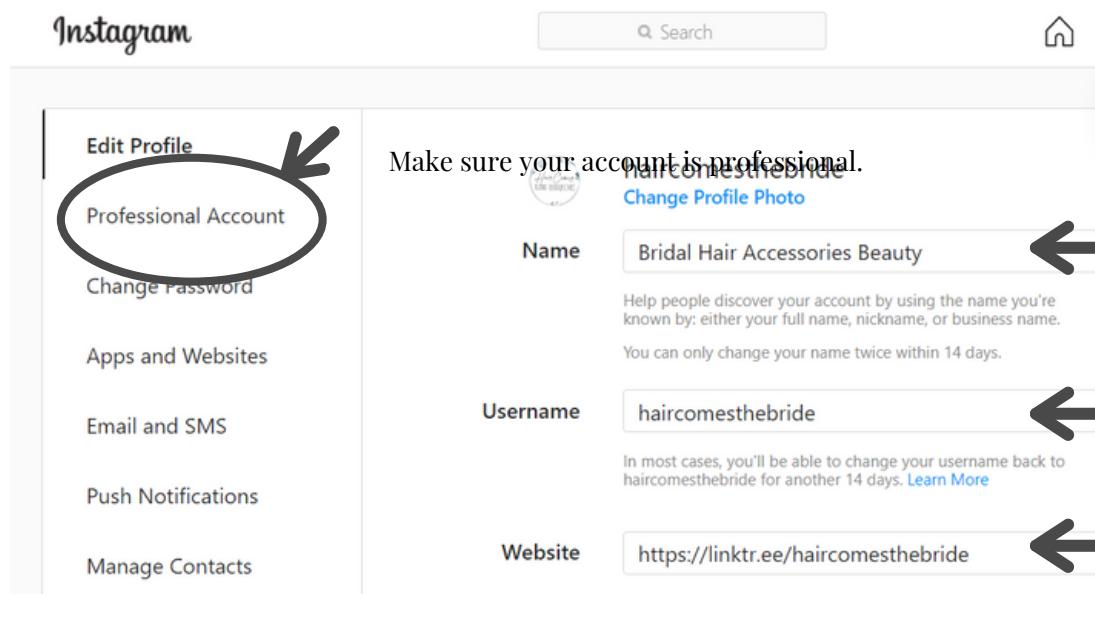
Make sure that all of the photos that you upload to your site have descriptive names. This is not only going to help your website SEO but will also increase the chance that the photos will show up when people do an image search.

Step Six: Watch "3 Steps to Get Your Business to The Top of Google"

If you are interested in learning more about how to get your business to the top of Google organically...watch our SEO video here: <https://www.haircomesthebridepro.com/free-business-videos/get-to-the-top-of-google>

Setting Up Your Social Media

INSTAGRAM



The screenshot shows the Instagram profile settings page for a user named 'haircomesthebride'. On the left, a sidebar lists options: 'Edit Profile' (with a circled 'Professional Account' link), 'Professional Account' (circled with a large arrow pointing to it), 'Change Password', 'Apps and Websites', 'Email and SMS', 'Push Notifications', and 'Manage Contacts'. The main area shows a profile picture placeholder and the text 'Make sure your account is professional.' Below this are fields for 'Name' (set to 'Bridal Hair Accessories Beauty'), 'Username' (set to 'haircomesthebride'), and 'Website' (set to 'https://linktr.ee/haircomesthebride'). Each field has a descriptive text block and a 'Change' link. To the right of the profile details, three annotations with arrows point to the circled 'Professional Account' link, the 'Name' field, and the 'Website' field.

Professional Account

Name: Bridal Hair Accessories Beauty

Username: haircomesthebride

Website: https://linktr.ee/haircomesthebride

Name: Create a name that is local and searchable.

Username: Ideally your exact business name.

Website: Set up free Linktree account to display multiple webpages. [VISIT Linktree.com](https://Linktree.com)

FACEBOOK

Name: Should Ideally be Your Exact Business Name

Information: Make sure to set up your Facebook with at least your basic information including website, email and phone number.

Cover Photo: Create a Facebook cover photo easily using Canva.com

Link to Instagram: Make sure that your Facebook and Instagram accounts are linked for easy sharing. Visit this link for instructions: <https://help.instagram.com/176235449218188>

Post Directly from Instagram to Facebook: Once your accounts are connected, it's easy to post directly to Facebook from Instagram. Visit this link for instructions: <https://help.instagram.com/356902681064399>