SEARCH ENGINE OPTIMIZATION STRATEGY

Beauty Salon • Local Discovery • Service Rankings • Appointment Enquiries

Monthly planning context: ■30,000–■50,000

A practical SEO framework adapted from the supplied TravelWithMe strategy—reframed for a local beauty business.

Prepared as a proposed strategy. Business name, website, city, neighbourhood and baseline analytics were not supplied; examples use placeholders.

STRATEGY AT A GLANCE

SEO pillar	Beauty salon adaptation
Technical SEO	Mobile usability, crawl/index health, Core Web Vitals, schema and analytics
On-page SEO	Service pages for threading, waxing, facials, hair services and bridal makeup

SEO pillar	Beauty salon adaptation
Local SEO	Google Business Profile, location pages, reviews, citations and map visibility
Content engine	30-day calendar targeting service questions, pricing, preparation and bridal intent
Authority	Relevant local partnerships, editorial mentions and ethical links
Conversion	Calls, WhatsApp clicks, directions, appointment forms and qualified enquiries

Important: SEO is a medium- to long-term acquisition channel. A monthly spend of ■30,000–■50,000 can support implementation and content work, but it does not guarantee rankings, traffic or bookings.

CONTENTS & EXECUTIVE SUMMARY

1 1. Strategic objectives and audience

2 2. Technical SEO audit and implementation plan

3 3. Website architecture and service silos

4 4. On-page SEO and keyword intent map

5 5. Local SEO and Google Business Profile

6 6. Off-page SEO and local authority

7 7. Measurement, KPIs and reporting

8 8. 30-day content calendar

9 9. Reusable blog SEO template

10 10. Internal linking and appointment conversion flow

11 11. Four-week implementation roadmap

12 12. Budget scenarios, governance and launch checklist

Executive direction

The supplied TravelWithMe plan builds search visibility through technical foundations, content silos, authority, local search, measurement and a 30-day editorial engine. For a salon, the equivalent is to build one strong page per service family, reinforce the salon's real service area, publish helpful content that supports purchase decisions, and make booking effortless.

Primary conversion goals

- Increase visibility for local searches such as "beauty salon in [area]" and "[service] near me".
- Generate qualified appointment enquiries through calls, WhatsApp, booking forms and direction requests.
- Improve service-page visibility for facials, waxing, threading, hair styling, hair spa and bridal makeup.
- Build trust through accurate service descriptions, transparent price ranges, genuine reviews and original work photos.

Audience architecture

Audience	Likely search behaviour	Relevant service
Nearby regular clients	Salon near me; eyebrow threading near [area]	Threading, waxing, cleanup
Skin-care shoppers	Facial price; facial for an upcoming event	Regular and premium facials
Hair service shoppers	Haircut salon near [area]; hair spa price	Haircut, styling, hair spa
Brides and families	Bridal makeup artist in [city]; bridal package price	Bridal and party makeup
Event-led customers	Party makeup near [area]; salon open today	Party makeup and styling

1. STRATEGIC FOUNDATIONS

Core SEO objectives and audience

Objective	What to do	Measurement
Local organic visibility	Optimize service and location relevance; improve Google Business Profile completeness.	Search Console impressions/clicks; profile discovery metrics
Service rankings	Create dedicated, useful pages for major service categories and relevant sub-services.	Priority query visibility; landing-page clicks
Qualified lead generation	Add clear call, WhatsApp, directions and appointment actions on key pages.	Tracked calls, WhatsApp clicks, forms and bookings
Brand authority	Earn genuine local mentions, publish useful content and showcase real work with permission.	Relevant referring domains, reviews and branded searches
Retention and repeat visits	Create aftercare and preparation content that supports existing customers.	Returning organic users and repeat appointment attribution where available

Geographic targeting mandate

A salon is inherently local. Start with the actual address and a realistic catchment based on travel time, customer behaviour and competition. A 2–5 km radius can be a starting hypothesis in dense urban areas—not a universal rule. Use the real city, neighbourhood and service area; do not create fake addresses or location pages for places the salon does not genuinely serve.

Customer trust principles

- Use real staff, salon, treatment and portfolio photos; obtain customer consent before publishing identifiable images.
- Publish prices as “starting from” only where accurate, and explain what affects the final quote.
- Avoid unsupported medical or guaranteed skin/hair outcome claims. Describe cosmetic services accurately.
- Ask all clients for honest reviews without incentives or pressure; never fabricate reviews.

2. TECHNICAL SEO

Technical SEO architecture and audit plan

Goal: make the site easy for search engines to crawl and index, fast and comfortable on mobile, and reliable for visitors who want to book.

Area	Audit / implementation tasks	Suggested status
HTTPS & redirects	Confirm HTTPS, one preferred hostname, correct HTTP→HTTPS redirects and no redirect chains.	To audit
XML sitemap & robots.txt	Check sitemap contains canonical indexable URLs; ensure robots.txt does not block important pages.	To audit
Mobile usability	Test service pages, menus, phone links, WhatsApp links and forms on common phone sizes.	To implement / validate
Core Web Vitals	Use PageSpeed Insights and Search Console; optimize LCP, INP and CLS based on field data.	To measure
Images	Compress portfolio images; use appropriately sized WebP/AVIF where supported; descriptive alt text.	To implement
Canonical & indexation	Set canonical URLs; remove duplicate, thin or parameter-based indexable pages.	To audit
404s & redirects	Fix broken internal links; redirect changed URLs to the closest relevant replacement.	To audit
Structured data	Use appropriate Organization/LocalBusiness, BreadcrumbList and Article markup when eligible.	To implement
Analytics	Verify Search Console, GA4 and Tag Manager; test event tracking and consent requirements.	To implement

Technical SEO checklist

- Verify Google Search Console property and submit the XML sitemap.
- Check index coverage, canonical selection, mobile rendering and important page status codes.
- Confirm every core service page is reachable through internal links and not orphaned.
- Ensure each page has a unique title, meta description, H1 and indexable main content.
- Use valid structured data only when it accurately describes visible page content; markup does not guarantee rich results.
- Track Core Web Vitals and prioritize fixes using real user data rather than promising a fixed score.

Note: all statuses are proposed workflow states, not claims that an audit has already been completed.

3. WEBSITE ARCHITECTURE

URL structure and service silos

Build a concise hierarchy. The final URLs should match the current CMS and avoid unnecessary migration if existing pages already perform well.

Level	Example URL	Purpose
Homepage	/	Brand, location, trust signals, key services and primary booking CTA
Services hub	/services/	Overview and links to all major service families
Basic services	/services/threading-waxing-cleanup/	Threading, waxing and cleanup; list service options and pricing
Facials & skin care	/services/facials-skin-care/	Regular, cleanup and premium facial options
Hair services	/services/hair-services/	Haircut, styling and hair spa
Bridal makeup	/bridal-makeup/	Portfolio, packages, trial details, booking timeline and enquiry CTA
Party makeup	/party-makeup/	Event makeup, inclusions, sample looks and availability enquiry
Pricing	/prices/	Transparent ranges, inclusions, factors affecting price and consultation path
About & team	/about/	Experience, training/credentials where verified, salon approach and team
Contact / booking	/contact/ or /book/	Address, map, hours, calls, WhatsApp and booking form
Blog	/blog/	Helpful articles linked to relevant service pages

Recommended page priorities

- Priority 1: Homepage, contact/booking page, Google Business Profile, bridal makeup page and highest-demand services.
- Priority 2: Facial & skin care, hair services, threading/waxing/cleanup and pricing page.
- Priority 3: Supporting guides, aftercare articles, event/seasonal content and relevant neighbourhood pages where genuinely useful.

Avoid creating dozens of near-identical “service + neighbourhood” pages with only the place name swapped. Each location page must offer distinct, useful local information and represent a real service area or physical location.

4. ON-PAGE SEO & KEYWORD STRATEGY

Keyword mapping by intent

These are seed keyword ideas, not verified search-volume or difficulty data. Validate wording, demand and local competition using Search Console, Keyword Planner and actual customer language before prioritizing.

Target keyword (example)	Intent	Suggested URL	Strategic value
Beauty salon in [area]	Local / commercial	/	Captures broad local discovery
Eyebrow threading in [area]	Transactional	/services/threading-waxing-cleanup/	Targets frequent repeat service
Waxing salon near [area]	Transactional	/services/threading-waxing-cleanup/	Captures service-specific local intent
Facial in [area]	Commercial / transactional	/services/facials-skin-care/	Connects skin-care research to appointments
Facial price in [city]	Commercial / informational	/prices/ or facial section	Answers cost questions before enquiry
Haircut salon in [area]	Transactional	/services/hair-services/	Targets local hair-service demand
Hair spa in [area]	Transactional	/services/hair-services/	Targets a specific service
Bridal makeup artist in [city]	Transactional	/bridal-makeup/	High-value event enquiry
Bridal makeup packages in [city]	Commercial / transactional	/bridal-makeup/	Captures price and package comparisons
Party makeup in [area]	Transactional	/party-makeup/	Targets event-led bookings
Best beauty salon near me	Local / commercial	Homepage + GBP	Supports discovery; wording is user-location dependent

On-page standards

- SEO title: concise, distinct, service-led and location-aware where natural; avoid repetitive keyword stuffing.
- Meta description: summarize service, location, proof/trust point and an honest call to action.
- One clear H1 per page; use H2/H3 headings to answer genuine customer questions.
- Mention the main service and service area naturally near the beginning; write for people, not keyword density.
- Add original photos with descriptive alt text; do not cram multiple keywords into every image description.
- Include pricing/inclusions, duration where known, preparation, aftercare, FAQs and booking information.
- Use internal links between related services and articles; make phone and WhatsApp actions easy on mobile.
- Use reviews, staff qualifications and hygiene practices only where verifiable and accurately represented.

Example SERP snippet

Element	Example (customize before publication)
SEO title	Beauty Salon in [Area], [City] | [Salon Name]
Meta description	Explore facials, waxing, hair services and bridal makeup at [Salon Name] in [Area]. View service prices and enquire for an appointment.
H1	Beauty Salon Services in [Area], [City]
CTA	Call to check availability • WhatsApp us • Book an appointment

SERVICE PAGE BLUEPRINT

Recommended content blocks for each core service

Page	Content blocks to include
Threading / waxing / cleanup	Services offered; areas covered; price range; appointment timing; hygiene process; preparation; FAQs; book/call CTA.
Facials & skin care	Facial types; who each option is designed for in cosmetic terms; inclusions; price range; consultation note; aftercare; FAQs.
Hair services	Haircut/styling/hair spa menu; hair length or service factors affecting price; examples of work; estimated duration if confirmed; booking CTA.
Bridal makeup	Real portfolio; package inclusions; trial policy; travel/on-location availability if offered; booking lead time; deposit/cancellation terms; enquiry form.
Pricing page	Basic services ■100–■1,000; facial/skin care ■800–■3,000; hair services ■500–■3,000; bridal/party makeup ■3,000–■25,000+. Clarify that exact pricing depends on selected service/package.

Pricing communication

Use the supplied ranges as initial planning inputs. Before publishing, map each price range to actual menu items and inclusions. The broad “Basic Services ■100–■1,000” range should be broken down into individual services if the salon can provide exact prices. For bridal makeup, explain what is included in each package instead of relying only on “starting from” pricing.

Sample FAQ topics

- How much does eyebrow threading / waxing cost at the salon?
- What is included in a regular facial versus a premium facial?
- How can I book a hair spa or haircut appointment?
- How far in advance should I book bridal makeup?
- Does the bridal package include a makeup trial, hairstyling or draping?
- What is the salon’s cancellation or rescheduling policy?

5. LOCAL SEO & GOOGLE BUSINESS PROFILE

Capture high-intent searches from nearby customers

For a single-location salon, local SEO should be a core workstream, not an afterthought. Keep the salon's name, address, phone number, opening hours and service details accurate wherever they appear.

GBP element	Recommended action
Business name	Use the real-world salon name exactly; do not add service keywords unless they are genuinely part of the name.
Primary category	Choose the most accurate available primary category for the business; add only relevant secondary categories.
Services	Add accurate service names and prices/descriptions where supported and kept current.
Description	Explain the salon's services, genuine location, audience and differentiators without keyword stuffing.
Photos & videos	Publish original exterior/interior, staff, service environment and portfolio images with permission; refresh regularly.
Hours & contact	Keep hours, holiday hours, phone, website and appointment URL accurate.
Reviews	Request honest feedback from customers consistently; respond professionally and never buy or fabricate reviews.
Q&A; / updates	Answer common questions and share genuine updates, seasonal offers and availability when relevant.
Tracking	Use tagged website links where appropriate; measure calls, website clicks, direction requests and booking actions.

NAP and local citations

- Maintain consistent Name, Address and Phone (NAP) across the website, Google Business Profile and relevant directories.
- Prioritize legitimate Indian local directories and beauty/wellness directories that customers actually use; avoid mass low-quality submissions.
- Use LocalBusiness/BeautySalon-related structured data only if supported by the actual business details and current schema guidance.
- If the salon serves more than one neighbourhood, mention real service coverage naturally; do not claim a physical branch where none exists.

Local landing page model

Title: "Beauty Salon in [Neighbourhood], [City] | [Salon Name]"
Include: actual address or service-area information, map/directions where relevant, opening hours, local transport/parking information if verified, services, price ranges, original photos, reviews and booking options.

6. OFF-PAGE SEO & LOCAL AUTHORITY

Ethical visibility and reputation building

Activity	Suggested monthly action	Quality standard
Local partnerships	Approach 3–5 relevant wedding planners, photographers, boutiques or event vendors.	Real relationship and relevant audience; no artificial link exchange
Bridal portfolio collaborations	Create 1–2 co-authored or credited portfolio stories where consent and permission are secured.	Original work, transparent credit and authentic value
Local PR / features	Pitch a useful seasonal beauty or bridal preparation guide to relevant local publishers.	Editorial relevance; no paid-link schemes
Supplier / venue profiles	Request accurate business listings where the salon is a genuine partner or supplier.	Real relationship, accurate details
Customer content	Invite voluntary testimonials and user-generated content with clear permission.	No fabricated reviews or undisclosed incentives
Broken link opportunities	Occasionally identify a relevant local resource that has disappeared and suggest a useful replacement.	Helpful outreach, not mass spam
Community participation	Answer relevant local questions about preparation and service selection where permitted.	Useful answers; no repetitive link drops

Proposed operating targets—not guaranteed outcomes

- 3–5 personalized local partnership outreaches per month.
- 1–2 useful portfolio or educational content collaborations per month when genuine opportunities exist.
- Review citation accuracy quarterly and fix inconsistencies.
- Track referring domains, local brand mentions and relevant referral traffic rather than chasing raw backlink counts.

Avoid private blog networks, automated link tools, paid links that pass ranking credit, link farms, review manipulation and reciprocal-link schemes designed only to manipulate rankings.

7. ANALYTICS, KPI DASHBOARD & GOVERNANCE

Measure visibility, qualified actions and booked appointments

Metric	Where to measure	How to interpret
Organic clicks / impressions	Google Search Console	Trend by page, query, device and location where available
Organic sessions / landing pages	GA4	Identify pages attracting relevant visitors
Service keyword visibility	Rank tracker / manual local checks	Track a small set of priority queries consistently; local results vary by searcher location
Calls and WhatsApp clicks	GA4 / GTM / call reporting	Track click events; distinguish clicks from completed conversations
Appointment forms	GA4 + booking system / CRM	Measure valid submissions and spam rate
Booked appointments	Salon booking records / CRM	Connect leads to confirmed appointments where possible
Google Business Profile actions	GBP performance reporting	Review calls, website clicks, direction requests and interactions
Technical health	Search Console / PageSpeed Insights / crawler	Monitor indexing, errors, Core Web Vitals and broken links
Authority	Backlink tool + manual review	Assess relevance and quality, not only quantity

Suggested tool stack

- Google Search Console: indexing, query impressions, clicks and CTR.
- Google Analytics 4: organic journeys and tracked appointment actions.
- Google Tag Manager: click, form and WhatsApp event implementation where appropriate.
- PageSpeed Insights: performance diagnostics.
- Google Business Profile: local visibility and customer actions.
- A crawler and a keyword/backlink tool as budget permits; a spreadsheet is sufficient for the initial keyword map.

Reporting cadence

Timing	Review
Weekly	Technical issues, new leads, booking CTA function, new reviews and urgent profile edits.
Week 2	Initial query impressions, landing page engagement and content production status.
Week 3	Local citation consistency, partnership outreach and service page improvements.
Month end	Organic clicks, non-brand discovery, calls/WhatsApp/forms, booked appointments where attributable, technical health and next-month priorities.

Set numerical targets after a baseline is collected. Avoid promising a fixed month-on-month traffic increase or a specific ranking position without historical data.

8. 30-DAY SEO CONTENT CALENDAR

A balanced mix of local, service-led and decision-support content

Publish at a sustainable pace. The 30-day calendar is a planning schedule; it does not require 30 full-length blog posts. Prioritize core service pages first, then publish useful articles and short supporting updates.

Day	Format	Working title	Primary keyword	Intent
1	Service page	Beauty Salon Services in [Area], [City]	beauty salon in [area]	Commercial
2	Service page	Eyebrow Threading: Service Details and Price Guide	eyebrow threading in [area]	Transactional
3	Blog	How to Choose a Facial: Regular vs Premium Options	facial types and prices	Informational
4	GBP update	Introduce the Salon, Team and Booking Options	salon in [area]	Local
5	Service page	Waxing Services: Areas, Preparation and Pricing	waxing salon in [area]	Transactional
6	Blog	What to Ask Before Booking a Hair Spa	hair spa in [area]	Informational
7	Review / trust	Add a real customer testimonial with permission	beauty salon reviews [area]	Trust
8	Service page	Haircut and Styling Services in [Area]	haircut salon in [area]	Transactional
9	Blog	How to Prepare for a Facial Appointment	facial preparation	Informational
10	GBP update	Share a Real Salon Interior or Service Photo	salon near me	Local
11	Service page	Bridal Makeup Packages in [City]	bridal makeup artist [city]	Transactional
12	Blog	Bridal Makeup Trial: Questions to Ask Before Booking	bridal makeup trial	Informational
13	Portfolio	Publish a consented bridal/party makeup portfolio	bridal makeup [city]	Commercial
14	Blog	What Can Affect the Cost of Bridal Makeup?	bridal makeup packages [city]	Commercial
15	Pricing page	Beauty Salon Price List: Services and Inclusions	salon service prices [city]	Commercial
16	Blog	Party Makeup vs Bridal Makeup: What’s Different?	party makeup vs bridal makeup	Informational
17	GBP update	Share a genuine seasonal service update	beauty salon [area]	Local
18	Blog	How to Prepare for a Haircut or Styling Appointment	haircut appointment preparation	Informational
19	Service page	Cleanup Services: What’s Included and Price Range	cleanup in [area]	Transactional
20	Blog	How to Choose a Salon for an Upcoming Event	salon for event makeup [city]	Commercial
21	FAQ page section	Answer top questions about bookings and cancellation	salon booking questions	Informational
22	Blog	Simple Aftercare Tips Following a Facial	facial aftercare	Informational
23	Portfolio	Showcase hair styling work with client permission	hair styling [city]	Commercial
24	Blog	How Far in Advance Should You Book Bridal Makeup?	bridal makeup booking timeline	Informational
25	Service page	Party Makeup Services in [Area]	party makeup in [area]	Transactional
26	Local page / update	Helpful guide to finding the salon and nearby parking (if verified)	salon directions [area]	Local
27	Blog	Questions to Ask Before Choosing a Premium Facial	premium facial [city]	Commercial
28	GBP update	Post an accurate availability or seasonal reminder	beauty salon appointments [area]	Local
29	Blog	How to Compare Salon Packages and Inclusions	salon package comparison	Commercial

Day	Format	Working title	Primary keyword	Intent
30	Brand page / review	Update About, team, policies and appointment CTA	[salon name]	Navigational

Content prioritization rule

If resources are limited, first complete the homepage, contact/booking page, Google Business Profile and 4–6 core service pages. Then publish 4–6 strong supporting articles over the month rather than publishing thin content daily.

9. REUSABLE BLOG SEO TEMPLATE

18-point editorial blueprint adapted from the supplied strategy

- 1. Working title that answers a real customer question.
- 2. Primary keyword aligned to one page and one main intent.
- 3. 3–5 secondary terms or related questions, used naturally.
- 4. Search intent classification: informational, commercial, transactional or navigational.
- 5. Short, descriptive lowercase URL slug.
- 6. Unique SEO title; include location only where natural.
- 7. Meta description that summarizes value and next step.
- 8. One clear H1 distinct enough from the title where useful.
- 9. Introduction that answers the query early and avoids filler.
- 10. Table of contents for longer guides where it improves navigation.
- 11. 4–7 logical H2 sections with useful, original information.
- 12. FAQs based on real customer questions; do not promise FAQ rich results.
- 13. 2–4 contextual internal links to relevant service/pricing/booking pages.
- 14. External sources only when relevant and trustworthy; cite factual claims.
- 15. Original, licensed or consented featured image, compressed for the web.
- 16. Descriptive alt text for meaningful images; empty alt for decorative images.
- 17. Primary CTA such as call, WhatsApp or appointment enquiry.
- 18. Appropriate Article/BlogPosting markup where it accurately describes the page.

Sample article outline

Title: Bridal Makeup Packages in [City]: What to Compare Before Booking
Primary keyword: bridal makeup packages in [city]
Intent: Commercial / transactional
Suggested sections: package inclusions; makeup styles and portfolio; trial and consultation; timing and booking lead time; hygiene and products; travel/on-location availability if offered; pricing factors; cancellation terms; FAQs; appointment CTA.

10. INTERNAL LINKING & APPOINTMENT CONVERSION

Turn helpful search visits into service enquiries

Recommended flow

Stage	What happens
1. Informational article	Visitor searches “what to ask before booking bridal makeup” and reads the guide.
2. Relevant service page	Contextual link leads to the bridal makeup page with portfolio, inclusions and price guidance.
3. Trust and decision	Visitor checks real work, policies, reviews and answers to package questions.
4. Appointment action	Prominent WhatsApp/call/form action helps the visitor ask about availability.
5. Booking outcome	Record the enquiry and, where possible, whether it became a confirmed appointment.

Three concrete internal-link pathways

- **Facial flow:** /blog/choose-a-facial/ → anchor “facial services and prices” → /services/facials-skin-care/ → booking CTA.
- **Hair flow:** /blog/hair-spa-questions/ → anchor “hair spa services” → /services/hair-services/ → call/WhatsApp.
- **Bridal flow:** /blog/bridal-makeup-trial/ → anchor “bridal makeup packages” → /bridal-makeup/ → enquiry form.

Conversion checklist

- Place a visible call or WhatsApp action near the top of key mobile pages.
- Keep enquiry forms short: name, contact, service, preferred date and optional message.
- Show the real address, opening hours and directions where relevant.
- Display package inclusions, price guidance and policies before asking for an enquiry.
- Test links and forms on mobile; record valid leads rather than only button clicks.
- Avoid fake scarcity, misleading discounts or guaranteed results.

11. FOUR-WEEK IMPLEMENTATION ROADMAP

Week	Focus	Priority tasks	Deliverable
Week 1	Audit & setup	Crawl/index audit; keyword discovery; page inventory; Search Console/GA4/GTM checks; GBP audit; competitor/local SERP review.	Baseline, issue list, keyword map and tracking plan
Week 2	Core pages	Optimize homepage, contact page and top service pages; fix titles/H1s, internal links, service descriptions and CTAs; verify pricing.	Core landing pages updated
Week 3	Local trust & content	Complete GBP services/photos/hours; review process; citation corrections; publish 1–2 priority articles; begin relevant local partnership outreach.	Local profile and first content wave
Week 4	Measure & refine	Check indexation, landing page engagement, organic queries and tracked leads; fix errors; plan next content; prepare report.	Month 1 report and month 2 backlog

Month 1 definition of done

- Baseline captured for Search Console, GA4, GBP and appointment enquiry events.
- Core service and contact pages reviewed and prioritized fixes implemented.
- Google Business Profile details verified and updated where applicable.
- At least one content cluster and its internal links launched.
- A simple lead log exists to connect organic enquiries with actual bookings.

SEO timeline expectation

Technical and conversion fixes can be completed in the first month, while organic visibility and lead patterns typically need sustained observation over subsequent months. Competitive local markets, existing site health, reviews, content quality and implementation speed all affect outcomes.

12. BUDGET SCENARIOS & LAUNCH CHECKLIST

Monthly planning for ■30,000–■50,000

The budget below is a suggested allocation for SEO-related work and is not a quote. Clarify whether the budget includes GST, website development, photography, paid advertising or third-party tools before committing.

Workstream	■30,000 / month	■50,000 / month	What it covers
Technical SEO & reporting	■5,000 (17%)	■7,500 (15%)	Audit, fixes coordination, indexing and performance checks
Service pages / on-page	■7,000 (23%)	■10,000 (20%)	Core page optimization, keyword mapping and conversion improvements
Content production	■7,000 (23%)	■12,500 (25%)	Approximately 2–4 quality articles/updates plus briefs, depending on complexity
Local SEO & GBP	■4,500 (15%)	■7,500 (15%)	Profile updates, review workflow, local citation corrections and tracking
Authority / partnerships	■3,000 (10%)	■5,000 (10%)	Relevant outreach and collaborations; no guaranteed paid placements
Tools / contingency	■3,500 (12%)	■7,500 (15%)	Tools, image optimization, small development needs or reserve
Total	■30,000	■50,000	Rebalance after baseline audit

Budget notes

- At ■30,000, prioritize local SEO, tracking and the highest-intent service pages; keep content volume modest.
- At ■50,000, expand quality content and local partnerships while preserving technical and measurement work.
- Do not spend the entire budget on blogs or backlinks while booking pages, GBP or conversion tracking remain incomplete.
- If website development is a separate cost, agree on a realistic implementation allowance before assigning the full budget.

Launch checklist

- Business name, actual address/service area, phone, hours and service menu confirmed.
- Google Business Profile access and ownership verified where eligible.
- Website HTTPS, sitemap, robots.txt, canonical and indexability checked.
- Core service pages have distinct titles, H1s, useful copy, pricing guidance and CTAs.
- GA4 / GTM events tested for calls, WhatsApp clicks, forms and booking confirmations where feasible.
- Customer photos and testimonials have appropriate permission; claims and credentials are verified.
- A monthly report template and a lead-to-booking log are ready.

Final strategic blueprint

> *Build a technically sound site, create helpful service-specific pages, make local business information trustworthy and consistent, earn relevant local mentions, publish useful beauty and bridal guidance, and track appointments—not just rankings. Review the data monthly and reinvest effort in the pages and services that generate qualified enquiries.*

Prepared from the structure and terminology of the supplied TravelWithMe SEO Strategy, adapted to the beauty salon services and price ranges provided. All implementation states, targets, keywords, and budget allocations are proposed examples pending a business-specific audit.