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Building a Better Spa Website for Your Clients by [Eric K Blair](#)

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Each day, more consumers venture to search engines to help them answer questions and find what they need. One of the biggest search engines in the world, Google, helps redirect thousands of people to businesses. With the prosperity of many businesses attributed to search engines, it is no wonder why so many owners use online promotions to grow their companies. From computer store owners to beauty salons, each has a reason for creating a professional looking web page. For the salon owner especially, a website acts as an online outlet for promoting a store without throwing away thousands to reach clients. If you've decided to skip out on the professional website designer and wanted to do it yourself, you may see yourself overwhelmed by the task ahead.

Web Hosting and Domain Name

There is a simple rule to follow when naming your website: longer names tend to make it much harder for shoppers to remember your salon or your domain name. Keep things simple and aim for domain names of 3 words or less; even if the name of the studio has more words, you will want to keep it under 3 to help shoppers remember it. After picking a short, memorable domain name, the following item to get is a decent web host, as your website's price and look will depend on the features you hope to purchase from the host. When you do choose a site, try to steer clear of those offering free hosting services and unlimited bandwidth, as these two types of sites come with disguised consequences no owner wants.

Rely on Open-Source Tools

Designing any sort of website for a company that sells styling chairs providing spa services is expensive. Instead of having to spend hundreds of dollars on programs like InDesign or Photoshop used in building a website, you can use alternatives that help you construct your dream website at no additional cost. Multiple sites offer free services for adding pictures, captions, descriptions and graphics.

Visit Design Blogs

You want your salon website to be different from your opposition, and to do so, you'll want to use the most current tools and features to stay ahead of the pack. You can locate multiple web designer blogs to learn about new tips and tricks for building a website, helping you move away from the traditional design templates and features rivals may use. One of the excellent features of these online blogs is the inspiration they will engrain in your design tactics. Use of these blogs might teach you a new way of creating a graphic to show off styling stations your company sells.

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Salon Professional.

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