



COMPLIMENTARY AUDIT · WHAT TO EXPECT

# Your Salon's *Digital Audit*

## Playbook

A plain-English guide to exactly what we look at, what we find,  
and how it helps your salon get more bookings.

*"Helping salons get discovered, trusted and chosen."*

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We put together this playbook so you know **exactly what happens during your free audit** — no jargon, no surprises. Think of it as a behind-the-scenes look at how we figure out why your salon might not be getting as many new bookings as it should online.

## 01 What Is This Audit?

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A lot of salons have a great reputation with their regulars — but struggle to bring in *new* clients from Google or online search. The audit is a free, no-obligation health check of your digital presence that tells you why that's happening and what to fix.

We look at your website, how you show up in search results, what happens when someone tries to book, and how you're perceived online. You'll walk away with a clear picture and a real action plan.

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## 02 What We're Looking For

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Every audit covers the same six areas. Here's what each one means for your salon in plain terms:

### ● YOUR WEBSITE'S HEALTH

We check whether your website loads quickly, works properly on phones, and is set up in a way that Google rewards. Most salon websites have hidden issues that push them down in search rankings without the owner ever knowing.

- How fast does your site load? (Slow = clients leave before they book)
- Does it look good and work properly on mobile?
- Are there technical issues quietly hurting your Google ranking?

#### WHY IT MATTERS

If your site is slow or broken on phones, you're losing potential clients the moment they find you — before they even read about your services.

#### ● HOW EASILY CLIENTS CAN FIND YOU

We check where you rank when someone nearby searches for your services — things like "balayage near me" or "lash extensions in [your city]". Most salons are invisible for the exact searches their ideal clients are typing.

- Do you show up when people search for what you offer?
- Are you visible in "near me" searches?
- What searches are your competitors showing up for that you're missing?

#### WHY IT MATTERS

If you're not showing up, you simply don't exist online — no matter how good your work is. Visibility is the first step to getting booked.

#### ● MISSED BOOKING OPPORTUNITIES

Sometimes people are finding your website but not booking. We look at who's visiting and what's stopping them from taking the next step — which often comes down to a few fixable things.

- Are people landing on your site but leaving without booking?
- What searches bring visitors who never convert?
- Where are you losing potential revenue right now?

#### WHY IT MATTERS

Traffic that doesn't turn into bookings is a revenue leak. Small fixes here can have a direct impact on your monthly income.

#### ● THE BOOKING EXPERIENCE

We go through your booking process the way a new client would — from finding you online to completing a booking. Even one small piece of friction (a broken button, a slow redirect, a confusing step) can cause someone to give up and book elsewhere.

- Is your booking button visible and easy to find?

- Does the booking platform load quickly and work on mobile?
- How many steps does it take to actually book an appointment?

#### WHY IT MATTERS

A complicated or broken booking experience sends potential clients straight to your competitors — even if they liked what they saw first.

#### ● YOUR ONLINE REPUTATION

We look at what clients are saying about you in reviews and whether that matches the services you most want to be known for. Many salons are well-loved — but only perceived as experts in one service, which limits growth.

- What do your reviews say about you overall?
- Are your highest-value services being mentioned positively?
- Is there a gap between how you want to be seen and how clients describe you?

#### WHY IT MATTERS

If reviews only mention one service, new clients may not realise you offer others — limiting demand for your most profitable treatments.

#### ● AI SEARCH VISIBILITY

This is newer, but it matters more every month. When people ask ChatGPT, Siri or Google's AI overviews "where's the best salon near me?" — does your name come up? Most salons don't appear yet. Getting ahead of this now is a real competitive advantage.

- Do you appear when AI tools suggest local salons?
- Is your information structured in a way that AI can read and recommend?
- How does your online authority compare to local competitors?

#### WHY IT MATTERS

AI-powered search is where your future clients are already looking. Getting visible there now puts you ahead of salons that wait.

After the audit, you'll get a clear, easy-to-read report. No spreadsheets, no confusing dashboards — just straightforward findings and a prioritised list of what to fix first.

Summary of Findings	The big picture — what's working, what's not, and what needs attention first
Website Report	Speed, mobile usability, and technical issues explained in plain language
Search Visibility	Where you rank, what you're missing, and which searches are worth targeting
Booking Audit	Exactly where in your booking process clients are dropping off
Revenue Opportunities	The specific gaps most likely to affect your bookings and income
Action Plan	Prioritised steps — the quick wins first, bigger fixes next

We don't do generic reports. Our approach is built around three things — in order:

1

## Foundation

Fix the technical issues that are silently hurting your visibility before anything else.

2

## Visibility

Make sure the right people can actually find you — on Google, locally, and through AI search.

3

## Conversion

Turn visitors into booked clients by removing every bit of friction from the journey.

Once you have your report, the choice is entirely yours. You can:

- Take the recommendations and implement them yourself or with your own team
- Work with us to put everything into action — we handle it for you



*There's zero pressure and no obligation. The audit is genuinely free — we want you to have the information regardless of what you decide next.*

## Is This Right for Your Salon?

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This audit is especially useful if any of these sound familiar:



You have a website but it's not bringing in many new clients



Your business runs mostly on regulars and word of mouth — not new traffic



You don't know where you rank on Google for your services



You want more bookings but aren't sure what's holding you back

*"A great salon deserves to be found.  
Let's make sure yours is."*

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