

What a barber client is actually looking for

As Google Partners, we have access to all the insider intel on what your clients are really searching for online.

Read on for our top tips to get you more bookings with Google.



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it suits you

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INTRODUCING . . . NAOMI CRABB, DIGITAL MARKETING SPECIALIST

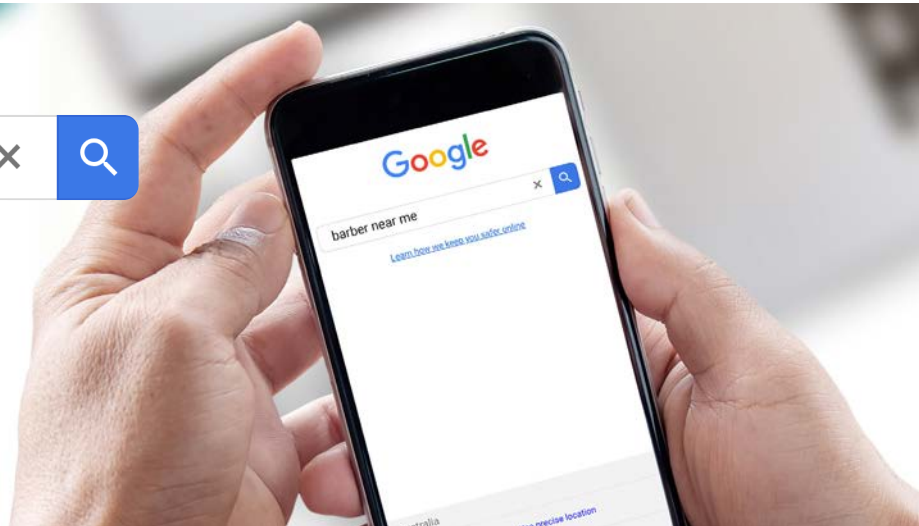
Naomi has been educating and training for business growth in the Hair and Beauty industry for over 10 years! At Shortcuts, she's an instrumental part of our Google partnership, offering clients advice, support and real solutions in the ever-evolving world of digital marketing.

Plus – she's the one with the inside goss straight from Google. Make sure to say hi to Naomi if you see her at a Shortcuts event– or get in touch via email or phone to discuss how Google can help grow your business.

barber near me x



**40,500 average
monthly Google
searches for
"barber near me"**



GOOGLE HAS THE ANSWER

When your clients want answers, the first place they turn to is Google. Whether they've found themselves in a self-styling disaster, are dreaming of the perfect Jake Gyllenhaal cut, or need a discreet 'do to hide those greys, chances are Google knows all about it.

We've got all the insider intel into exactly how and what your guests – and your potential clients – are searching for. Basically, it's like having a window into their soul. This knowledge is powerful stuff, and we're here to help you harness this information to grow your business.

MORE PEOPLE ARE SEARCHING FOR YOU ONLINE

In Australia, mobile searches for hair & barber businesses alone have grown by 15% in the past year.

At the same time, mobile impressions have increased by 14% – giving you a better chance than ever of attracting new clients online. This means a strong online presence is a must. We're here to make sure your business, Ad or website are appearing in the results.



**1,900
searches each month
for "grow beard faster"**

MORE TRAFFIC = MORE CLICKS

In the last year, clicks on ads and in organic search results grew by 27%. This means clients are getting more comfortable finding information online and taking action.

If you're not taking advantage of this shift by using Online Booking in your business, you could be missing out on a serious piece of the market.

 1300 667 374

www.shortcuts.com.au

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YOUR CLIENTS CAN NOW BOOK STRAIGHT FROM GOOGLE

This is a BIG DEAL, and we are super excited to be the very first to launch this feature in the Australian hair and beauty industry.

Reserve with Google lets your customers book appointments with you, without having to leave Google. Less clicks = more bookings = more money in your pocket at the end of the day.

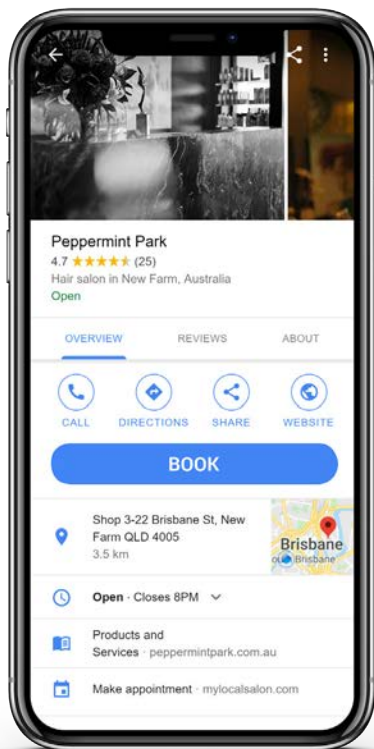
This feature integrates seamlessly with your Shortcuts Appointment Book, so it all happens without any effort from you, and removes the risk of double bookings!

STAND OUT IN THE SEARCH

With specifically targeted, local area Google Search Ads, we can make sure that your website is one of the first that clients see.

We target ads that are specific to things your clients are searching - like "Barber Brisbane" - to make sure your website stands out from the rest of the results.

The best part? It doesn't have to cost a bomb. Our team can test which ads work for your business - and show you real results - so that you can scale your spend and put the money into Ads that work.



THEY'RE PROBABLY NOT USING A COMPUTER

Last year in Australia, 64% of all hair industry-related searches were on a mobile device. This number is only going to increase!

That's why it's now more important than ever to ensure your website is designed with mobile in mind.

GOOGLE MY BUSINESS IS YOUR NEW BFF

Have you taken advantage of this amazing, free Google feature yet? By claiming and optimising your listing, you can increase the chances of your business appearing front and centre in local search results.

Need a hand? We're here to help you make sure your listing is up to date and optimised to improve your overall Google ranking.



9,900 searches each month for "David Beckham haircut"

WANT TO USE GOOGLE TO ATTRACT MORE CLIENTS ONLINE?

As Google Partners with 25 years' experience in the hair and beauty industry, we're here to help you every step of the way.

Get in touch today to find out how.

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