

Night Owl Designs

Hair Salon Web Site Design

Overview

Do you want to display your hair salons work and talented stylists? Are you looking for a more reliable and affordable way to advertise your hair salons services? Are you ready to put more clients in your salon chairs? If you have answered yes to all three of those questions, then look no further. If you have heard of the old saying that "image is everything" and I am sure that you have then shouldn't your web site portray the best image that it can, just like your work? Perspective clients often judge a salon by its appearance and your web site shouldn't be any different.

When Night Owl Designs handles the creation of your salons site, we will:

- Improve your overall number of repeat clients
- Provide full details on all of your services, prices, business profile and bios on your stylists
- Make your salon easier to locate with the use of Google Maps and a detailed directions page
- Give your clients the opportunity to schedule an appointment online with our Night Owl Designs Online Appointment Scheduling System for Salons
- Be visually appealing and provide rich content
- Easy to navigate and find information
- Prove to your competitors that you mean business

In addition, your web site will be set up with our web hosting and e-mail hosting packages, domain name registration package and our Search Engine Optimization (SEO) service - to get you listed in search engines like Google, Yahoo, MSN, Bing and others. Searches for salons in your city can result in new and repeat clients.

Do not miss out on the opportunity to put your hair salon at the top of the pack with our specialized Hair Salon Web Site Design services. Please inquire today on how Night Owl Designs can help you turn your hair salon web site dreams into reality!

Hair Salon Web Site Services

Here at Night Owl Designs, we provide your salon with a full range of web site services including: professional salon web site design, Search Engine Optimization (SEO) for your salons web site, Pay-Per-Click advertising for your salon, an easy-to-use online appointment scheduling system for your clients and employees, web hosting and e-mail hosting, domain name registration services, e-mail marketing, web site directory listings and logo design.

Here at Night Owl Designs, we work with our clients to provide the following services.

Salon Web Site Design

Having the right web site design is vital to attracting new customers and retaining old customers. If your web site is dull or boring, then potential customers may not find enough information or be enticed to visit. If your web site is too flashy, potential customers may find it hard to find what they're looking for, or get frustrated by waiting for each page to load.

Here at Night Owl Designs we will find the right, professional web site design balance to help you attract phone calls from your potential leads. Whether you choose our Salon Web Site Template Design or our Custom Salon Web Site Design Service, we will be sure to make your web site look visually appealing and capture the look and feel of that you desire. Please inquire today on how Night Owl Designs can help turn your salon web site dreams into reality!

Salon Search Engine Optimization (SEO)

So, now you've have the perfect web site for your salon. Great! The problem is: what good is a Salon web site, without any visitors? Or worse, what good is a Salon web site with many visitors, but none of which result in sales for your Salon? At Night Owl Designs, we work closely with our clients side-by-side to know what their main areas of expertise are, and optimize their sites to rank well on search engines for those keywords like Google, Yahoo and MSN and online directory listings.

Pay-Per-Click Advertising and Management

Internet Marketing was revolutionized through Google Ad-words and Overture. Here at Night Owl Designs we manage your accounts and optimize them to get you the maximum amount of clicks that can generate into clients, so you don't have to pay for clicks from people who aren't looking for what you provide. For example, a person looking for a salon in New Jersey, most likely will not be willing to travel to San Diego for his or her hair needs. We make sure that the clicks you pay for are more targeted, and therefore more likely to generate leads. However, we do not recommend Pay-Per-Click Advertisements for web sites of all types. We will be sure to let you know if we feel that your salon can benefit from the exposure gained through this form of advertising.

Directory Listings for Salons

In many cases, Internet directory listings prove to be an effective way to market your salon. Many people like to search through directories for a variety of reasons. Before we suggest directory listings, we will be sure to research your area and see if there are any directories or web sites in which you should be listed.

Online Appointment Scheduling System for Your Salon

The Night Owl Designs Online Appointment Scheduling System for Salons is ideal for the 1-10 person salons and is a fully featured appointment scheduling system that will ensure that you will never miss an appointment and that your clients will never miss an appointment. This package includes: can be integrated into your existing web site, customized colors, fonts, borders, days, weeks and hours of work, front page info and picture header, business details, search and sort features, daily views, simple navigation, appointment blocking, e-mail confirmations of appointments, add and, edit and delete records, automatic password generation, password retrieval and much more. This package also includes our web hosting package.

E-mail Marketing of Your Salon

E-mail marketing is the best follow-up in relationship building for your existing customers! We highly suggest the capability of collecting customer information and inserting it into a database for Email Marketing Purposes. At Night Owl Designs, we know that a large part of your business' success is not just getting new customers, but also retaining the old ones. That is why we will provide you with the ability to collect the email addresses of visitors to your web site through "opt-in" mechanisms, and of course, the

ability to market to all of them through sending out emails to announce special promotions and or events. Building a strong relationship with your customers is much easier through the use of the internet marketing, email marketing, and your salon web site.

Custom Logo Design

The first step to creating an identity for your salon is the creation of a solid, professional logo. The creation of your logo should be done by a professional, as it will be one of the means by which people recognize your salon for years to come. Here at Night Owl Designs our seasoned and talented graphic artists will work with you and your salon to create a stunning, visually appealing and thought-provoking logo and one that you can be proud of - one that people will remember when they think of your salon.

Please inquire today how Night Owl Designs logo team can help you create a professional and visually appealing logo!

Salon Blog Design

One of the most exciting developments in web site marketing and branding is the growth of web logs, or blogs. The internet and media have been "buzzing" over the unique benefits offered to salons employing blogs for both marketing to, and interacting with, clients and potential clients alike. Night Owl Designs PB is an easy-to-use tool, which integrates seamlessly with your web site and provides a powerful method for reaching targeted audiences.

Using simple tools, you can take control of the content of your web site blog and make it your own. If you think new content is necessary, just spend a few minutes and post it up to the web site. The change will be reflected immediately. Or, schedule it for later and the system will automatically post the change when you specify. Please inquire today about having your own salon blog!

Hair Salon Web Site Design Packages

The following section lists and describes our Salon Web Site Design Packages. Please feel free to browse the listing of packages and decide which one is right for you.

Silver Salon Web Site Design Package

The Silver Salon Web Site Design Package is ideal for those hair salons that want an elegant but yet affordable web presence. This package is perfect for the salons that employ 1-4 hair stylists and who run a small salon. The package includes: 5-10 pages: Home, About Us, Contact Us, Services Page, Stylists Corner, Newsletter Page, Directions page with Google Maps directions, contact form, easy-to-navigate site layout, graphics and much more. This package also includes our web hosting and e-mail hosting packages and our domain name registration package.

Gold Salon Web Site Design Package

The Gold Salon Web site Design Package is ideal for the salon that employees 10-15 stylists and is well suited for the salon that wants a visually appealing and rich content site that features more functionality to their site and offers complimentary add-ons. This package includes: 15-25 pages: Home, Services, Online Photo Gallery (Before and after photos as well as a virtual tour of your hair salon), Stylists Corner (Stylists introduce themselves and talk about their specialties), Newsletter, Employment (advertise for new employees), Tips page, Products, contact page, directions page (directions to your salon with Goggle Maps), contact form, customer feedback form, Night Owl Designs Online Appointment Scheduling System for Salons application, flash elements, graphics and much more. This package also includes our web hosting and e-mail hosting package and our domain name registration package.

Platinum Salon Web Site Design Package

The Platinum Salon Web site Design Package is ideal for the salon that employees 15-25 stylists and is well suited for the salon that wants a visually appealing and rich content site that features more functionality to their site and offers complimentary add-ons. This package includes: 15-25 pages: Home, Services, Online Photo Gallery (Before and after photos as well as a virtual tour of your hair salon), Stylists Corner (Stylists introduce themselves and talk about their specialties), Newsletter, Employment (advertise for new employees), Tips page, Products, contact page, directions page (directions to your salon with Goggle Maps), contact form, customer feedback form, Night Owl Designs Online Appointment Scheduling System for Salons application, flash elements, graphics, coupons page, e-mail newsletter, and a custom salon blog. This package also includes our web hosting and e-mail hosting package and our domain name registration package.

If you have any further questions about our packages above or would like a custom quote, then please call us at: (973) 897-7400 or e-mail us at: info@nightowl-designs.com.

NIGHT OWL DESIGNS
PO Box 264
Totowa, NJ 07511
Tel: (973) 897-7400
E-mail: info@nightowl-designs.com
Web: www.nightowl-designs.com