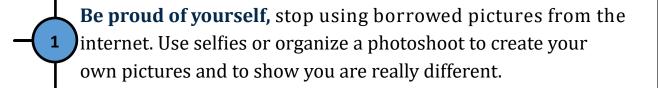
ONLINE HAIR STORE

Cheatsheet, most common quick wins to improve traffic to your website



- Help Google, rename your pictures use description instead of IMG_20161115_24636. Your will end up higher on Google.
- Help the visitor, add sufficient text to your website. Explain to the visitor and search engines what you offer, not only pictures
- Avoid silence after sign up for newsletter. Mail your first message to your subscribers within an hour after sign up. Keep the relation warm.
- Who are you! Create a clear About Me page and share your story, why are you, why do you sell hair, what is your ambition?
- WIX, Bigcartel store? Check the link of the social media buttons, do they link to your own Facebook or Twitter account