

ONLINE HAIR STORE

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

- 1 Be proud of yourself**, stop using borrowed pictures from the internet. Use selfies or organize a photoshoot to create your own pictures and to show you are really different.
- 2 Help Google**, rename your pictures use description instead of IMG_20161115_24636. You will end up higher on Google.
- 3 Help the visitor**, add sufficient text to your website. Explain to the visitor and search engines what you offer, not only pictures
- 4 Avoid silence after sign up for newsletter.** Mail your first message to your subscribers within an hour after sign up. Keep the relation warm.
- 5 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?
- 6 WIX, Bigcartel store?** Check the link of the social media buttons, do they link to your own Facebook or Twitter account

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