



# The Ultimate Salon Content Checklist

## Website Content

### Homepage

- Exterior storefront photo
- Front desk photo
- Team photo
- Brand/lifestyle images
- Specialty service images
- Hero banner images (horizontal)

### Team Page

- Individual headshots
- Behind-the-chair photos
- Personality/lifestyle photos
- Team group photo
- Small group variations

### Service Pages

- Blending images
  - Extension images
  - Curly hair images
  - Haircut images
  - Treatment images
  - Before & after transformations
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## Social Media Content

### Transformation Photos

- Color correction
- Blending

- Extensions
- Curly transformations
- Gray blending
- Haircuts
- Formal styling

### Detail Photos

- Hair movement
- Shine shots
- Texture closeups
- Extension blends
- Foils processing
- Product application
- Scalp treatments

### Team Content

- Team introductions
  - Birthday celebrations
  - Education events
  - Community involvement
  - Team culture moments
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## Video & Reels Content

### Experience Videos

- Consultation clips
- Shampoo experience
- Head spa moments
- Beverage service
- Retail recommendations
- Client reactions

## Service Videos

- Blowouts
- Curl styling
- Extension installs
- Color application
- Treatment application

## Educational Videos

- Product recommendations
  - How-to styling tips
  - Extension care
  - Color maintenance
  - Scalp health tips
  - Seasonal haircare advice
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## Seasonal Content

### Spring

- Spring refresh transformations
- Floral/lifestyle imagery
- Spring product recommendations

### Summer

- Summer blonding
- Vacation haircare
- Pool & sun protection content

### Fall

- Rich brunettes & dimensional color
- Fall repair treatments
- Cozy salon imagery

## Winter & Holidays

- Holiday glam
  - Gift card promotions
  - Retail gift guides
  - Team holiday photos
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## Retail Content

- Product flat lays
  - Product shelves
  - Stylist favorites
  - Product pairings
  - "What We Used Today" photos
  - Before & after using products
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## Brand Content

- Mission & values imagery
  - Community involvement
  - Salon anniversary photos
  - Team education photos
  - Awards & recognition
  - Local partnerships
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## Specialty Content

### What Are You Known For?

- Specialty service photos
- Specialty service videos
- Specialist team members featured
- Educational content about specialty
- Before & afters for specialty service
- Testimonials related to specialty

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## Content Audit Score

How many boxes are checked?

- 0–25 = Just Getting Started
- 26–50 = Building Your Library
- 51–75 = Strong Foundation
- 76+ = Content-Rich Brand

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### Bonus Challenge

Ask yourself:

**If a potential client landed on your website today, could they clearly answer:**

- What services do you offer?
- What are you known for?
- What does your salon feel like?
- Who would they book with?
- Why should they choose you?