FREE GUIDE FROM ZOSSOZ

# The Booking Page Checklist

What a new client needs to see before they tap Book: prices, times, rules and one clear button

For Salons, barbershops, nail and lash businesses

Takes 45 minutes

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A new client is deciding whether to book you, usually on a phone, usually in a hurry. They want four things: what it costs, how long it takes, what your rules are, and a button that works. If one is missing, they send you a message and wait, or they try the next chair. This guide walks through all four with examples from two made-up places: Brushwork Hair Studio in Wynwood and Euclid Lacquer & Lash in South Beach.

## The page, top to bottom

1. A Book button.
2. Your services, each with a price and a time.
3. Your rules, in two or three plain lines.
4. The Book button again.
5. Hours, address, parking and your walk-in rule.

The next three pages take them one at a time.

## Prices

List every service with a price, or a starting price. A "from" price is fine, as long as you say what moves it.

Here is part of the price list at Brushwork, a made-up hair salon.

| Service | From (USD) | Time |
|---|---|---|
| Men's cut | 55 | about 45 min |
| Women's cut and finish | 75 | about 1 h |
| Silk press | 95 | about 1 h 15 min |
| Balayage | 285 | about 3 h 30 min |

Under the list, one line on what changes the price. At Brushwork it is the stylist's level, and the page says so right under the list: each step up adds a set amount, shown in a small table.

Other things that move a price: length, thickness, extras, repairs, removing old product.

> TIP
> Put the price and the time on the same line as the service. A client can add up their visit before they arrive, and nobody is surprised at the chair.

### Do you have to show prices?

No. It's your call. A starting price helps the right people reach out. If you'd rather not, say what each service includes, how long it takes and what changes the price, so people can judge it.

Either way, type the list. A photo of a printed price sheet is hard to read on a phone and can't be searched or zoomed cleanly.

## How long each service takes

Put a time on every service, and say what is inside it. "Balayage, about 3 h 30 min, includes a gloss and a blow-dry" tells a client what to plan for.

When the time depends on the person, give a range and say who confirms it: "About 2 to 4 hours. Your artist confirms at your consultation."

## Your rules

People are fine with rules. They are not fine with finding out at the chair. Write each rule in a sentence or two, and keep only the ones you really follow.

Here is a "Before you book" block, put together from the made-up Brushwork and Euclid pages. Swap in your own rules.

COPY AND PASTE

Before you book

Deposit: [Which services take one, and how much.] It comes off your total on the day.

Changes: Tell us at least [24] hours ahead and there is no charge. Inside that, we keep the deposit.

Running late: Up to [15] minutes late and we will still do your full service. After that we shorten it or move it.

Walk-ins: Welcome when a chair is free. Weekday mornings are your best chance.

Put it right above the Book button, or one tap away, with a line under the button: "See our deposit and late rules." Check whether your booking tool can add your rules to its confirmation message.

> **WATCH OUT**
> If your booking tool and your page show different prices or rules, the client sees both. When something changes, change it in both places the same day.

# One clear Book button

Pick one main button and use the same words everywhere. "Book a visit" is plain and works.

- Put it at the top of the page and again after the price list. On a phone, make sure a thumb can reach it.
- Under each service you can use "Book this". Under each person, "Book with Marisol".
- Have it open the booking tool you already use, with the same link every time. Don't make anyone type their details twice.
- Prefer a call or a text? Say when you answer: "We reply between clients."

## Test it like a client

On your phone, on cell data, not Wi-Fi, tap your Book button.

- [ ] It opens in a few seconds.
- [ ] It shows the service the person was looking at, or a clear list to pick from.
- [ ] You can get from the button to picking a time without hunting.

## Put the same link on your Google profile

Your Google profile can carry a booking link. Look for **Booking** in your profile. Choose to add a link, paste in your booking page and save. Google also lists booking providers, and some can show up on your profile on their own. Google moves its buttons around now and then. If you don't see Booking, search Google's help pages for "local business links."

Use the same link in your Instagram bio, so the person who finds you there lands in the same place.

# The checklist

Tick each one on your own phone.

- [ ] A Book button is on the first screen.
- [ ] Every service has a price or a starting price, or says what is included.
- [ ] Every service has a time.
- [ ] The price list is typed text, not a photo.
- [ ] One line says what changes the price.
- [ ] Deposit, change and late rules are written in plain words.
- [ ] The rules sit by the Book button, or one tap away.
- [ ] The Book button opens your booking page, and a time slot is easy to reach.
- [ ] The same link is on your Google profile and your Instagram bio.
- [ ] Hours, address, parking and your walk-in rule are on the page.
- [ ] Photos are your own work, cropped so nothing is cut off. A client's face appears only with their OK.
- [ ] Your page and your booking tool show the same prices.

# Next

1. Walk through the checklist tonight and fix the first two items you couldn't tick.
2. Write your four rules in two sentences each, and put them beside your Book button.
3. If you'd like to see this on a new homepage for your place, ask for the free homepage mock-up on the last page.

# Want to see your own homepage?

Send us your business name and your Google Maps link. We'll mock up your homepage, free, within 2 to 3 business days. Nothing to sign, and no obligation.

**zossoz.com/mockup**

Already have a website? Ask for the free teardown: a person reads your site and sends you a short list of what to fix first, at zossoz.com/websites#teardown. More free guides are at zossoz.com/free.

## Websites your customers can *actually* use.

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