How To Build A Website For Your Permanent Makeup Business That Sells

Permanent Makeup
Websites That Sell

SUCCESSFUL & FULLY TESTED BUSINESS & MARKETING STRATEGIES FOR YOUR PERMANENT MAKEUP BUSINESS.

By Award Winning Permanent Makeup Marketing Expert

Paul Bate

PERMANENT
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PMTA
PERMANENT MAKEUP TRAINING ACADEMY
www.pmta.org.uk
Est. Fiducia per décor 2011

Approved & Recommended by Head Trainer of PMTA
Katy Jobbins

Website Designs For Your Permanent Makeup Business

How To Ensure You Have A Website That Works

Introduction

In this day and age it is imperative that you have a good website to represent your business in the online world.

Given the 98% of the population now have smart phones and more people browse the web from mobile devices such as smart phones and tablets than do from a normal computer it makes it so much easier for people to check the web for anything they want before they go out and get it.

People use the web for education, entertainment, directions, & reviews or recommendations. So it's important to recognise all these activities when setting out to design a website for your permanent makeup business to give it the best chance of converting browsers into clients.

As a company who is fully immersed in permanent makeup marketing for both the training centre and for treatments we have tried many things over the years and we like to take those experiences and turn them into short cuts for our students.

We are going to show you three designs which will allow you to chose from the simplest design to the more complex. Each design has the core basic elements that you require in a website but each design builds on the last to give more and more features and functionality.

If you would like to take advantage of our Permanent Makeup Website Build Service, which we'll talk about later, then you can be assured that you will start your online venture with a quality website, designed specifically the permanent makeup industry, by people in the know, using a tried and tested formula that has been proven to work time and time again, when it comes to gaining new clients.

Even if you don't use our Website Build Service, then by reading this document you will at least understand what it takes to create a great website. And as we say, "*the only true measure of a great website is how well it generates new customers for you*". Otherwise you simply waste money on a pretty online post card!

The Permanent Makeup "Starter" Website Package
Visit: http://website1.permanentsuccess.co.uk/

There are many things to consider when you set out to create a website, everything from the domain name that your site will be found for, to the content on the page and the colour scheme and fonts.

People tend to over complicate the design of a website and lose site of what is important, which is to keep it simple. Simple for people to understand what you have to offer; Simple for people to contact you; Simple for people to understand the next step that you want them to take after visiting your webpage.

Here we start with the basics on the Home Page:
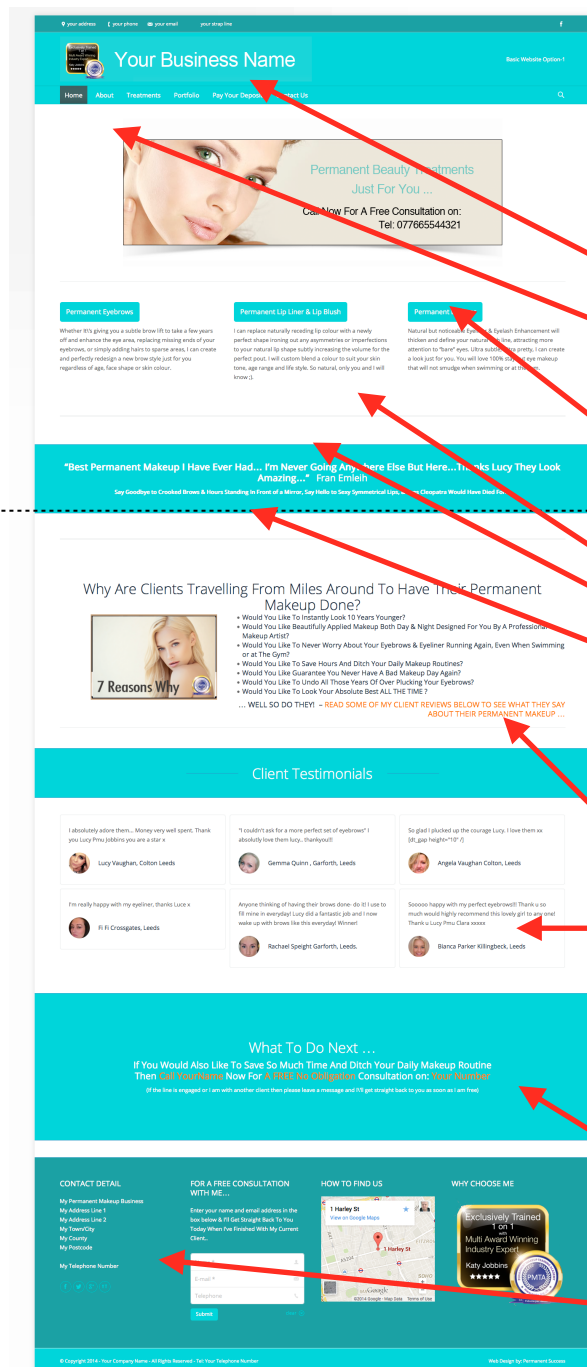
1) Clean colour scheme using only 2-3 colour combinations at the most, and using shades of your main colour choice.
2) Lots of white space gives your design a more professional clean look.
3) Your contact details in the top bar so people can instantly get your telephone number when needed
4) You logo and business name, but don't take up too much space for this. They are more interested in what you can do for them rather than what you are called or how fancy your logo is.
5) Use professional images to represent your product or service to make it easy to see they have landed in the right place about a topic they are interested in
6) Headlines of your main services
7) Clear summaries of the main services you offer with click through to more information if required
8) The information 'above the fold' ie the information seen on a full screen before having to scroll down has to clearly define who you are and what you have to offer and usually some element to keep them on the page.
9) Information on why people decide you use your services as opposed to others
10) Real life testimonials from existing clients. This is really important if you want to build the confidence of a client. People like to see/read about others that have done the same thing, but before them, and discover what their experience was like. Done correctly this can be the reason why people call you first.
11) Clear call to action to tell the client what to do next. Don't leave anything to chance. If they should call you for a free consultation, then tell them to do exactly that.
12) Use the footer of you website to display reference information that will be useful. e.g. you full contact details, a quick contact form, & credibility badges from awards, certifications, or industry bodies.

Your About Page:
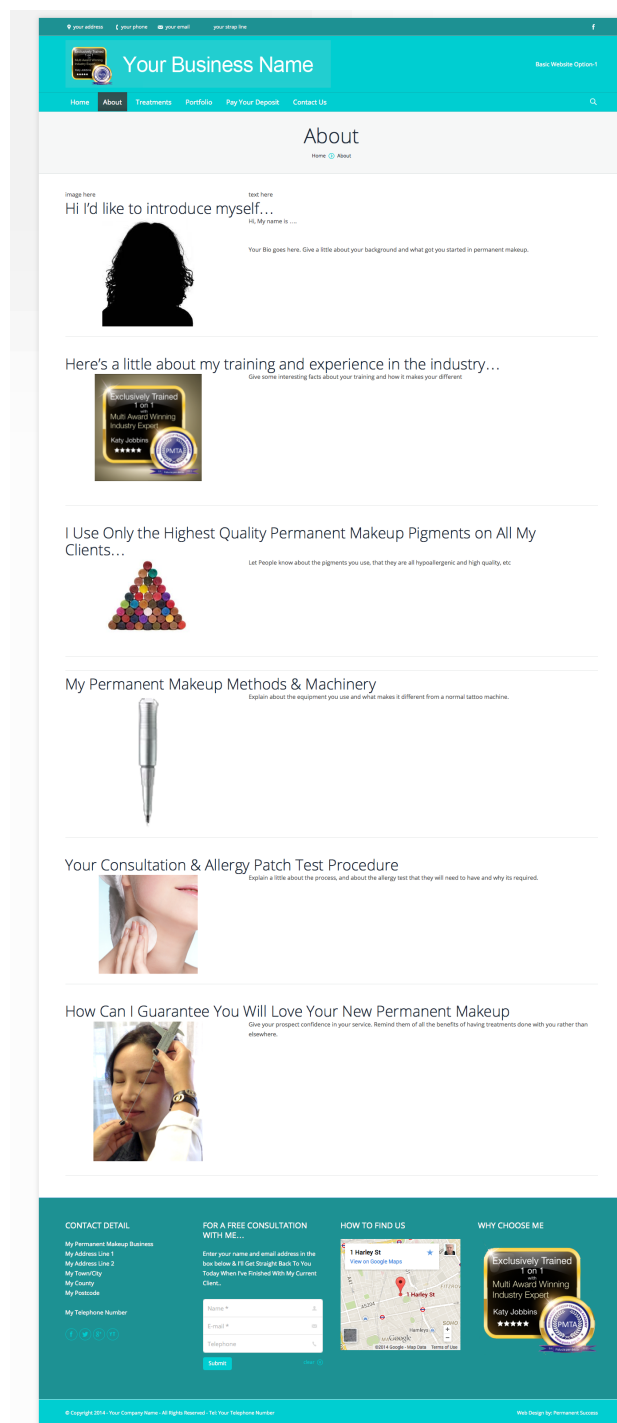
People tend to overlook the importance of the About us page.

Here is your opportunity to shine, to make yourself stand out from the crowd.

Here you need to let prospective clients know, not just who you are, but also what makes you different.

Using our tested template we can help you blow your own trumpet a little to help build your profile and credibility with the clients.

Treatments/Services Page/s
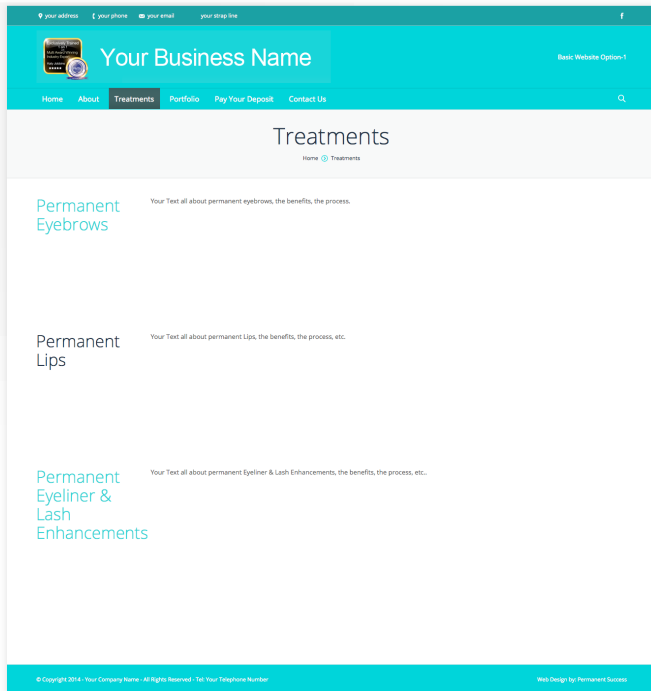
When it comes to describing your products or services then take as much room as you require.

There are no gains in being brief. When a person is looking into getting a treatment done, especially ink tattooed on their face, they want to know every detail.

So make sure you use your services page/s to let the customer now exactly what happens, how, why and when.

Let them know about patch tests, how long the procedure will take, how long the ink will last, etc

Tell them about 6 week top ups and yearly or bi-yearly top ups.

Don't be brief, don't hide anything. This is called educational marketing and for those who want to know every detail, this will make the difference between them choosing you or someone else.

You may want to have just one page which covers all your treatments, like with our starter site, or you may want to use more pages and have a page per treatment.

You should consider using images of before and after pictures on these pages so clients can see the physical difference the treatment makes.

Include full head shots not just close ups of brows as they tend to scare people off, especially if the image is taken straight after treatment.

Portfolio Page
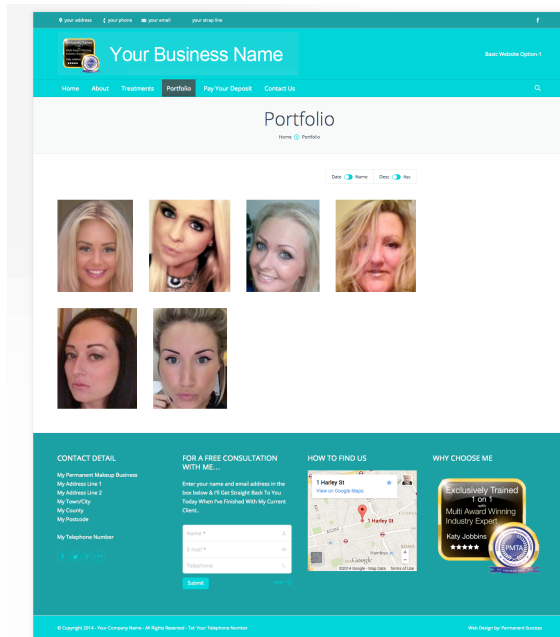
In the same ways testimonials work to provide 'social proof', before and after and healed images work very well for permanent makeup.

However you decided to show off your work, make sure you have a good cross section of images which represent the age of your typical customer.

There is no point using images of young clients if most of your clients are over 45! But do be selective. In the same way fashion magazines work, show images of what people want to look like, so use your best looking clients where possible.

Also consider using images from a range of skin tones and hair colours.

The gallery on this web page allows you to enlarge and scroll through each image one at a time and attach a full description of the treatment provided.

So always try to provide descriptions to go along with your images to say what treatments have been performed.

You can even include a testimonial from the client along with their image to make it even more persuasive from a marketing point of view.

Online Deposit Page:

Depending on your business setup and the premises you use, you may or may not have the facilities to take a credit card payment.

For convenience and an easy solution to implement you can take a deposit payment via your website.

This is normally achieved using a simple Paypal button from a free Paypal account that you can setup in a very quick time.

So, just in case your client wants to book a treatment at their initial consultation and wants to use a credit card, you can now accommodate them by using your website.

Contact Us Page:

You should always have an easily accessible contact us page on your site.

Let people know all the ways in which they can contact you. This may be via phone, text, email, or via a form on your web page.

Also include a google map so they can easily find your address when coming for a consultation or treatment.

It's also a good idea to have social icons around your site so that people can easily recommend you on their favourite online social channel such as Facebook or twitter.

The Permanent Makeup "PRO" Website Package

Visit: http://website2.permanentsuccess.co.uk/

The interactive website adds extra functionality to the "getting started" website as it has more engaging content elements on the home page.
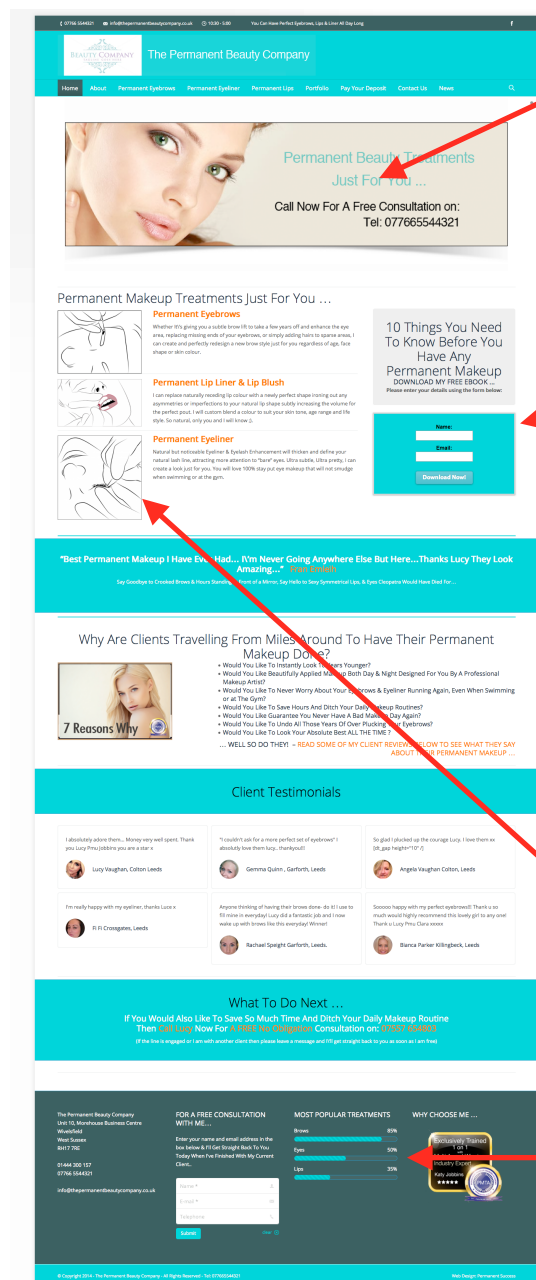
The first addition is the rotating banner. What this allows you to do is quickly and visually engage a visitor with summaries of what they will find on your site.

This is used to reinforce that they have landed on the right page but also alerts them to other areas of the site that they may not have first considered browsing for.

The next, and one of the most important additional elements on this home page is the name and email capture form.

You can offer all kinds of incentives in order to get your prospective client to enter their name and email into the capture form.

This form is purposely positioned above the fold so that its one of the first things your visitor see's.

You can only start to build a prospects list, to which you can instantly market to in the future, if you have a capture form on your site.

This site also includes professional images along side each of the procedure summaries to further visually enhance the services on offer, making navigation around the site even easier.

And finally we have added an animated graphic in the footer which shows the visitor which treatments people have had in the past.

Individual Service Pages:
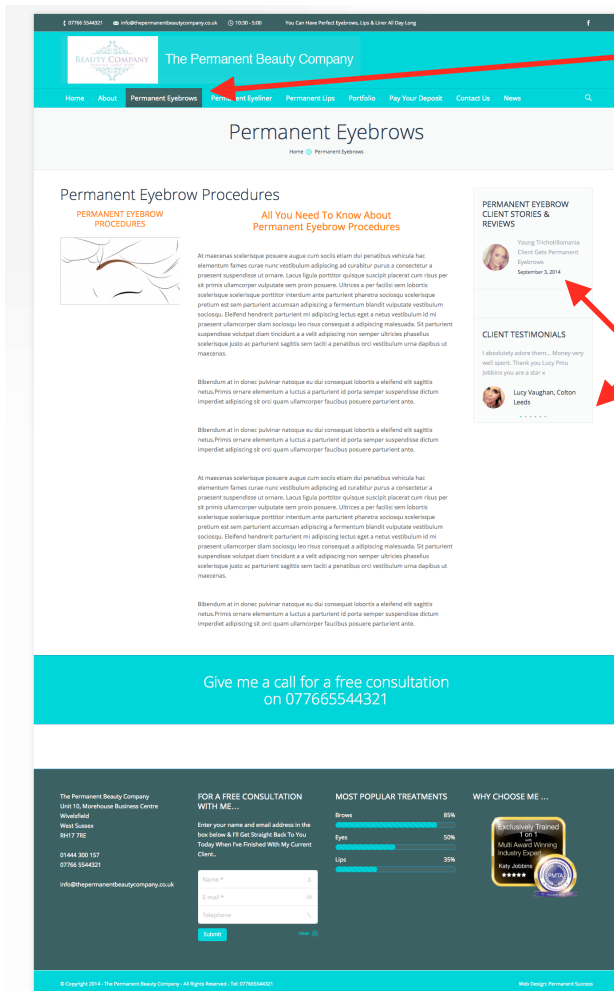
The "interactive website" also contains a separate page for each of the services offered.

This allows you to go into even more details about each service and keeps the information nicely separated giving the search engines and visitors an easy way to understand the content of the page.

Theses pages can also include a side bar where you can display testimonials or links to relevant blog articles.

Again this serves to provide the visitor with more options to explore more information about this permanent makeup treatment and link them to other story's of other customers who have also had the treatment they are thinking of having.

This is a great way to organise your information on your website, providing easy navigation of your site for your visitor and showing the search engines that you have even more deeper content on the same subject matter.

The News/Blog Page:
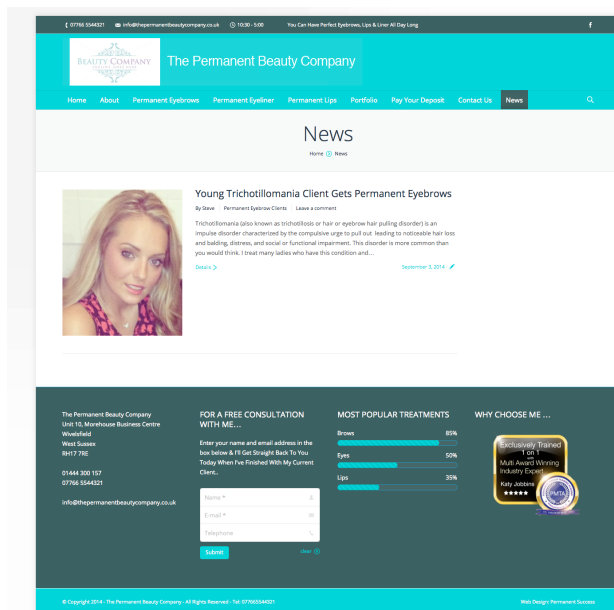
The News/Blog page is a great addition to any website and its included as a standard option with the "Interactive Website".

The blog allows you to continue to expand your website content with interesting facts and stories that your visitors will find interesting.

Ideally you should be adding at least one blog article per week to steadily build up the content on your site.

These gives existing customers a reason to keep coming back to your site and it also allows the search engines to rank even more pages about your business in the search listing.

What you have to remember is that google and the other search engines will index each page of your site, so each page has to standup as a topic in its own right.

So by creating blog pages around the terms that people are searching for gives you much more chance of being discovered by people who want the services you offer in your area.

Each blog post should typically be 500 - 1000 words and contain text, images and even video about the subject matter of the blog.

Keep your writing style light hearted, informative, entertaining if possible, and personal.

Remember there is only ever on person reading your content at any one point in time so write in an informal way, and as though they are standing in front of you.

# The Permanent Makeup "PRO PLUS" Website Package

Visit: http://website3.permanentsuccess.co.uk/

The "hollywood Website" really brings your website to life with the ultimate interactive marketing tool - Video.
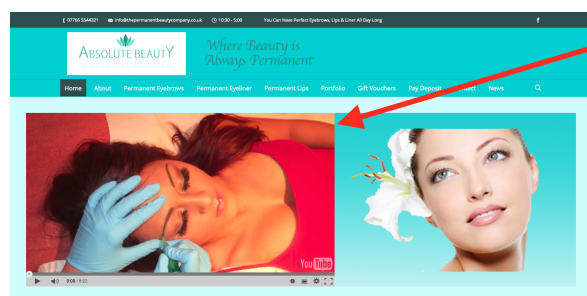

Video is easy to watch and understand and allows you to keep your visitor glued to your website.

This works well for both educating your customer but its also great for your 'visitor time on page' statistic, which is just one of the things google looks at when ranking your site in the search listing.
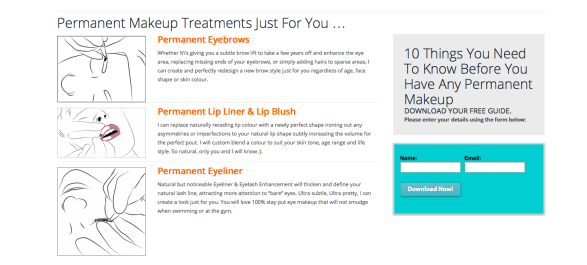
There are numerous marketing research companies around the world that have studied and proven the positive effect that a good video has on sales conversions.

Also by first adding your video on your very own youtube channel and then embedding the video onto your site you get a double whammy as your video can also appear in the search listing if you optimise the titles correctly along with the video descriptions and tags.
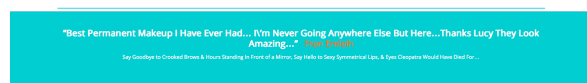
This is something we advise on if you opt to go for the full "Hollywood Website"

We also use video for testimonials and these are added to the home pages and other pages around the site for an even more interactive and engaging experience for your prospect.
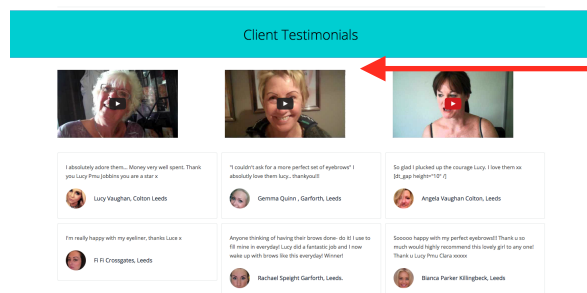
Capturing your customers on a short video allows others to not only hear what they thought of your services but the visitor also gets to engage in the emotional effects the treatments has had on their lives. This really is marketing at its best, when you have other people saying how good your services are all capture on video.
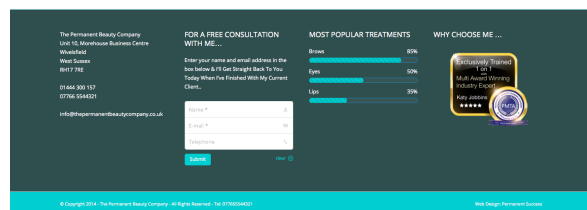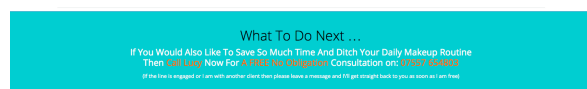
Enhanced Video Portfolio Page:

Visit: http://website3.permanentsuccess.co.uk/portfolio/
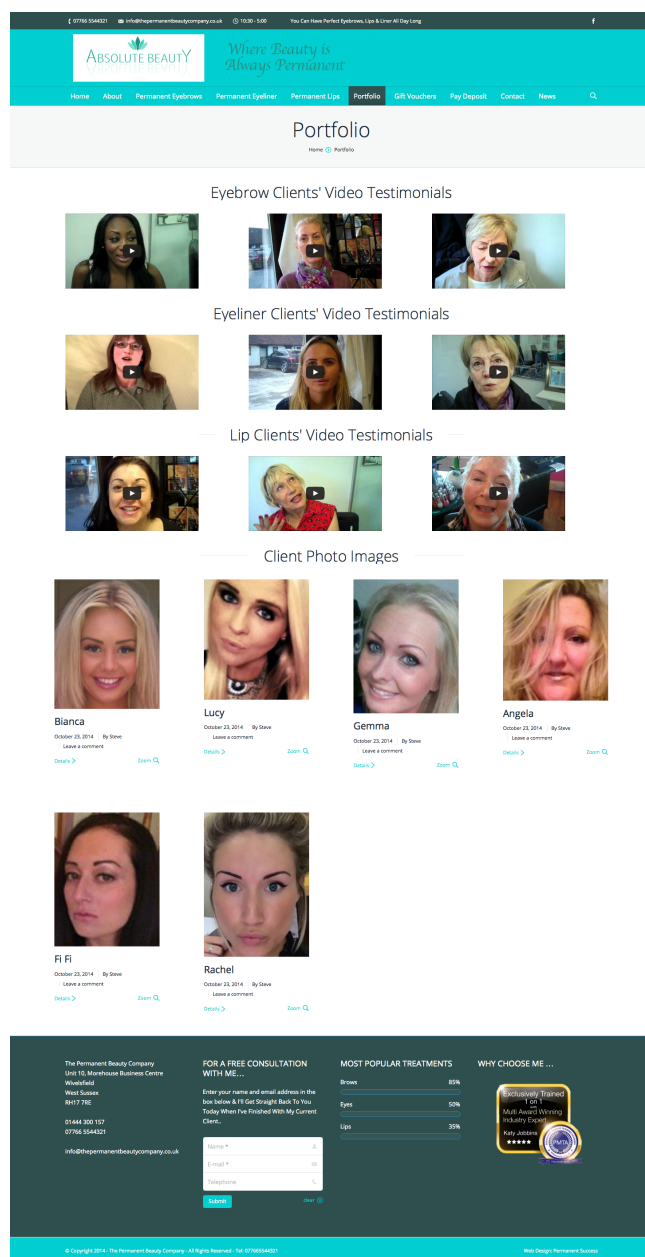
Using video on your portfolio page can really bring your website to life.

Here you can host a range of video testimonials from customers with different skin tones and hair colours, but also different reasons why they had the treatment done.

Each person will bring a new story to your site making you stand out from all of the other permanent makeup technicians in your area.

If you are wondering how you get customers to give you video testimonials and how you record them then we reveal all the best techniques if you chose to go with the "Hollywood Style" Website.

The Gift Voucher Page:

Adding a gift voucher page to your site allows friends and families of clients to purchase a really special gift for them.

Gift vouchers can be set to any number of denominations for example £100, £200, £500 etc. The person buying the voucher is sent email confirmation of the purchase and a gift certificate to pass on to their loved one.

Summary

So there we have it, all the components of a successful website built up across three different designs increasing in functionality and engagement each time.

One thing to note is that all the sites are fully responsive, which means that they will automatically resize to fit on any screen size, so they will look just as good and readable on a mobile phone as they will on the large computer screen.

Websites and website design can be a very daunting thing to take on and knowing just some of the things we've mentioned above should help you to understand that there is more to a website than just having something that looks good on the web.

If you want a website that works for your business then you need to include as many of the design elements discussed.

We can, of course offer to take all the headache away from you and build the website for you. You will still need to contribute to the content of each page, but we will ensure it looks great, it works well, and advise you on everything you need to do going forward to give you the best chance of getting found in the google listing and other directories.
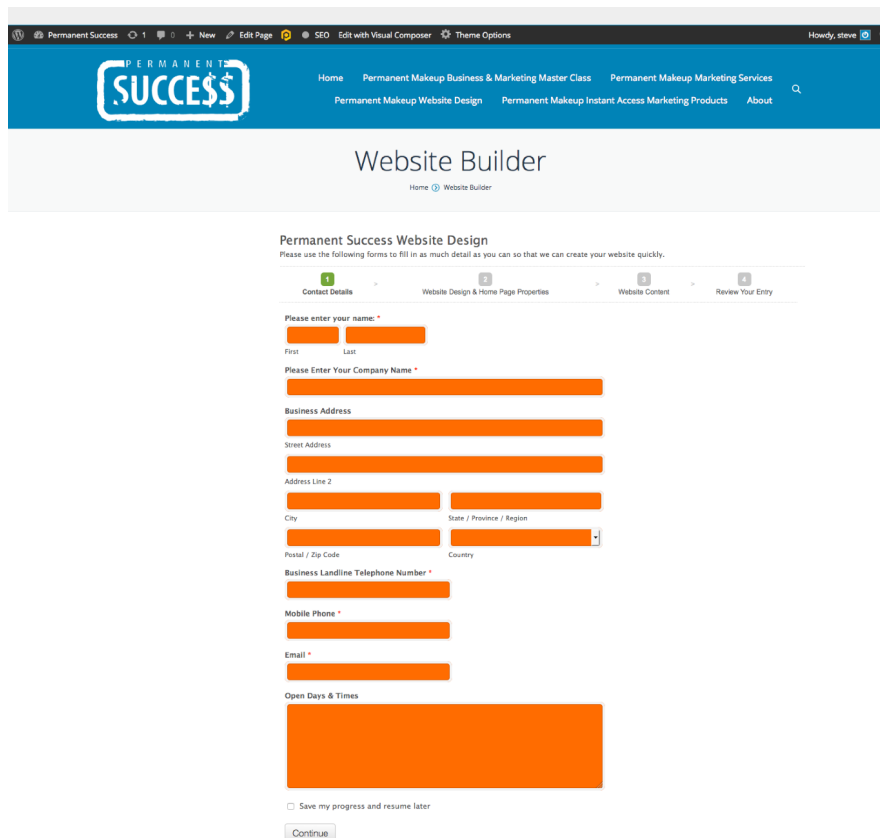
So if you would like to get started please read on to the next section so you can see what is involved and what you need to do.

Website Design & Build Process

In order to keep costs down and speed up the development time of your website we have created an online website request form.

You can see the first page here: http://permanentsuccess.co.uk/website-builder/

What the website builder allows you to do is submit all the relevant information that we will need to build your website.

You will be able to tell us which colours you prefer, which images to use for the home page banner/s, which images to use for the summaries, what text you would like on the home page and services page/s.

You will be able to upload your logo and all your images directly onto the page. And don't worry if you don't have all the information to hand at once, as you can revisit your upload area any time to add further information.

If at any time when you are filling the information in you need our assistance then you can simply call or email and we'll help you get the right information submitted.

That's all there is to it. After submitting your content, sit back and let us do all the hard work.

THERE ARE CURRENTLY 3 PACKAGES TO CHOOSE FROM WHICH ARE DESCRIBED BELOW. THE PRO SITE CONTAINS ALL THE ELEMENTS OF THE 'STARTER' PACKAGE, AND THE 'PRO PLUS SITE' INCLUDES ALL THE ELEMENTS OF THE THE 'PRO' PACKAGE

The Permanent Makeup "STARTER" Website
Visit: https://website1.permanentsuccess.co.uk/
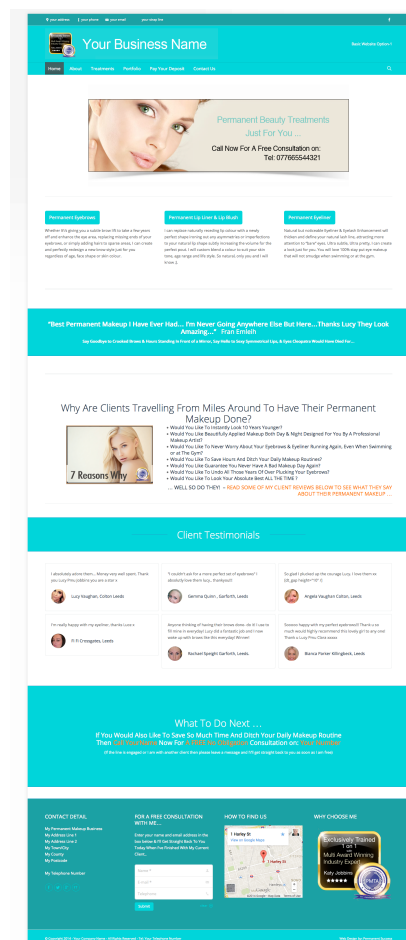
Full Colour Design based on your colour scheme. Please take your time to select your colour as once applied there may be an additional charge* to change it.

In this package you will need to provide us with your logo (we can have one created however that is not included in this package). You will need to provide your own graphic image for the banner at the top of the page and you will also have to provide the text for the summary treatments.
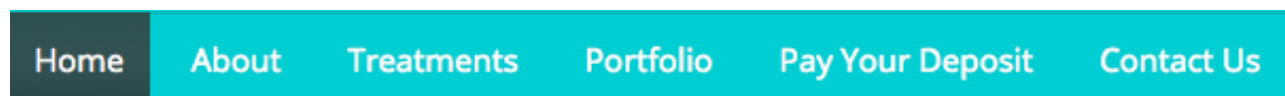
The next section is the benefits section where you will want to tell people why its a good idea to have permanent makeup and take some of the mystery out of the process. However, the home page is more of a summary page and you use the inner pages to provide more detailed descriptions.

You can upload up to 5 testimonials for the home page in this package, if you have photos of the person then that makes them more believable. Please remember to include their name and town where they live. We can link them through to their Facebook/ profile page images if desired to make them even more real.

You will need to provide the call to action, which is basically a message which tells people what to do next.

The online form will guide you through all this information and prompt you for what is needed. You can put all the text and images in a word or similar document and upload them altogether as one file or attached everything in a few emails. Just collate everything together first and send altogether.

Your website will contain the following pages and you will need to provide the content for each page. Again, we can add or change content on these pages if you don't get it right first time.

If you would like to include a deposit page the either you will need to create a Paypal button and send us the code or allow us access to your Paypal account so that we can create it for you, however there is an additional charge* if we have to do this for you.

The Permanent Makeup "PRO" Website

Visit: https://website2.permanentsuccess.co.uk/
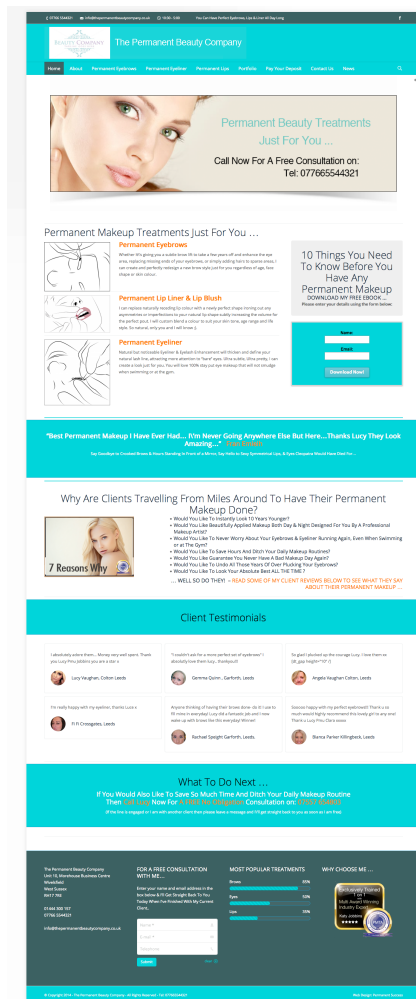
If you select to go with this option then your will need to provide images for each of the banners in the slide show as well as the images that go next to the service summaries.

As this is an interactive site, that is the visitor is ask to enter their name and email address, you will need to decide on what to offer them.

This could be a competition, or a pdf download about what they need to know before having permanent makeup. What ever it is, you will need to supply the offer headline and the pdf file, if that is what you are offering them.

Simply asking people to join your newsletter is rarely enticing enough.

As this site contains a blog we will provide training on how you can add content to new blog pages going forward. We can of course offer this as a service but they would be additional charges* for doing this for you.
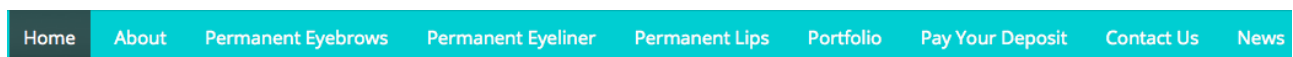
Your website will contain the following pages and you will need to provide the content for each page. Again, we can add or change content on these pages if you don't get it right first time.

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The Permanent Makeup <u>"PRO PLUS"</u> Website

Visit: https://website3.permanentsuccess.co.uk/
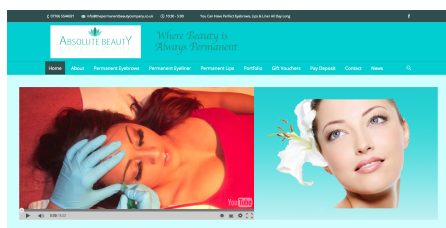
For this website pack you will need to provide links to your Youtube channel and let us know which videos you want to include on which pages.

We can help you get your Youtube channel setup if that seems a challenging task. We will also advise on how to shoot video testimonials for the site as well, however there is an additional charge* if we have to do this for you.
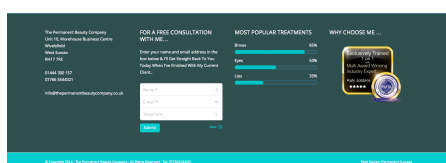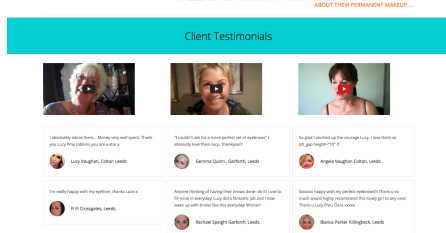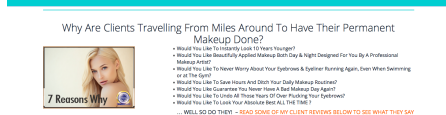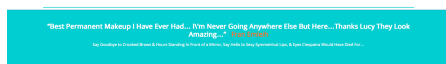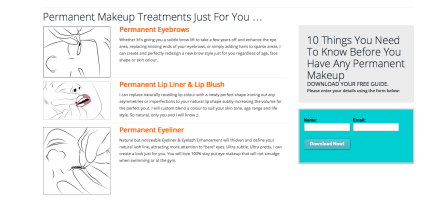
If you would like to get started and signup today then please email us at info@permanentsuccess.co.uk and let us know which site option you would like us to build for you.

We look forward to working with you real soon.

Website Prices
You Just Pay Initial Deposit To Get Started:

Best value

	Starter	Pro	Pro-Plus
	£ 1297	£ 1997	£ 2997
Graphical (Client supplied) Home Page Banner	✓	✓	✓
3 (Client Supplied) Rotating Home Page Banners		✓	✓
Video (Client supplied) in Home Page Banner			✓
Graphics Supplied by Client	✓	✓	✓
15 Graphics Selected from Image Bank		✓	✓
5 Static Home Page (Client supplied) Testimonials**	✓	✓	✓
10 Rotating Home Page (Client supplied) Testimonials*		✓	✓
5 Video (client supplied) Home Page Testimonials*			✓
Customer Contact Form	✓	✓	✓
Home Page (Client supplied) Offer Customer Details Capture Form		✓	✓
5 Multi-Page Caputre Forms*			✓
Form Details automatically sent via email	✓	✓	✓
Social Media Share Buttons linked to client supplied account links*	✓	✓	✓
Client Treatments Page (Client supplied content)	✓	✓	✓
3 Separate Client Treatment Pages (Client supplied content)		✓	✓
About Us Page	✓	✓	✓
Image Portfolio Page** (Limits apply)	✓	✓	✓
10 Video (Client supplied) Portfolio Page**			✓
Online Deposit Payment Page* (client supplied paypal button code)	✓	✓	✓
Gift Voucher Payment Page (Client supplied paypal button code)		✓	✓
Contact Us Page	✓	✓	✓
Full Editable Blog** (First 3 blogs included)		✓	✓
Edit/Change All Images**	✓	✓	✓
Edit/Change Webpage Content**	✓	✓	✓
Auto Resize For Mobiles & Tablets	✓	✓	✓

* Addional Charge for higher quantities/services -
** DIY self help video also available

Select A Buy Now
Button To Get Started

Just Pay Initial Deposit of	Just Pay Initial Deposit of	Just Pay Initial Deposit of
£648.50 Today	£998.50 Today	£1498.50 Today
Buy Now	Buy Now	Buy Now

★ Also Includes Extra FREE Bonuses Worth £150 for 1st Year			
Website Domain Name Included	✓	✓	✓
Personal Email Account Included	✓	✓	✓
1st Year Hosting Included	✓	✓	✓

The Return On Your Investment:	This website needs to bring you just 4 customers paying £300 per treatment in the first year and it has paid for itself!	This website needs to bring you just 6.5 customers paying £300 per treatment in the first year and it has paid for itself!	This website needs to bring you just 10 customers paying £300 per treatment in the first year and it has paid for itself!

Final balance is due once the website framework is built or within 60 days which ever comes first. Once the initial deposit payment has completed you will be diverted to the online form where you can register your details and start supplying your information to us. We will call you to discuss your preferences.

100% SATISFACTION GUARANTEED

100% Satisfaction Guarantee We are so confident that you will absolutely love your new website that we are offering a 100%, no questions asked, money-back satisfaction guarantee... We take all the risk so you don't have to...

Charges for additional content services:

Depending on which website option you select - Starter, Pro, Pro Plus, will determine how many images, testimonials, portfolio images, & blogs you will have included in your package. Below is a list of additionally charged for services. The exact quantities and prices will be listed in the Request for information document that you will be sent on payment of your deposit.

*Additional Content Service Options

The following can be requested as extra paid services:

Adding more images to your portfolio:

Additional Testimonials

Creation of Paypal Button

Creation of extra blog posts

Creation of a Youtube Channel or other social media accounts

Professionally designed graphic logo

Change original colour choice for an alternative

Upgrade from website package 1 to package 2

Upgrade from website package 1 to package 3

Upgrade from website package 2 to package 3

Annual service for hosting of website, domain name & email.
There is a fee for hosting and looking after your website. This cost
is included in the price of the site for the first year however there
will be an on-going payment of £150pa for the following years, unless you want
to move you website, domain and email account to another provider.

** Adding Further Content

Once your site is built and has gone live then you may want to add further content to it as you get more testimonials or client portfolio images. This can be done by yourself using the short How-to video's or you can use the *Additional Services Options and we will do it for you.

Here is a list of self help videos that we have done to help you …

		Available for Package:
▶	**Adding New Testimonials Video**	Starter, Pro, Pro Plus
▶	**Adding New Portfolio Images Video**	Starter, Pro, Pro Plus
▶	**Adding New Blog Posts**	Pro, Pro Plus
▶	**Adding new YouTube Videos for Testimonials / Portfolio / Blog Posts Video**	Pro Plus
▶	**Adding New Pages/Menu Items Video**	Pro Plus

Click Here to Get Started Today!