

DETAILED PROPOSAL

Turn Google searches into recurring salon revenue.

This proposal is tailored specifically for Nailsisters and its opportunity in central Zürich. The objective is to increase visibility for high-intent local searches, improve trust before booking, and turn a small number of new clients into repeat annual revenue.

WHY IT MATTERS

SEO can pay for itself with only a few repeat clients

AVERAGE TICKET
CHF 90-110

REPEAT CYCLE
3-4 weeks

1 LOYAL CLIENT
CHF 1,000+

BREAK-EVEN
2-3 clients

CURRENT UPSIDE

- Strong central Zürich angle and clear service niche.
- Good base for local search positioning and premium perception.
- Website can become a booking channel, not just a business card.
- Better structure can improve both visibility and trust.

What is already working

The salon already has the right fundamentals: a memorable name, a premium urban location, and a service category people actively search for. This is not about creating demand from zero; it is about capturing demand that already exists near Central and across Zürich.

Brand & positioning

Nailsisters can already be framed as a strong central Zürich option with a premium feel. That creates a solid starting point for local search visibility.

Conversion potential

When users see prices, service types, reviews, and location clarity, bookings become easier to secure. The site can support trust much more effectively.

What should be improved

The biggest opportunity is to turn the current site into a stronger local search asset with better service relevance, clearer information architecture, and a smoother path from search result to booking. While competitors continue strengthening their Google presence, this is the right moment to secure visibility in local search and Maps.

SEO gaps

- Limited copy for manicure, gel nails, shellac, and local intent keywords.
- Weak content depth for Google to understand service relevance properly.
- Insufficient location and trust signals across the site.

Conversion gaps

- Not enough visible proof points such as prices, reviews, and service details.
- Google Business Profile and website messaging can be aligned better.
- Current structure leaves profitable search demand unclaimed.

Packages

The offer is split into three levels so the client can start with a low-risk step and scale only after seeing traction. This makes the decision lighter and creates a natural upsell path without forcing a large first commitment.

STARTER

CHF 450–650

one-time

Basic visibility setup

SEO review, better title and meta description, improved heading structure, short service/location copy, and Google Business Profile priority fixes.

Business upside: low-risk entry offer, better local relevance, and an easy first step before a larger rollout. This is often enough to create the first uplift in visibility before moving into the next phase.

CORE / RECOMMENDED FOR NAILSISTERS

CHF 1,200–1,800

one-time

+ CHF 100–400 directory budget

Local SEO growth package

Homepage restructuring, clearer service sections, price visibility, review blocks, local SEO copywriting, Google profile optimization, and stronger trust signals. Includes local link building: listings on local.ch, search.ch, and key Swiss directories to strengthen local authority and Maps relevance.

Directory placement budget: CHF 100–400, billed separately at cost with no markup.

Business upside: more local search impressions, better click-through potential, and a stronger environment for turning visits into bookings. For Nailsisters at this stage, this is the most balanced option between investment, credibility, and expected revenue impact.

3 MONTHS

CHF 1,800–2,200
setup + CHF 400–700 / month

Growth & optimization retainer

Everything in the Core package plus monthly refinement, content expansion, review support, and visibility/performance check-ins. Ongoing link building: continued outreach to Swiss directories, Zürich lifestyle platforms, and local business partners — authority compounds month over month.

Monthly directory budget: CHF 100–400, billed at cost with no markup.

Business upside: compounding growth over time, stronger maps/search performance, and a more stable organic client acquisition channel.

Simple profit model

This table helps explain the investment in business language. The idea is not to promise exact numbers, but to show how only a few repeat clients can justify the project financially.

SCENARIO	ASSUMPTION	ANNUAL VALUE CREATED	INTERPRETATION
1 new loyal client	CHF 100 average spend × 10 visits / year	Approx. CHF 1,000	Already enough to justify the Starter package.
3 new loyal clients	CHF 100 average spend × 10 visits × 3 clients	Approx. CHF 3,000	Covers the Core package investment in full — clear upside from there.
5 new loyal clients	CHF 100 average spend × 10 visits × 5 clients	Approx. CHF 5,000	Covers Core or Growth setup and turns SEO into a stable revenue channel.

Why it makes sense

The Core package is the recommended starting point for Nailsisters — it fixes both the search visibility gap and the booking trust gap at once. Starter is a valid first step if a lower initial commitment is preferred, with a natural path into Core once the first results show.

The offer is not about technical SEO tasks. It is about helping the salon appear in front of women who are already searching for a nail salon in Zürich, converting that attention into bookings, and turning a few of those bookings into repeat yearly revenue.

Suggested next step

The Core package is the strongest fit for Nailsisters right now — it addresses visibility and booking confidence in one go. A 10–15 minute call is enough to confirm scope and agree on a start date.

Get started

A short call or WhatsApp message is enough to pick the right package, answer any questions, and agree on the fastest next step. Usually ready to launch within a week.