



HEH

## CASE STUDY

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**Search Berg helped Hair Extensions of Houston set up camp at the top Google's SERPs. Our comprehensive SEO strategy helped the client ranks on the first page for 17 industry-relevant keywords!**

# A Little About Hair Extensions of Houston

Hair Extensions of Houston is a full-service salon that specializes in providing expert hair extension maintenance, installation, coloring, and styling services. The salon uses an exclusive hair extension installation technique, called the original hair loc system, to install extensions without the use of heat, chemicals, glue, sewing, or braiding.

The founder, Brenda McLeod, is a licensed cosmetologist and has been in the hair care industry for more than 30 years. Under her leadership, the salon strives to provide natural-looking premium Russian hair extension to its clients.

# Identifying the Performance Gaps

Hair extensions and salon services is a booming industry due to growing demand from its customers. It is a **competitive and saturated market** where similar services are readily available. Consumer loyalty is fickle in this industry, and it is immensely challenging to develop a majority market share.

So, how was Hair Extensions of Houston going to make their mark in a competitive industry? By focusing on where their competition wasn't—the internet!

To **reach more local customers** and **improve their online visibility**, Hair Extensions of Houston needed a digital marketing partner who would understand their target audience and employ effective strategies to attract them. That's when they reached out to Search Berg for help!

# The Game Plan

Our strategies revolved around combining SEO activities with a compelling content marketing and social media market strategy that included publishing keyword-rich and engaging content on several channels to increase rankings.

A higher website would lead to more leads and generate more conversions.



# Setting the Stage for Success the Search Berg Way!

Initial market and competitor analysis made it clear that our target market consists primarily of women who were already looking for hair extensions installation and maintenance services.

We knew that the digital marketing strategy and SEO campaign for Hair Extension of Houston must present Hair Extensions of Houston as a solution to the target audience's hair issues. To do this, we decided to use an omnichannel approach to bring in traffic to the website. We employed a comprehensive SEO strategy that included:

- ✓ Using content marketing in the form of blogs and article
- ✓ Utilizing the power of social media through social media marketing.

The results? Impeccable!

See for yourself.

# Here's All That We Accomplished

Hair Extensions of Houston began to reap the benefits of our effective SEO strategy almost as soon as it was deployed.

Our reports showed that Hair Extensions of Houston was quickly rising to the top of Google SERPs. Where Hair Extensions of Houston's website had ranked on the 3rd, 4th, and 11th pages of search engine results for industry-relevant keywords, our SEO strategies had enabled them to **climb to the top** in no time!

# Comparative Analysis of The Keyword Rankings

The table shows some of these keywords, their ranking before Hair Extensions of Houston came to us, and their ranking after we employed our SEO strategies.

S. No.	Keywords	Rank Before SEO	Rank After SEO
01	custom blended hair extensions Houston	1	1
02	hair extension maintenance Houston	3	1
03	premium Russian hair extensions Houston	N/A	1
04	safest hair extension Houston	1	1
05	premium Russian hair extensions Texas	N/A	1
06	original hair-loc system Houston	N/Avv	1
07	hair extension installation Houston	3	1
08	Hair Extensions Installation Services Houston	3	1

S. No.	Keywords	Rank Before SEO	Rank After SEO
09	Houston hair extensions	2	1
10	Hair Extension Services Houston	4	1
11	hair extensions for short hair Houston	4	1
12	short hair extensions Houston	11	1
13	Hair Extensions Installation Houston TX	4	1
14	hair extensions for short hair in Houston TX	N/A	1
15	non damaging hair extensions Houston	N/A	1
16	hair extensions Houston	4	1
17	premium hair extensions Houston	N/A	1

Figure 1: Total number of new and returning visitors to the Lice Troopers website

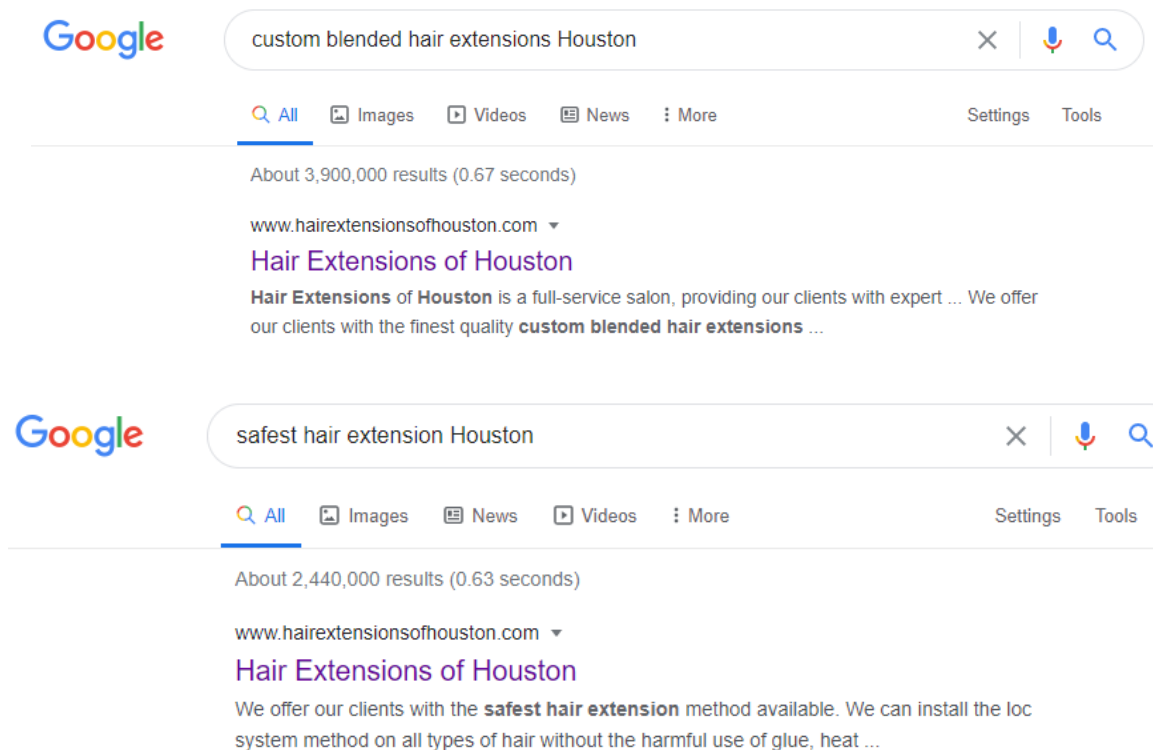
Our reports showed that:

- ✔ Hair Extensions of Houston was ranking on the **first page of Google** search engine results for **17 industry-relevant keywords**
- ✔ And on the second page for **11 industry-relevant keywords.**



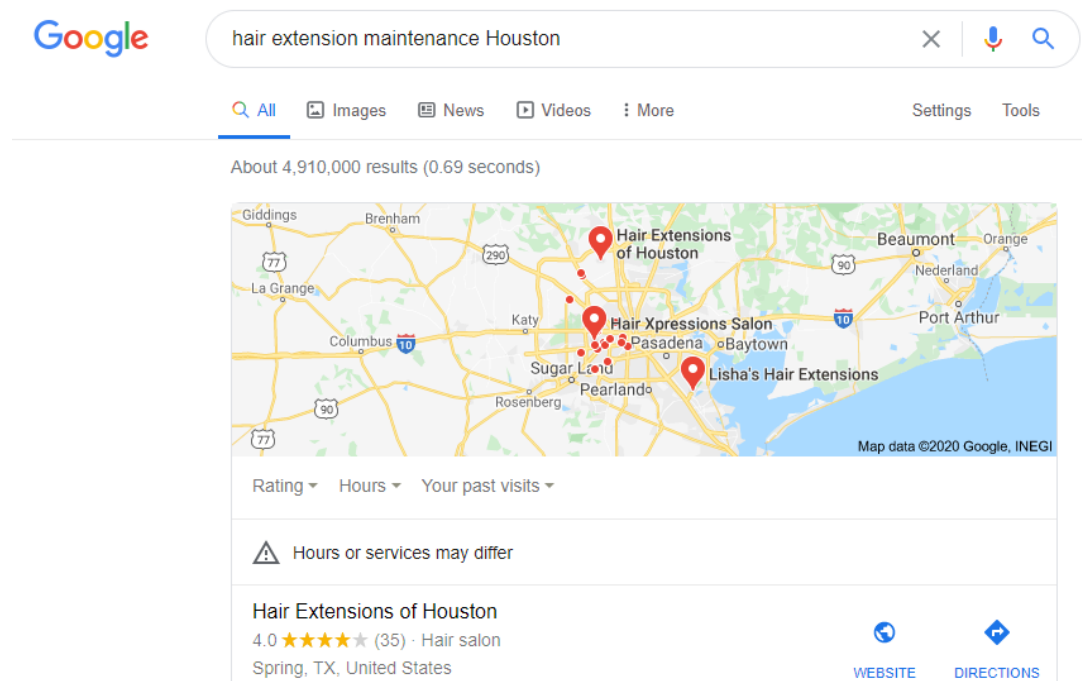
# Top Ranking Keyword on Google

Here's a quick peek at how the high ranking keywords appear on Google's search results...



# Top Search Result on Google My Business

The keyword “hair extensions maintenance Houston” yields a local search result.



# An Improvement in the Overall Conversion Rates

As seen in Figure 1, between February 2020 and May 2020:

- ✔ Hair Extensions of Houston's website received **1,131 visits** through **organic search**
- ✔ And **48 percent** of organic visitors **filled out the contact form** present on the website.

Conversions	
Goal 1: Contact form Thank You	
Contact form Thank You (Goal 1 Conversion Rate)	Contact form Thank You (Goal 1 Completions)
3.39%	48
Avg for View: 3.22% (5.27%)	% of Total: 60.76% (79)

Figure 1: Organic traffic flow to the HEH website

f @ t v H 832.717.3626





REQUEST AN APPOINTMENT


## KEEPING UP WITH THE BIRTHSTONE HAIR COLORS

*Hehmin* Comments are off

Even if you don't believe in astrology and horoscopes, you have to admit that the birthstone hair color trend looks pretty cool. You've always enjoyed experimenting with your hair and can't wait to try out this new trend. Your friends have been raving about it for months, so, you're curious how it would look on you. Here's a quick guide on how to get started! January, February, and March: Garnet, Amethyst, and Aquamarine For those

Blog

     [Read More](#)



April 2, 2020

## GLAMOROUS HAIRSTYLES TO

# Focusing On A Winning Content Marketing Strategy!

We used engaging and keyword-optimized content that addressed women's hair care needs and provided solutions for them. The relevance of these blogs and articles for women between the ages of 15 to 55 quickly **increased the overall organic search percentage** for Houston Hair Extensions.

# A Result-Driven Social Media Marketing Strategy

Our social media strategy was the biggest asset to Hair Extensions of Houston's overall SEO strategy!—primarily because we were targeting young and middle-aged women that were active on social media.

We created visually pleasant, compelling and engaging social media posts on platforms such as Instagram, Facebook, and Twitter. We used hashtags to drive traffic to the posts and catch viewer attention.

# Traffic Generated Through Social Media

Figure 2 shows the traffic that was generated to the website using various social media platforms between February 2020 and May 2020.









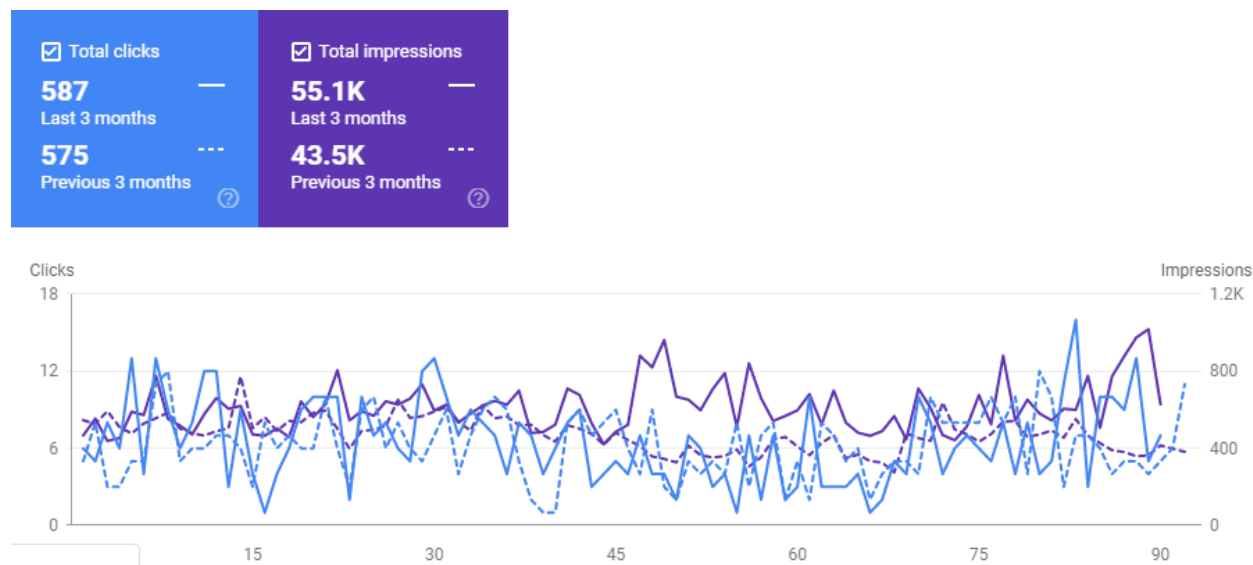
Social Network	Users	Users
	173 <small>% of Total: 9.20% (1,880)</small>	173 <small>% of Total: 9.20% (1,880)</small>
1.  Yelp	114	65.90%
2.  Facebook	35	20.23%
3.  Instagram	9	5.20%
4.  Quora	7	4.05%
5.  Twitter	3	1.73%
6.  reddit	2	1.16%
7.  YouTube	2	1.16%
8.  Pinterest	1	0.58%

Figure 2: Social traffic generated for HEH

Our social media strategies generated **173 social visits** to the website in just **three months!**

# More Visits to Hair Extensions Of Houston's Website

The client witnessed 5.42 percent increase in mobile traffic between February 2020 and May 2020, has collectively **increased overall visits to the website to 1,333 visits** from Texas alone! This is shown graphically in Graph 1.



Graph 1: Webmaster details

# Some Of Our Published Work!

To take a look at some of our work, check out some of our published content for Hair Extensions of Houston:

## INFOGRAPHICS

Stunning and informative infographics!

### Low-Level Light Therapy What Is It All About?

Hereditary hair loss is a common medical condition in the U.S. with 50 million men and 30 million women suffering from hereditary thinning or baldness.

Other causes of hair loss include hair styling products, brushing too hard, imbalanced diet, or an illness.

How Low-Level Light Therapy Combats Hair Loss

Low-Level Light Therapy is an effective hair restoration treatment that helps hair loss patients with hair re-growth.

The treatment involves a non-thermal laser to treat the scalp and hair under a therapeutic red light.

The light passes through the skin and stimulates mitochondria (the energy production center), it:

- Creates energy
- Improves tissue growth
- Boosts cell communication
- Extends cell life
- Promotes thicker, stronger hair
- Treats damaged hair follicles

LLLT results in voluminous hair without causing any scalp damage. This treatment is safe and completely non-invasive.

### HEH Treatment Program

We evaluate your scalp and the condition of your hair through a micro-video examination. Based on the results, we suggest a treatment program.

The program includes 30-minute laser sessions twice a week. It lasts for 6-12 months.

During the sessions, we recommend effective supplements that can improve your hair quality and help retain the shine and volume.

Infographic By  
**HEH**

[www.hairextensionsofhouston.com](http://www.hairextensionsofhouston.com)

### CELEBRITIES WHO ARE OBSESSED With Hair Extensions

CELEBRITIES TOO HAVE HAIR PROBLEMS AND OFTEN GIVE THEIR 'DOS A LITTLE BOOST USING EXTENSIONS.

EXTENSIONS ARE PERFECT FOR COMPLETELY TRANSFORMING YOUR LOOK.

YOU CAN GO FROM SHORT EDGY HAIR TO LONG, GLAMOROUS LOCKS IN MERE MINUTES.

#### KATY PERRY

HERP AND HERBAND HER HAIR FOR TOO MANY TIMES. WITH A CUTIE FROM WITH EXTENSIONS OF HERP. KATY PERRY TENDS TO GOY FOR SILVER, BROWN AND PINK-CATHYAN COLORS.

ONE OF THE REASONS WHY SHE GOES TO THE TOP OF THE POP MUSIC CHARTS IS BECAUSE OF HER HAIR.

#### LADY GAGA

THE CREATIVE STAR SUPPORTED HER LONG HAIR RUN WITH HAIR EXTENSIONS IN 2010.

ONE OF THE REASONS WHY SHE GOES TO THE TOP OF THE POP MUSIC CHARTS IS BECAUSE OF HER HAIR.

CHERIE HOPE GREENBERG, SHE OFFERED WITH A '90s SOUL IN ELECTRIC LEMON DYE.

IN 2012, DURING HER PERFUME LAUNCH, SHE RETURNED TO HER BROWN ROOTS.

#### NICKI MINAJ

THE ONLY WAY ALL THAT IS POSSIBLE IS THROUGH HAIR EXTENSIONS.

#### GWEN STEFANI

SHE WAS ALWAYS FAITHFUL TO PLATINUM BLONDE HAIR IN DIFFERENT VARIATIONS.

THE ARTISTE WANTS HER HAIR TO BE AS GOOD AS NEW AND TO BE ABLE TO CHANGE IT UP AS SHE FEELS LIKE.

BUT YOU WILL BE SURPRISED TO KNOW THAT HER MOST DRAVING COLOR WOULD BE BROWN AND BLACK THROUGH HER WITH PINKY BANGS BEING HER.

#### KIM KARDASHIAN

SHE IS COMMITTED TO CONSTANTLY RAISING THE BAR HIGHER AND REINVENTING HERSELF.

ONE KNOWS FOR THE SIGNATURE BROWN LOOK AND SHE HAS DABBLED IN BLONDE NOW & THEN TOO!

The only way she manages to achieve that gorgeous look and incredible length and volume is with the help of extensions.

VISIT US AT  
[WWW.HAIREXTENSIONSOFHOUSTON.COM](http://WWW.HAIREXTENSIONSOFHOUSTON.COM)

HEH To achieve your most favorite celebrity look.

### Are You Treating Your Hair Well?

Here Are The Worst Things You Should Never Do To Your Hair

Just like your skin, your hair also needs proper care in order to maintain their health, shine and volume. It is important to avoid some of the mistakes that can be detrimental.

So, what are the things you should never do?

#### Brushing Too Often

Your hair gets weak when you brush too often. Constant pull makes them prone to breakage. Not just this, excessive brushing also leads to greasy hair.

### Over-Washing Your Hair

Over-shampooing will diminish the natural oils of your scalp which help your hair look healthy and shiny.

#### Applying Conditioner From Roots To Ends

Do not apply conditioner on the roots of your hair as your scalp is naturally moisturized by the natural oils. Applying conditioner on the roots will make your hair look greasy.

Hair conditioner should always be applied to the ends.

### Washing With Extremely Hot Water

Avoid washing your hair with extremely hot water. Hot water opens the hair's cuticle causing natural oils and proteins to lose.

### Pulling Wet Hair Into A Ponytail

Your hair is more fragile when wet. Tying your hair using a rubber band will only cause more tension, causing your hair strands to break.

### Hair Care Secrets Of Celebrities

Katy Perry, an American songwriter, takes nutritious vitamins to keep her hair strong and shiny.

Emma Watson is fond of moisturizing products. She uses argon oil and coconut oil to treat dry ends.

Infographic By  
**HEH** [www.hairextensionsofhouston.com](http://www.hairextensionsofhouston.com)



# BLOGS

Detailed, engaging and keyword-rich blogs!

**HEH** 832.717.3424 REQUEST AN APPOINTMENT

ABOUT SERVICES OUR WORK BLOG CONTACT

## THE TRENDIEST, SUPER-LONG HAIR STYLES YOU NEED TO TRY

any time you refresh your Instagram feed, a new, super-hot picture of Kim Kardashian probably pops up. When's hard to miss about the reality star-turned-makeup-artist is her luscious, flowing hair.

It's not [Kardashian](#) that she has always been her fashion icon and, honestly, we totally understand why. The famous popstar has popularized the sleek, super-long hair trend for decades now we can't help but want to get in on the act.

See a look at some of the hottest long-hair styles you need to try:

### SLEEK AND SLICKED BACK

So timeless hairlike was popularized by the Kardashian-Jenner clan as one of the fashion and style statements of today-and for good reason! This sleek, almost wet look is super chic and incredibly easy!

Are you looking for a runway-ready hairstyle for an upcoming occasion, this hairstyle is a subtle change from the usual beauty news or an ideal long hairstyle you can try. It's not too difficult to keep your long hair looking away from your face, but this hairstyle is great at keeping all those pesky flyaways out of the way.

### BRAIDED UP

Anything Braided is in fashion, we agree! The braided style just a fresh twist to the classic braid is a top pick and it's no exception. There are countless braid styles for you to choose from, so go as intricate and elaborate as your heart desires.

While for you, the longer your hair, the grander your hairstyle. From French and Dutch braids to French braids and waterfall braids, there's so much you can do to build up your braid!



### SUPER-HIGH PONYTAIL

Who's on top, we think of when someone wears the word "brave"?

You guessed it: Pop, Ariana Grande, you were correct. While the songstress may have popularized this sleek hairstyle, she's not the only one rocking a sky-high ponytail. The likes of Jennifer Lopez, Zendaya, and Gigi Hadid have all sported this one hairdo at all occasions-from runway events to red carpet!

Wearing fluffy pomps is a flatterer for super-long hair and shows off your beautiful hair for everyone to see.

## MAKE YOUR LONG HAIR DREAMS COME TRUE!

you've been wanting your favorite celebrity's luscious long hair and sitting around waiting for your hair to finally grow out, now's the time for you. [Get Extensions of Houston](#) where all your dreams are reality with safe, beautiful and incredibly affordable extensions.

or experts use the [bonding hair extension](#) to attach gorgeous, natural-looking extensions that seamlessly blend into your own hair. The non-damaging application methods our experts use will leave your hair feeling healthy, light, and beautiful!

[Get a Free Consultation](#) with our licensed cosmetologist, Brandy McLeod, who'll guide you on the way and before you know it you'll be at our [Houston Hair Salon](#).

[Send Message](#) [Book Now](#) [View Our Services](#) [View Our Locations](#)

## REQUEST AN APPOINTMENT

HOURS	LOCATION	INSTAGRAM	LOCATION MAP
11:00 AM - 9:00 PM THU 9:00 - 7:00 PM FRI 9:00 AM - 9:00 PM SAT 10:00 AM - 8:00 PM SUN 10:00 AM - 8:00 PM	3033 CULLETTA ROAD, SUITE 101, HOUSTON, TX 77058 ONE OF THE LEADING HAIR EXTENSION SALONS IN HOUSTON, TX		

## Essential Things You Should Know About Your First Hairweave



### Spend More On Quality



As tempting as it may be to save some cash by getting cheap hair extensions, it's better to invest in quality.

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ABOUT SERVICES OUR WORK BLOG CONTACT

## WHAT IS BRONDE HAIR AND WHY IT'S ALL THE RAGE RIGHT NOW

right in the sunbath, blonde hair looks like a cascade of gold and brunette hair looks like a chocolate dream. But have you ever wondered what the two would look like together?

It's the year's hottest trend, blonde hair, explains just that!

In quite blonde and not exactly blonde, this hair color is the hottest color of the season and we're all raving about it already.

So how do you get it? Well, you can go to a salon or a hair salon. But if you're looking for a more natural look, you can try it at home. But if you're looking for a more dramatic look, you can go to a salon.


### WHAT IS BRONDE?

A heavenly combination of warm blonde and brilliant brunette brings you blonde hair. No matter your size or weight, this hair color is fit for all seasons and adds a touch of elegance to your wardrobe.

Featuring color in shades with blonde base colors and highlights and tips of blonde hair to frame and add definition. The natural, effortlessly breezy look can be achieved by using the popular balayage technique and is bound to leave anyone entranced.

As you're achieving the perfect blonde to blend the two colors seamlessly, instead of chunky highlights placed on strategic strands of your hair, the lighter shades of blonde are subtly melted into your natural base tones.

Not every blonde is great as that it's so incredibly versatile! The style is low-maintenance, easy to wear, and adds an interesting dimension to your hair. The effortless, sun-kissed look is definitely a winner for those of you looking for a color in that look.



It's not uncommon? Here are all the gorgeous celebrities rocking blonde hair beautifully!

### BLAKE LIVELY

see popular as Serena, the blonde blonde on *Orange Is the New Black* looks like a real shade blonde in recent years before continuingly settling into a stunning blonde. This color is the perfect shade for the super-fair, sun-kissed actress!

### JESSICA ALBA

is blonde has been rocking blonde hair as long as we can remember-and for good reason. It perfectly complements her gorgeous olive skin tone!

is medium-length, subtly blended blonde and blonde hair frame her face and give her that beauty look we all love.

### GIGI HADID

is undeniably it is stronger to this iconic hair color trend. A natural blonde, Hadid often switches up her hair by lightening or darkening the shade of her hair. One thing that remains constant, though, is the beautiful blonde hue.

is perfect blonde shade adds a golden glow to the sun-kissed model's complexion, no matter if it's hair signature look!

### GET THE LOOK

It's answer the age-old question: do blonde or brunettes really have more fun?

well, why not have the best of both worlds?

lead to one of the [best hair salons in Houston, TX](#) to give your hair a fresh new look. Hair Extensions of Houston is [located in Houston, TX](#) where you can enjoy hair care, haircuts, hair-ups, and hair styling services.

we're not all, and some extend to your hair with gorgeous, safe, non-damaging hair extensions that won't do harm to your natural hair. Our experts use the [bonding hair extension](#) to leave you with natural-looking, effortlessly chic hair.

[Book a Free Consultation](#) with our licensed cosmetologist, Brandy McLeod, and find out which color, texture, and weight will be perfect for you!

is and bring them to life in our hair salon.

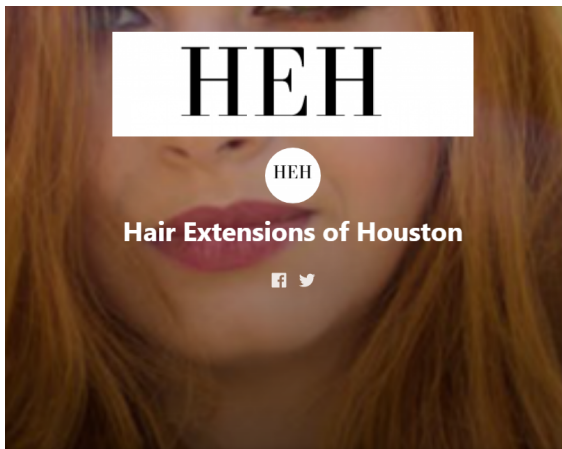
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# ARTICLES

Interesting and educational articles posted on popular third party websites!



Home

## The Best College Hairstyles for Redheads

▲ hairextensionsofhouston ■ Uncategorized ⌚ October 9, 2019 🕒 2 Minutes

One thing's for certain: *you want to make the most of your college years.*

It's the experience of a lifetime. You learn new things, meet new people, and get to know more about yourself.

You also change as a person, figuring out things you like and dislike.

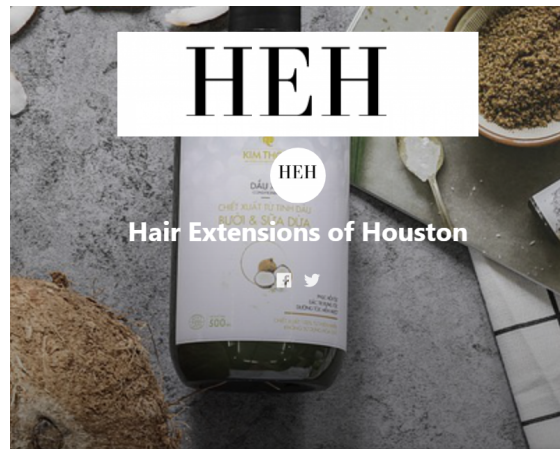
So if you're planning to change your overall style, revamp your wardrobe, and try out new hairstyles while you're in college, we say go all in!

We don't know about your taste in clothes, but we *can* help you out with your hair.

Try one of these amazing hairstyles next time you go to class:

### French Braid with Flowers

There's nothing wrong with keeping things simple. That's why a French braid is great for days when you're running late for class.



Home

## How Much Is Too Much? Take Advantage Of Hair Oils To Regain Your Lustrous Hair

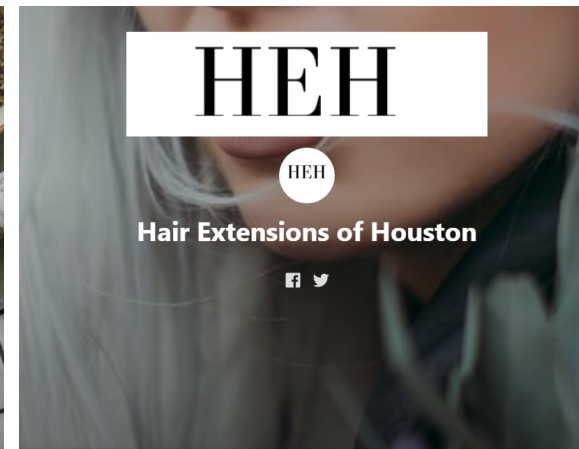
▲ hairextensionsofhouston ■ Uncategorized ⌚ March 7, 2020 🕒 2 Minutes

Applying oil to your hair as a restorative treatment may not really be a part of your usual hair routine — but it should be. It's been part of [ancient cultures as a way to hydrate and condition](#) your scalp and locks and many people around the world swear by it. If you don't know where to start, or how much to apply in what way; read on.

### What Kind of Hair Oil Should I Use?

First of all, you need to know what kind of oil you should use. We recommend using natural plant-based oils such as almond, argan, castor, avocado and more. [Finding the best oil for your hair](#) often means trial and error. For example, you may find that while coconut oil works well for some people, it doesn't suit your hair.

Without making things too difficult, here are two recommendations. For silky and fine hair, [almond oil is a good way](#) to balance out the moisture levels in your scalp and ends. On the other hand, curly hair may do better with heavier oil like argan; which will soak



Home

## Going Gray: Embrace Your Inner Silver Fox in Your 20s

▲ hairextensionsofhouston ■ Uncategorized ⌚ March 5, 2020 🕒 2 Minutes

What could be more iconic than activist and Hollywood legend [Jane Fonda striding out onto the Oscars stage](#) to present the Best Pictures award in a perfectly styled silvery-gray pixie? Not much else can compete with her, but we can certainly try!

Grey hair [emerged about five years ago](#) as a trend innovated by top designers Chanel, Jean-Paul Gaultier and Gareth Pugh. Not only did it give younger women a new look to try; it also helped [older women find acceptability](#) in mainstream fashion for their graying locks. However, there's no harm in bringing some silver fox fierceness for women in their twenties.

Here's what we think about how to make the transition:

### Ask the Experts

First, you should get a consultation with your cosmetologist to see if your hair needs any maintenance before you bleach and dye them. It's possible that your current hair might not be in the best shape. A trim or conditioning treatment may be in order.

# Hire Search Berg To Dominate SERPs!

Our targeted social media campaigns and long-form, keyword-optimized content related to customer issues is what ultimately put Hair Extensions of Houston on the map. With stronger calls-to-action and a credible local reputation, the salon now benefits from increased conversion rates like never before!

**Search Berg** provides effective SEO solutions to businesses spread across all industries. We guarantee results by improving your overall online marketing strategy.

Ready to get started? Give our SEO specialists a **call!**