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.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Keywords</th>
<th>Rank Before SEO</th>
<th>Rank After SEO</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>custom blended hair extensions Houston</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>02</td>
<td>hair extension maintenance Houston</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>03</td>
<td>premium Russian hair extensions Houston</td>
<td>N/A</td>
<td>1</td>
</tr>
<tr>
<td>04</td>
<td>safest hair extension Houston</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>05</td>
<td>premium Russian hair extensions Texas</td>
<td>N/A</td>
<td>1</td>
</tr>
<tr>
<td>06</td>
<td>original hair-loc system Houston</td>
<td>N/AvV</td>
<td>1</td>
</tr>
<tr>
<td>07</td>
<td>hair extension installation Houston</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>08</td>
<td>Hair Extensions Installation Services Houston</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>S. No.</td>
<td>Keywords</td>
<td>Rank Before SEO</td>
<td>Rank After SEO</td>
</tr>
<tr>
<td>--------</td>
<td>---------------------------------------------------</td>
<td>-----------------</td>
<td>----------------</td>
</tr>
<tr>
<td>09</td>
<td>Houston hair extensions</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>10</td>
<td>Hair Extension Services Houston</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>11</td>
<td>hair extensions for short hair Houston</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>12</td>
<td>short hair extensions Houston</td>
<td>11</td>
<td>1</td>
</tr>
<tr>
<td>13</td>
<td>Hair Extensions Installation Houston TX</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>14</td>
<td>hair extensions for short hair in Houston TX</td>
<td>N/A</td>
<td>1</td>
</tr>
<tr>
<td>15</td>
<td>non damaging hair extensions Houston</td>
<td>N/A</td>
<td>1</td>
</tr>
<tr>
<td>16</td>
<td>hair extensions Houston</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>17</td>
<td>premium hair extensions Houston</td>
<td>N/A</td>
<td>1</td>
</tr>
</tbody>
</table>

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

**Top Ranking Keyword on Google**

- **Case Study: Hair Extensions of Houston**
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.

Figure 1: Organic traffic flow to the HEH website
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.
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.

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Votes</th>
<th>% of Total</th>
<th>Users</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yelp</td>
<td>114</td>
<td>55.00%</td>
<td>173</td>
<td>55.00%</td>
</tr>
<tr>
<td>Facebook</td>
<td>35</td>
<td>20.33%</td>
<td>60</td>
<td>17.95%</td>
</tr>
<tr>
<td>Instagram</td>
<td>9</td>
<td>5.00%</td>
<td>15</td>
<td>4.51%</td>
</tr>
<tr>
<td>Quora</td>
<td>7</td>
<td>4.05%</td>
<td>11</td>
<td>3.28%</td>
</tr>
<tr>
<td>Twitter</td>
<td>5</td>
<td>1.75%</td>
<td>8</td>
<td>2.38%</td>
</tr>
<tr>
<td>Reddit</td>
<td>5</td>
<td>1.75%</td>
<td>8</td>
<td>2.38%</td>
</tr>
<tr>
<td>YouTube</td>
<td>2</td>
<td>1.18%</td>
<td>3</td>
<td>0.88%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>1</td>
<td>0.58%</td>
<td>1</td>
<td>0.30%</td>
</tr>
</tbody>
</table>

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](image-url)
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!
Detailed, engaging and keyword-rich blogs!
ARTICLES

Interesting and educational articles posted on popular third party websites!

The Best College Hairstyles for Redheads

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.

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

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, avocados 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

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

What could be more iconic than actress and Hollywood legend Jane Fonda striking out onto the Oscars stage to present the Best Picture award in a perfectly styled silver-gray pixie? Not much else can compete with her, but we can certainly try!

Gray hair emerged about five years ago as a trend initiated 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 acceptance 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 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.
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!