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Local Visibility Benchmarks and Best Practices

✓ **Understand how the beauty industry is doing**

✓ **Find growth opportunities for your locations**

✓ **Get ideas on how to improve your processes**

Our experts analyzed the performance of 1,000+ locations across dozens of beauty franchise brands on **social**, **reviews**, and **search** platforms. Through this analysis, we determined how the industry is doing and enriched it with the benchmarks in the directories.

We also identified top brands in online visibility results and discovered insights about their secret sauce. This information can help you gain new ideas on how to achieve or even **surpass your desired goals**.

Franchise marketers are constantly on the hunt for the best strategies to make their franchisees #1 in their respective markets, improve their omni-channel presence and customer experience, and become a leading brand in the industry. The challenge is, in today's digital world, customer journeys are complex and involve multiple touchpoints with business listings, ads, apps, and websites. With competition at an all-time high, it's crucial to ensure that every channel is taken care of, including top-of-the-funnel channels like **search**, **reviews**, and **social media**.

Why are these channels important? Organic **local search** is cost-effective, builds credibility, and can provide long-term benefits for businesses. It helps attract more local customers by providing information about the business' physical location. While paid search can be effective in the short term, organic local search is crucial for long-term success.

📈**According to Google, 76% of people who conduct a local search on their smartphone visit a business within 24 hours, and 28% of those searches result in a purchase.**

Online reputation and reviews are vital because they can affect how people view a business and whether they want to use its services or not. Positive reviews can increase trust, while negative ones can turn customers away. Additionally, online reputation affects the ranking of local locations in search engines.

📈**With 82% of consumers reading online reviews during a local search, an excellent online reputation can help businesses stand out and increase customer loyalty, sales, and revenue.**

Social media marketing, in its turn, might not generate tangible outcomes like revenue and sales over less quantifiable metrics. However, studies show businesses with strong social media presence see revenue and loyalty growth. Community building, engagement with customers, and getting attention in the channels where people spend most of their time online — these are the opportunities to stay top of mind in the industry.

📈**78% of small businesses generate at least a quarter of their new customers through social media. Social media also leads to increased website traffic and sales, with 75% of consumers making purchases from seeing social media ads.**

Franchisees are at the forefront of franchise business with local customers, and making sure they are competitive in all channels is essential. To build a successful omni-channel strategy for their online visibility, it's important to implement a system that will help:

1) understand the current performance of franchisees,
2) show how they compare to industry standards and benchmarks in specific channels
3) set goals for their improvement and track the outcomes of initiatives..

Note that visibility benchmarks are just one piece of the puzzle in building successful local marketing strategies and playbooks. With this report, we want to help you complete the picture.

PromoRepublic's Proprietary AI, Product & Local Marketing Analytics Teams

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Assess your strengths and growth potential: Beauty industry average vs. outstanding results

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	METRIC	STATE OF THE INDUSTRY	OUTSTANDING IN THE CHANNEL
SEARCH	Google Business Profile Completeness	68.5%	95%
	Local Organic Rank	23.5	1-3 positions
	Yelp Business Profile Completeness	84%	95%
	Yelp Local Rank	18.2	1-3 positions
	Yelp Claimed	89.3%	100%
REVIEWS	GBP Total reviews	148.5	60+ for every year
	GBP Average rating	4.5	4.8
	GBP Last reviews, days	15	<6
	GBP Response rate	35%	100%
	Yelp Total reviews	29.5	12+ per year
	Yelp Average rating	3.7	4.8
	Yelp Response rate	23.5%	100%
SOCIAL	Posts per week, Facebook	2.75	4.5
	Posts per week, Instagram	5.2 (8 stories)	7 (9 stories)
	Average post engagement per post, Instagram	3.2	5
	Average engagement per post, Facebook	0.5	3

QUICK HINT 1:
More complete and consistent information on GBP is associated with higher rankings and a higher share on the first page of desktop and mobile maps. Complete first step toward higher rankings by filling in all possible fields in GBP.

QUICK HINT 2:
Generating more new reviews and promptly responding to them might be an opportunity to outperform competitors and be chosen by new customers. Additionally, a stream of fresh reviews will positively impact your ranking.

QUICK HINT 3:
Post consistently and with creativity. Plan engaging campaigns every quarter to boost engagement and attract more followers. Don't underestimate the power of user-generated content (UGC) in expanding your online presence.

What is the secret sauce for achieving exceptional online visibility that helps go above and beyond?

Search	Reviews	Social
Monitor and track major metrics across all locations		

Search

- Complete the maximum information and attributes for GBPs, and reply to reviews and questions using relevant keywords.

- Map and simplify the customer journey, so the customer doesn't need to do more than 3 clicks to reach the conversion goal.

- Audit and improve your mobile-optimized presence and customer experience with a mobile-friendly website, and effective local search for mobile.

- Add links to mobile apps , make sure your GBPs have clear CTAs, localize CTAs based on your local community's specifics.

- Post regular updates and news in GBP profiles to increase your credibility, engagement, profile completeness, and local ranking.

Reviews

- Get at least 3 new reviews on Google per month by incentivizing customers to leave reviews.

- Respond to all customer reviews, including negative ones and especially those from local guides. Work with franchisees to develop a strategy for addressing negative reviews. This can include responding promptly and professionally, offering a solution to the customer's complaint, and demonstrating a commitment to improving the customer experience.

- Encourage customers to leave detailed reviews with images and larger text, particularly local guides.

- Track and improve the reply rate; customers expect a brand to respond in the first 24 hours.

- Set KPIs for franchisees to ensure a great customer experience and its positive impact on online reputation.

Social

- Focus on the "social" part of social media, aim to lead and engage local communities, and create content for and with your customers.

- Experiment with new social media features and formats such as Instagram Reels or TikTok to keep your content fresh and engaging.

- Collaborate with other businesses or influencers in your industry to expand your reach and build relationships.

- Engage with your followers by responding to comments and messages promptly and actively seek conversations and feedback.

- Leverage user-generated content, such as customer reviews, testimonials, and photos, to demonstrate social proof and build trust with your audience.

Top Beauty Brands with Outstanding Local Visibility Results
Across Search, Reviews, and Social

We explored the factors that contribute to the online success of top beauty brands including emerging and established franchises.

By analyzing their winning strategies, we provided actionable insights to help you improve your own online visibility and reach your business goals.

Whether you're striving to achieve your dream numbers or surpass them, we equip you with the knowledge and tools to succeed in the competitive digital landscape.

Beauty and Wellness Franchises

More than 100 Locations

Perspire Sauna Studio
Subcategory - Infrared Sauna Studios
Established in 2010

100% Chiropractic
Subcategory - Chiropractic Care and Wellness Center
Established in 2004

Hammer & Nails
Subcategory - Male Grooming Salons
Established in 2013

Woodhouse Spas
Subcategory - Day Spas
Established in 2001

Pigtails & Crewcuts
Subcategory - Kids Hair Salons
Established in 2004

Radiant Waxing
Subcategory - Waxing Salons
Established in 2010

Spavia
Subcategory - Day Spas
Established in 2005

Less than 100 Locations

Hand and Stone Massage and Facial Spa
Subcategory - massage, facial and hair removal services
Established in 2004

Amazing Lash Studio
Subcategory - Lash Studios
Established in 2010

Waxing the City
Subcategory - waxing Salons
Established in 2003

Sharkey's Cuts for Kids
Subcategory - Kids Hair Salons
Established in 2002

Cookie Cutters Haircuts for Kids
Subcategory - Kids Hair Salons
Established in 1994

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Methodology

Geo: US

Sample: 1,000 locations were selected from a database of brands (Hair Salons, Nail Salons, Day Spas, Weight Loss Centers, Medical Spas, Tanning Salons, Eyebrow and Lash Bars, Healthcare services) that have more than 20 locations in their chain. Sample base is representative according to population distribution by state. Data is collected during Q2 2023.

Data collection and processing:

- Search metrics are collected using Places Scout.
- Reputation data is based on review data on Google.
- Social data is scraped from locations' activity on their Facebook and Instagram pages.
- Score calculation and Benchmark rates are based on the PromoRepublic methodology.

Definition of Key Metrics

Search

- Profile Completeness is the percentage of GBP completion that identifies how many attribute fields are fulfilled for each location
- Share in 3-Pack is the percentage of locations that have positions 1–3 in search result

Reputation

- Total Reviews per Location is the number of total reviews on Google for the entire period of the account's existence.
- Last Reviews, Days is how many days have passed since the last review on Google
- Average Rating is location's star rating that appears under company name in Google Business Profile. Star ratings on Google are powered by consumer reviews.
- Response Rate, % is percentage of client reviews that a location responded to.
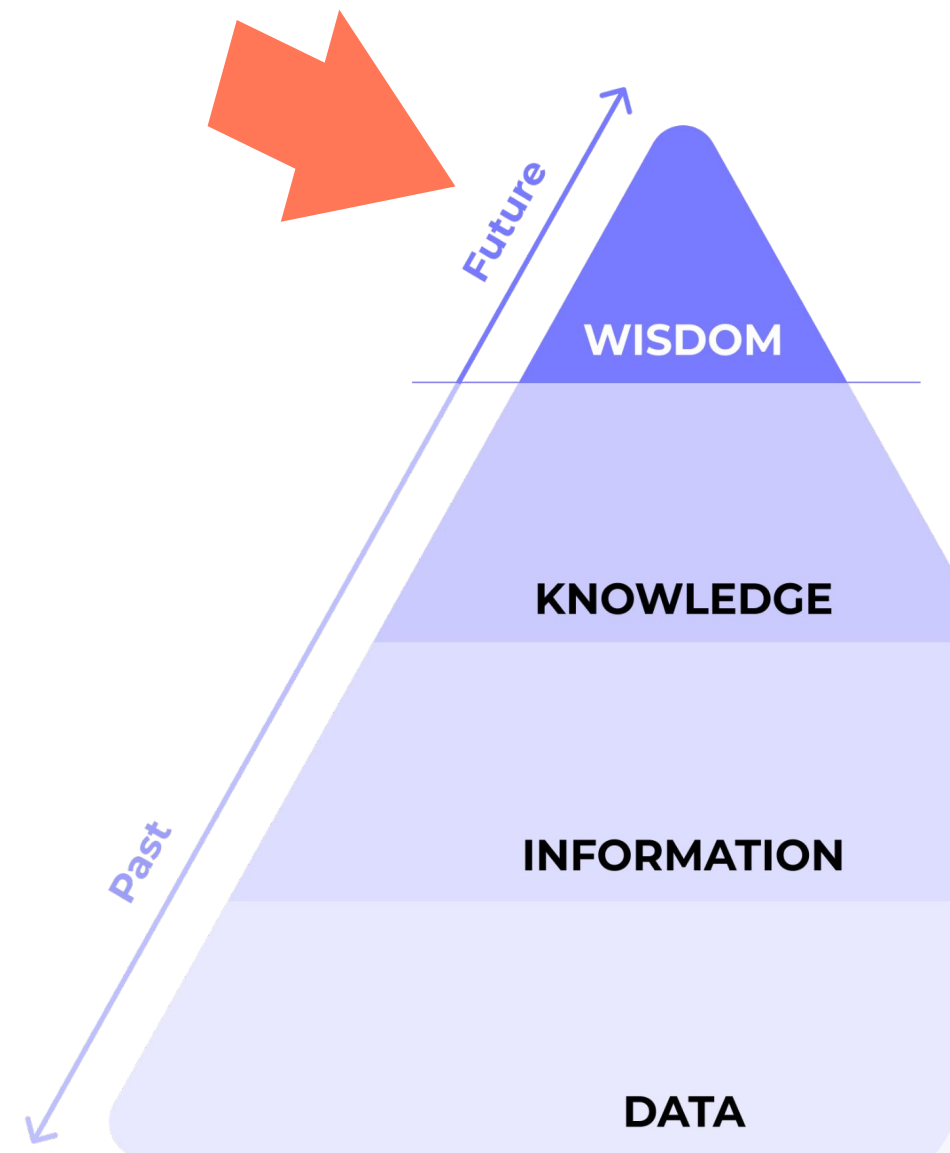
Social

- Weekly Posts is the number of posts published by locations per 1 week.
- Engagement is the number of any actions someone takes on Facebook or Instagram Page per one post. The most common examples are likes, comments, and shares.

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But just having the data is not enough.

To make sense out of data, it's important to process it into actions.

Strive for wisdom, insights, and **data intelligence** for effective local marketing strategies.

Future

Past

WISDOM

KNOWLEDGE

INFORMATION

DATA

Get free suggestions for your **selected locations** to simplify the way you get insights from your data.
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Do you want to transform your data into actions? Find new opportunities with a free Local Visibility Report for your locations 🎁

PromoRepublic technology will gather and analyze data across your locations, compare your scores to industry and benchmarks in the channel, and highlight opportunities for your growth and marketing strategy.

	Low		Medium		High	
	0%	20%	40%	60%	80%	100%
Google						
Average Rating					4.2 4.3	4.8
Avg Monthly Reviews		1.9		6.8		10
Last review, days	73.3	8.7				3
Response Rate, %			40% 46%			100%
Response Time, days				1.5 1.2		1
Yelp						
Average Rating				3.3 3.6		4.8
Avg Monthly Reviews		0.4	1.1			2
Response Rate, %		0.21	0.6			100%

● Your metrics ● State of industry ● Benchmarks