

Barbershop website + Google checklist — get found and get booked in 2026

This is the checklist I run when I take on a UK barbershop. It is built around one hard truth: for a local business like yours, the website is only half the job. The other half — usually the bigger half — is your Google Business Profile, the free listing that decides whether you show up in Maps and the local pack when someone nearby searches "barber near me". Get that right and a plain, fast website does the rest.

A GUIDE FOR UK OPERATORS

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Audience

UK barbershops and independent barbers.

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01 The checklist at a glance

#	ITEM	LIVES UNDER
1	Google Business Profile claimed and verified	Google Business Profile
2	Primary category set to "Barber shop"	Google Business Profile
3	Opening hours exact, with holiday hours set	Google Business Profile
4	Services listed with prices	Google Business Profile
5	Real photos of the shop, team, and cuts	Google Business Profile
6	Posts published regularly	Google Business Profile
7	Messaging and booking link connected	Google Business Profile
8	You ask happy clients for a review in-chair	Reviews
9	Every review answered — good and bad	Reviews
10	Zero bought or fake reviews	Reviews
11	Online booking available 24/7	Booking
12	Deposit or card-on-file for no-show protection	Booking
13	Cancellation window stated in plain words	Booking
14	Booking calendar synced to staff devices	Booking
15	Site is mobile-first and fast on 4G	Website
16	Click-to-call phone number on every page	Website
17	Name, address, phone consistent and crawlable	Website
18	Services and prices on the site, not just an image	Website
19	Real photos, not stock	Website
20	Map and booking embedded on the page	Website
21	NAP matches across every directory	Local SEO
22	LocalBusiness structured data on the site	Local SEO

02 Google Business Profile — your biggest lever

If you do one thing from this guide, do this. For a barbershop, the Google Business Profile (the free Maps/Search listing) tends to send more new clients than the website itself. Most people searching "barber near me" decide from the listing — the stars, the photos, the hours — before they ever click through to a site.

2.1 Claim and verify the profile

Search your shop name on Google. If a listing exists that you do not control, claim it at **business.google.com**. If none exists, create one. Then verify it — by video, postcard, or phone, depending on what Google offers you. An unverified profile can be edited by the public and will not rank properly.

2.2 Set the right categories

Set your **primary category to "Barber shop"**. This single field tells Google what you are and is one of the strongest ranking signals you control. Add secondary categories only if they are genuinely true (for example "Hair salon" if you also do salon work). Do not stuff categories you do not serve.

2.3 Opening hours — exact, with holidays

Wrong hours are the fastest way to lose a walk-in and earn a one-star "they were closed". Set your regular hours precisely, and set **special hours for bank holidays and Christmas** ahead of time. Google surfaces holiday hours prominently, and a profile that gets them right looks open and reliable.

2.4 Services with prices

Use the Services section to list what you do — skin fade, beard trim, hot-towel shave, kids' cut — with a price against each. Clients filter on price before they book, and a listing that answers "how much" tends to convert better than one that makes people phone to ask.

2.5 Photos

Add real photos: the shopfront (so people recognise it from the street), the inside, the team, and your actual work. Refresh them now and then. Good, current photos make a profile feel busy and trustworthy in a way an empty one never will.

2.6 Posts

The Posts feature lets you publish short updates — a new barber joining, a quiet-Tuesday offer, holiday hours. They show on your profile and signal an active, looked-after business. A profile that posts now and then reads as a shop that is open and paying attention.

2.7 Messaging and booking link

Turn on messaging if you can answer it promptly — an unanswered chat is worse than none. Connect your booking link so clients can go from the listing straight into your booking system. The fewer taps

between "found you" and "booked", the more bookings you keep.

03 Reviews — what actually moves you up

Reviews do two jobs. They are a ranking signal — quantity, recency, and rating all feed how Google decides who shows in the local pack — and they are social proof that turns a profile view into a walk-in. For a barbershop, reviews are the single biggest thing you can grow over time.

3.1 Ask in the chair — without being pushy

The best moment to ask is when the client is looking at a cut they are happy with. A short, honest line works: "If you are pleased with that, a quick Google review really helps the shop." A small QR code on the mirror or the till that opens your review form removes the friction. Do not nag, do not offer a discount for it — incentivised reviews break Google's policy.

3.2 Respond to every review

Reply to the good ones with a genuine thank-you. Reply to the bad ones calmly, briefly, and without arguing — a measured reply to a one-star tells the next reader far more than the complaint does. Responding to everything signals an owner who cares, and that pattern of replies is itself good for the profile.

3.3 Never buy fake reviews

Bought, swapped, or fake reviews are against Google's policy and the UK rules on misleading consumers. Google detects and removes them, and a profile caught gaming reviews can be penalised or suspended. It is not worth it. Earn them in the chair instead — it is slower and it lasts.

04 Online booking + deposits

A barbershop that only takes bookings by phone loses the client who is deciding at 11pm. Online booking that is open 24/7 catches that demand. The other half of the job is cutting no-shows, and the lever there is taking a deposit or holding a card.

4.1 Cut no-shows with deposits and a cancellation window

A no-show is an empty chair you cannot resell at short notice. Many shops find that taking a small deposit at booking, or holding a card on file, reduces them sharply — people who have put money down tend to turn up. Pair it with a clear cancellation window (say 24 hours' notice for a full refund) so the policy is fair and enforceable.

4.2 Named tools, described neutrally

These are real UK-relevant booking tools. Each works differently; pick on fit, not hype.

TOOL	MODEL IN PLAIN TERMS
Booksy	Barber/salon marketplace plus booking; clients can discover you in the app as well as book direct
Fresha	Booking and payments for salons and barbers; subscription-light, charges sit mostly on payments and new-client bookings
Squire	Built specifically for barbershops; booking, payments, and shop management in one
Setmore	General appointment booking with a free tier; calendar, reminders, payments
Acuity Scheduling	Flexible scheduling (Squarespace-owned); strong on custom intake, deposits, and calendar sync

I am not quoting prices because they change and several use a payment-cut model rather than a flat fee. Check the current terms on each tool's own site before you commit.

4.3 State the policy clearly

Whatever you choose, write the deposit and cancellation policy in plain words at the point of booking and on the site. "£5 deposit, refundable with 24 hours' notice" is clear. A buried policy that surprises someone at the chair causes the dispute you were trying to avoid.

4.4 Sync the calendar

The booking system must sync to whatever the barbers actually look at — phone calendars, the shop iPad, Google Calendar. A booking that does not appear in front of the person holding the clippers is a double-booking waiting to happen.

05 The website itself

The website's job is narrower than people think: confirm you are real, show the work and the prices, and get the client into the booking flow. Build it for the phone, because that is where almost every barber search happens.

5.1 Mobile-first and fast on 4G

Assume a phone on a patchy connection, not a desktop on fibre. Compress the images, keep the scripts light, and test it on an actual phone away from your wifi. A slow site loses people before the first cut photo loads.

5.2 Click-to-call on every page

The phone number is a `tel:` link so one tap dials it. Put it in the header on every page. A surprising number of clients still prefer to ring — do not make them copy a number out.

5.3 NAP consistent and crawlable

Your **Name, Address, and Phone** must appear as real text on the site (commonly in the footer), spelled and formatted identically to your Google profile. Not baked into an image — Google has to be able to read it. Inconsistent NAP between your site and your listings confuses Google and can hold your ranking back.

5.4 Services and prices as text

List services and prices as actual text on a page, not as a photo of a price list. Text can be read by Google and by screen readers; a JPEG of your prices cannot, and it ages badly the day you change a price.

5.5 Real photos, not stock

Use your own shop, your own team, your own cuts. Stock photos of a generic barber read as fake to anyone who has seen them on ten other sites. Real photos are the cheapest trust you can buy.

5.6 Embedded map and booking

Embed a map so people can see exactly where you are and tap for directions, and embed (or prominently link) your booking system so the path from "this looks good" to "booked" is one screen, not three.

5.7 Simple navigation

A barbershop site needs maybe four things: home, services and prices, book, contact. Resist the urge to add more. Every extra menu item is one more decision between a visitor and a booking.

06 Local SEO basics

Local SEO is mostly about being consistent and being clearly local. You are not competing with the whole internet — you are competing with the other shops in your town. A few fundamentals do most of the work.

6.1 NAP consistency across directories

Your Name, Address, and Phone should match — exactly — across your website, your Google profile, and every directory you appear in (Yell, Apple Maps, Bing Places, Facebook, and any barber directories). Old addresses and abbreviations that differ from listing to listing send mixed signals to Google. Pick one canonical format and make everything agree with it.

6.2 A page per location

If you run more than one shop, give each its own page with its own address, hours, map, and phone number — and its own Google Business Profile. One blended "our shops" page makes it hard for Google to rank either location for its own town.

6.3 Local keywords used naturally

Use the words people actually search — "barber in Leeds", "skin fade Croydon" — in your page titles, headings, and copy, but write for a human. Naming your town and your services plainly is enough. Repeating "best barber Leeds barber Leeds" over and over is keyword-stuffing, and it reads as spam to people and to Google.

6.4 Structured data for local business

Add **LocalBusiness structured data** (schema.org markup) to the site. It is a small block of machine-readable code that hands Google your name, address, phone, hours, and price range in a format it can trust. It does not guarantee a ranking, but it helps Google understand the business and can support richer search results.

07 What I do NOT do — the anti-checklist

A few opinionated negatives. These are positions I take when I am the one building the shop's presence.

- **I do not buy reviews or write fake ones.** It breaks Google's policy and UK consumer law, Google removes them, and a flagged profile can be suspended. Reviews get earned in the chair.
- **I do not keyword-stuff the business name.** Your Google profile name should be your real shop name — not "Jim's Barbers | Best Barber Croydon | Skin Fade Beard Trim". Fake name embellishment is against Google's guidelines and gets reported by competitors.
- **I do not buy cheap directory spam.** Bulk "submit your site to 500 directories" packages add junk citations with inconsistent NAP and do more harm than good. A handful of real, correct listings beats hundreds of bad ones.
- **I do not over-build the booking.** If a shop has two chairs and a steady regular trade, a clean booking link beats a heavyweight system nobody on the team wants to manage. Match the tool to the shop.
- **I do not use auto-playing audio or video.** It eats mobile data, it surprises someone sitting in a quiet waiting area, and it slows the page. If video earns its place, it loads muted and on a tap.

08 Sources + further reading

- Google Business Profile Help — set-up, verification, categories, hours, services · support.google.com/business
- Google — Prohibited and restricted content for reviews and profiles · support.google.com/contributionpolicy
- Google Search Central — Local Business structured data · developers.google.com/search/docs/appearance/structured-data/local-business

- [schema.org](https://schema.org/LocalBusiness) — LocalBusiness type reference · schema.org/LocalBusiness
 - Booksy · booksy.com
 - Fresha · fresha.com
 - Squire · getsquire.com
 - Setmore · setmore.com
 - Acuity Scheduling · acuityscheduling.com
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A note on the long-form version

This is the v1.0 edition. The long-form version (planned for late 2026) will include worked examples — a real shop's Google profile before and after, the review-request QR setup I use, and the LocalBusiness schema block I drop onto barber sites. If you want to be told when it ships, message me at [ukwebmarketing.com](mailto:hello@ukwebmarketing.com) — same person who wrote this.