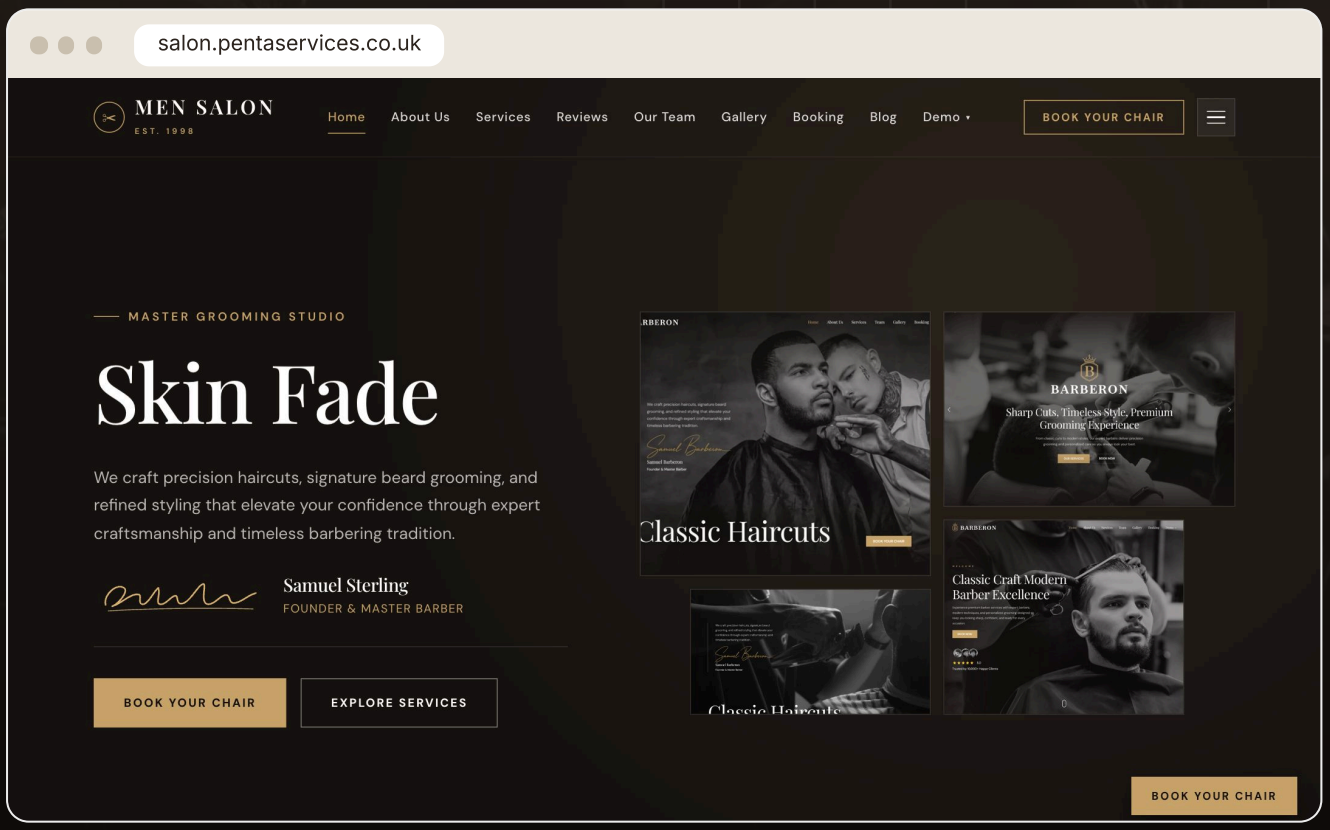
penta
SERVICES

WEBSITE GUIDE FOR BARBERSHOPS AND MEN'S SALONS

A website that fills *your chairs*, not just your feed.

Our ready-made website for barbershops, men's salons and grooming studios: what it contains, how every page works, and how it turns people searching for a barber into booked appointments.



For barbers, men's salons and grooming studios

Live preview: salon.pentaservices.co.uk

Penta Services · November 2026

1 · AT A GLANCE

Clients choose a barber *on their phone.*

Most new clients find a barber by searching "barber near me", looking at photos and reviews, and booking whoever makes it easy. A shop with no website, or only a social page, loses those clients to the shop down the road.

What clients do before booking

- Search "barber near me" or "skin fade [city]"
- Look at photos of real cuts and the shop
- Check prices, reviews and opening hours
- Book or call straight from the phone

What this website gives you

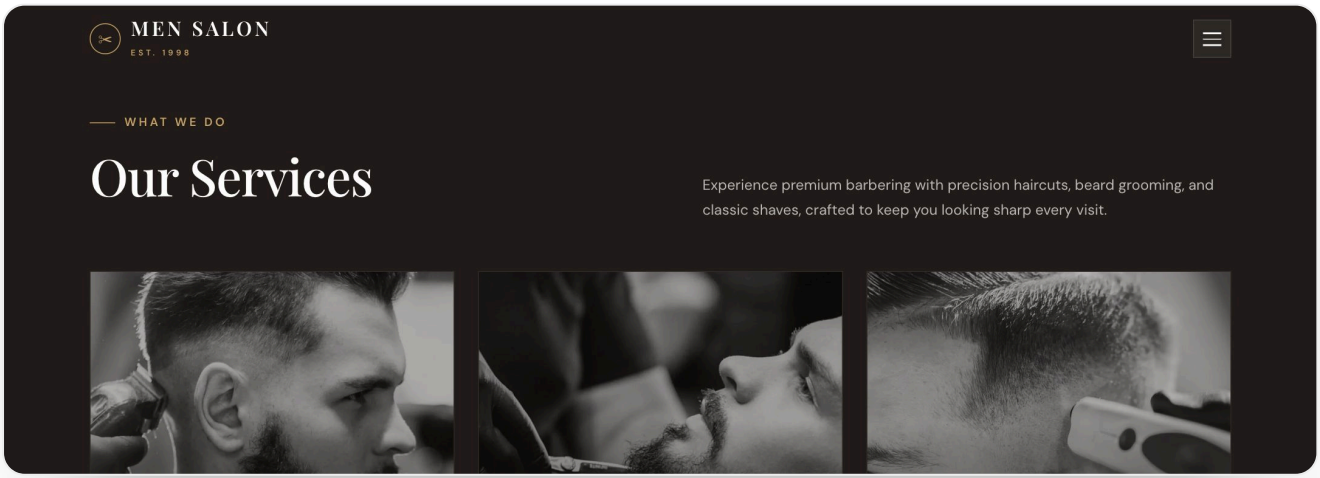
- A premium look that matches the experience in your chair
- A clear service menu with prices
- Online booking with barber, date and time
- Gallery, reviews and a blog that build trust and rankings

13
Ready pages, from home to blog

5
Homepage styles to choose from

24/7
Booking requests, even when the shop is closed

1 tap
To book or call from a phone



CONTENTS

What's *in this guide*

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TRY THE LIVE DEMO

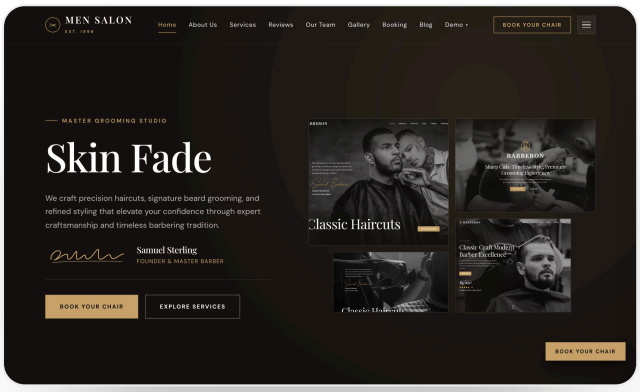
salon.pentaservices.co.uk

Open the demo on your phone and computer: it is a real working website, not a picture. Try the five homepage styles, the service menu, the gallery and the booking form.

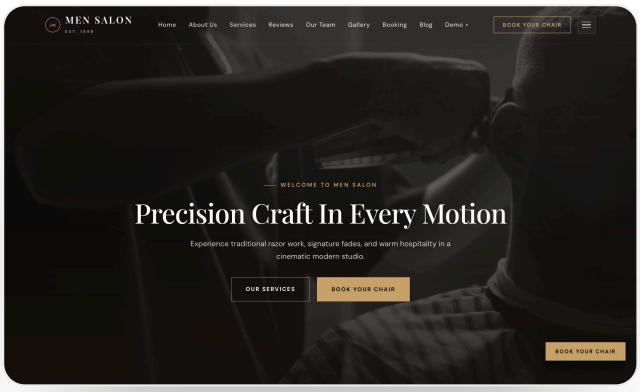
2 · FIVE HOMEPAGE STYLES

Pick the first impression *that fits your shop*

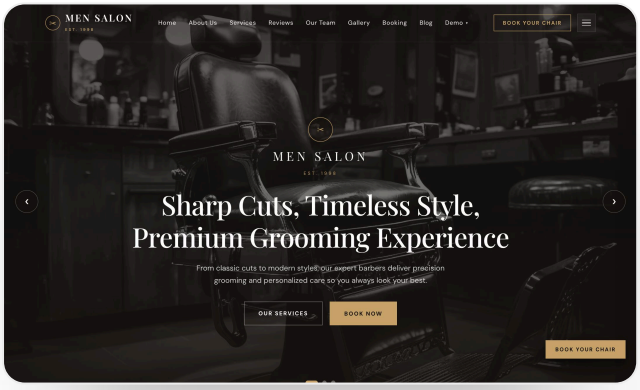
The website comes with five homepage styles. All of them share the same pages and booking engine; only the opening screen changes.



Classic: photo collage with a rotating title (Classic Haircuts, Beard Trim, Skin Fade)



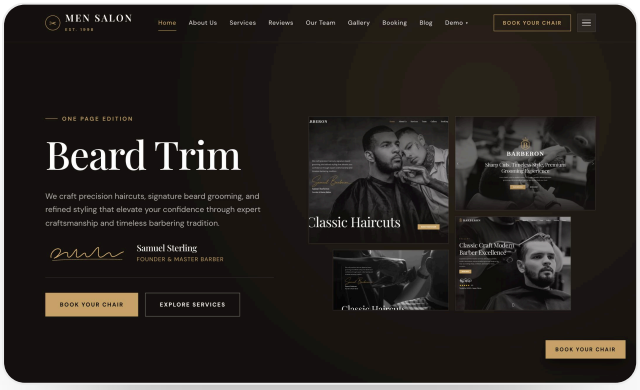
Video: a full-screen film of your barbers at work



Slider: three full-screen photos with their own headlines



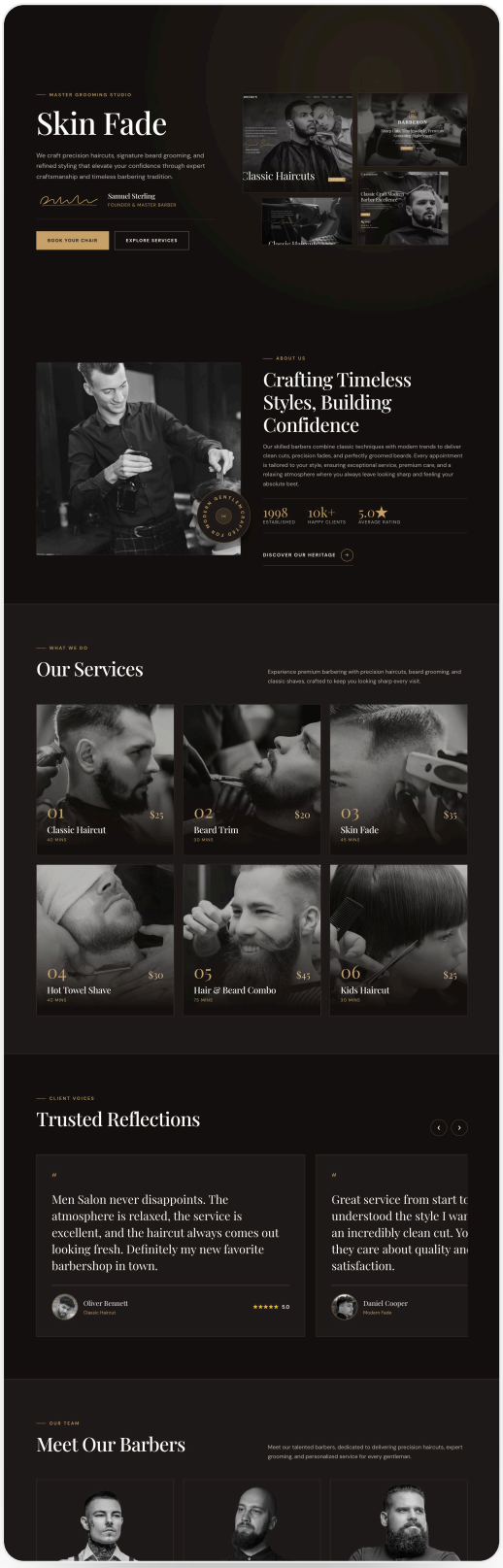
Image: one strong photo with your 5.0 rating badge



ONE-PAGE EDITION

Everything on a single scrolling page with smooth jumps between sections: ideal for a new shop or a pop-up that wants one simple link to share.

One page that answers *every first question*



1. **Hero with a clear call to action**
   Your best work on screen with "Book your chair" and "Explore services" buttons, visible in five seconds.

2. **Your story**
   Who you are, years in the trade and a signature, with key numbers: year founded, happy clients and your rating.

3. **Service menu**
   Six signature services with photos and prices, each linking to booking.

4. **Client reviews**
   A carousel of testimonials with names and star ratings.

5. **Meet the barbers**
   Each barber with photo, role and speciality.

6. **Find us**
   Address, phone and a map, with a button to plan the visit.

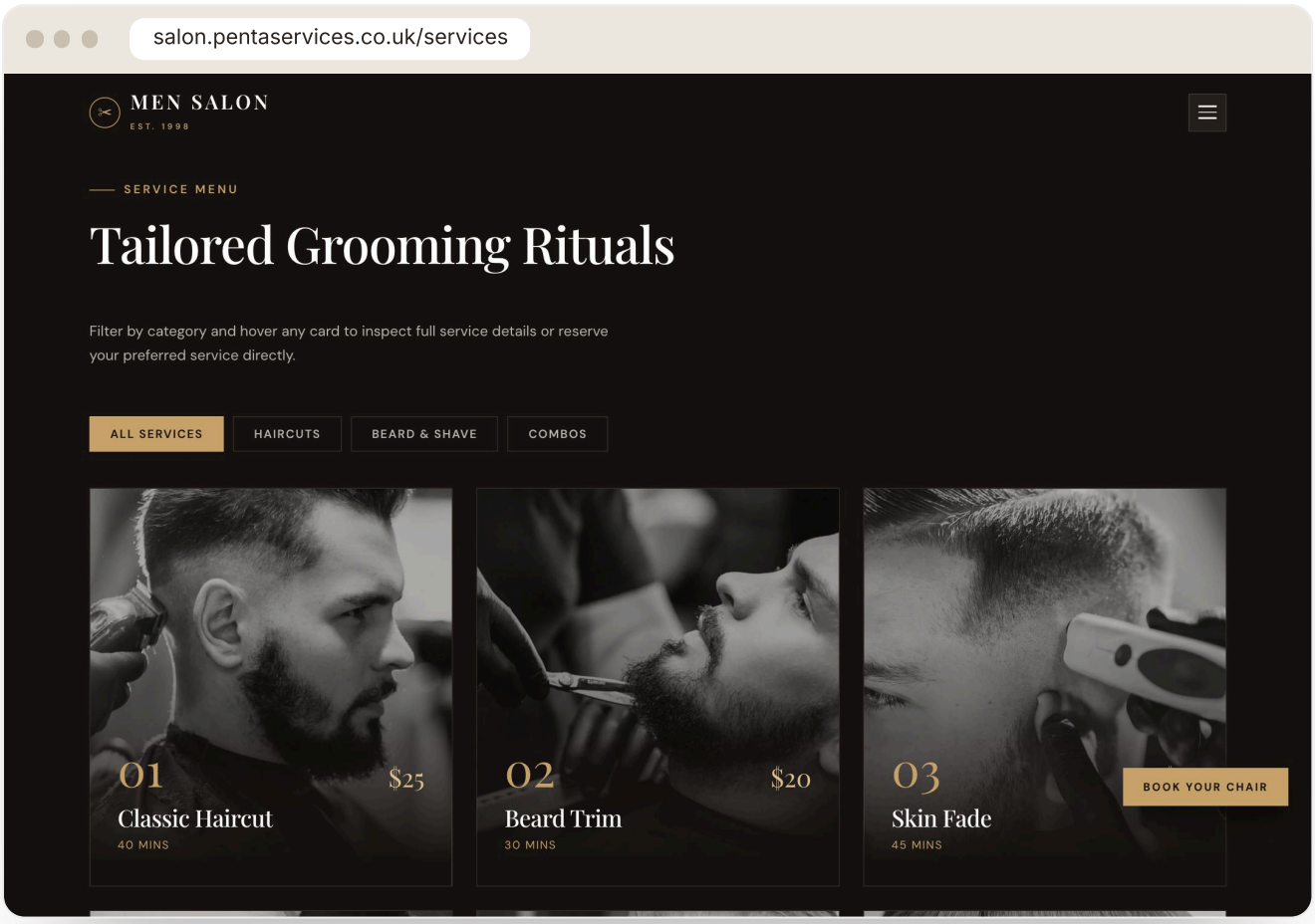
7. **Booking form**
   Name, service, barber, date and time slot, next to your opening hours.

8. **Footer**
   Links, contact details, social media and a newsletter sign-up.

4 · SERVICE MENU

A menu that sells *every service*

Each service has its own photo, number, name, price and duration. Clients filter by category (haircuts, beard and shave, combos) and book any service in one click.



- Filter tabs: All, Haircuts, Beard & Shave, Combos
- Hover reveal with service details
- "Book" on every service goes straight to the booking form
- Prices and services easy to change at any time

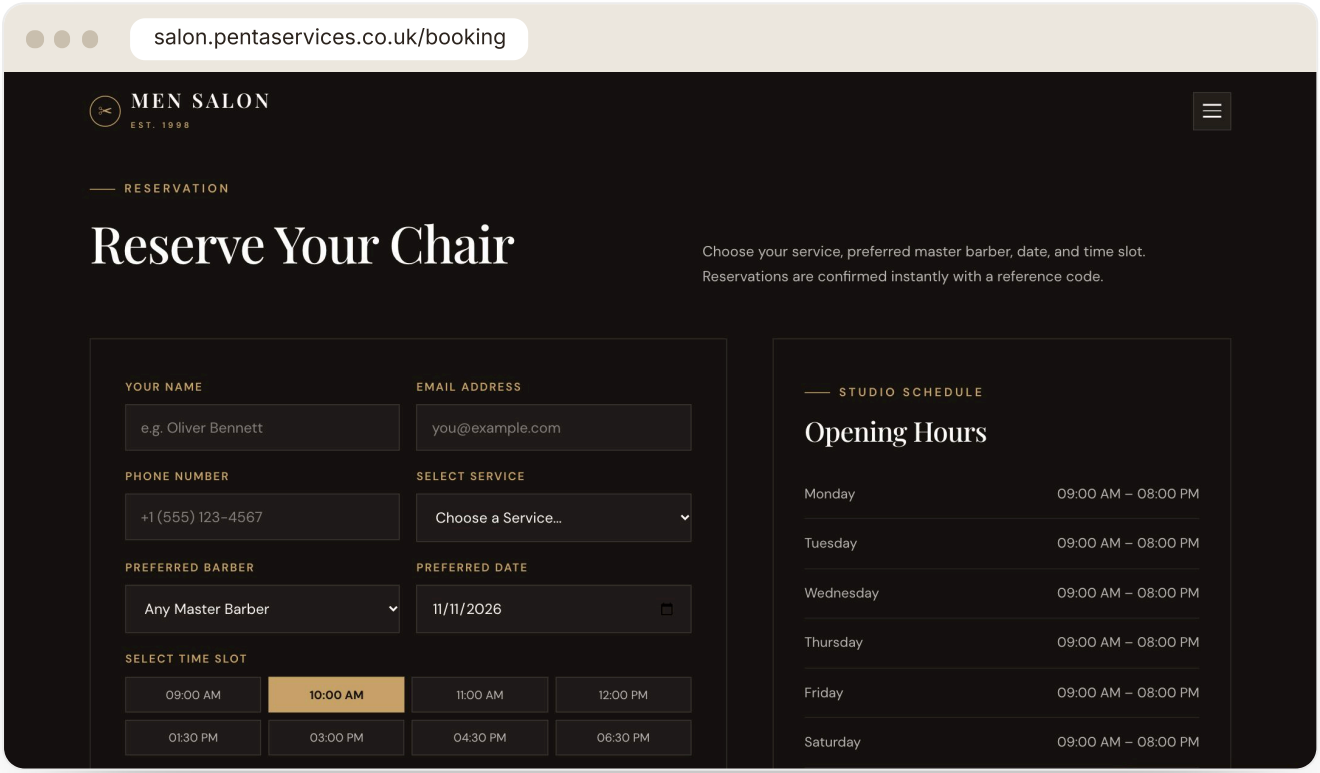
WHY IT MATTERS

Clear prices remove the biggest reason people hesitate. Combos and add-ons shown next to the basics raise the value of every visit.

5 · ONLINE BOOKING

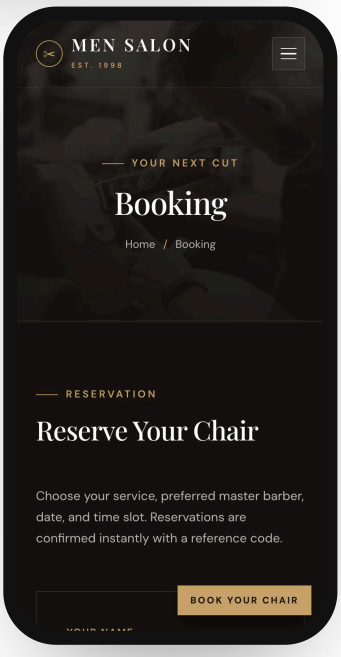
Book a chair
in under a minute

The client enters their name and contact, picks a service, a barber (or "any barber"), a date and a time slot, and adds a note. Sunday is marked as closed automatically, and opening hours sit right beside the form.



How it works for your shop

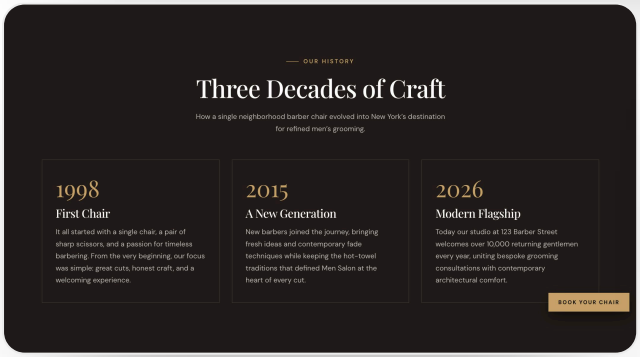
- Time-slot picker with your own days and hours
- Closed days blocked automatically
- Booking from any service or barber profile, pre-filled
- Requests reach you by email or WhatsApp
- On request: connect Fresha, Booksy, Square or Google Calendar for live availability and deposits



Your barbers *and your story*

People book people. Every barber gets a profile with photo, title, years of experience and speciality, with a hover photo swap and a "Book with" button that pre-selects them in the booking form.





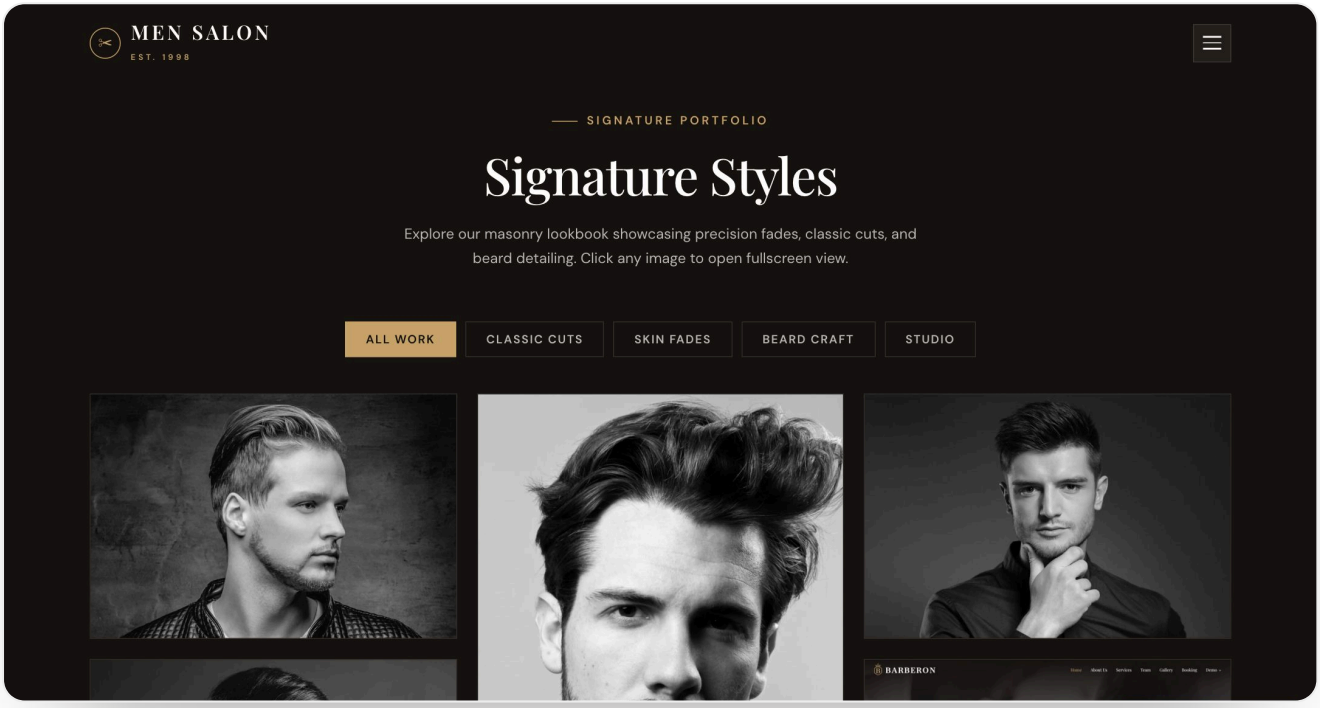
About page: your history as a timeline (founded, new generation, today).

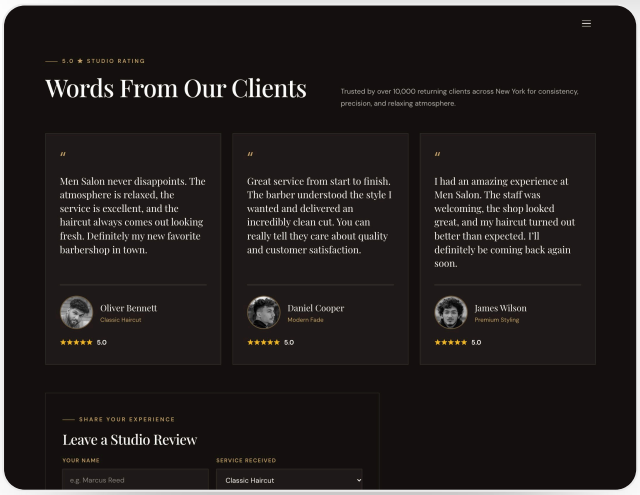


Your philosophy, a rotating badge and a signature.

Show the work.
Let clients talk.

A lookbook of your best cuts in a masonry layout, filterable by style (classic cuts, fades, beard craft, studio). Any photo opens full screen with arrows and keyboard navigation.



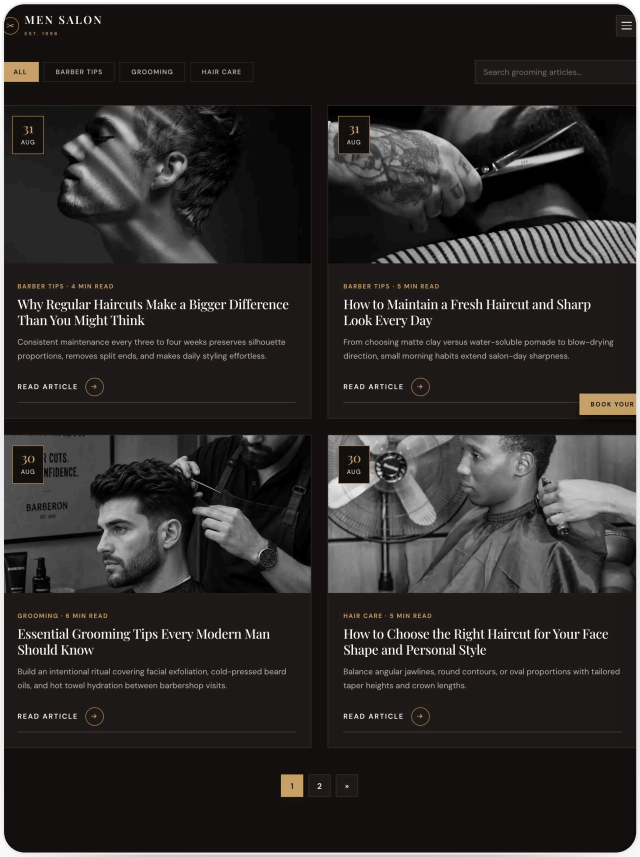


Reviews page

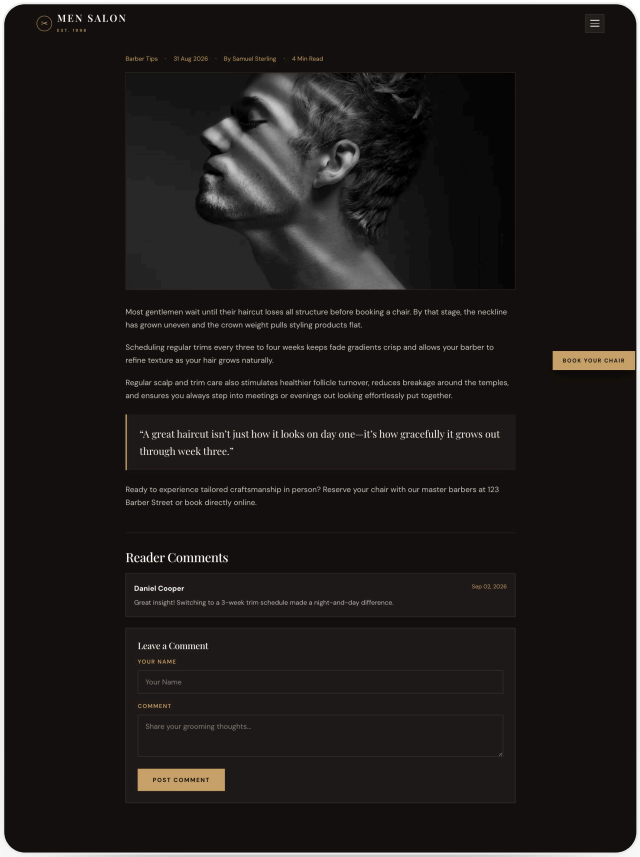
- Testimonials with name, service and star rating
- A "Leave a review" form for happy clients
- Space to show your Google rating and reviews

A blog that brings *new clients from Google*

Articles answer the questions clients search for ("how often should I get a haircut", "which cut suits my face shape"). The journal has live search, category tabs and pagination; every article has a large photo, a pull quote and a comments section.



Journal: search, categories and pagination.



Article page with quote and reader comments.

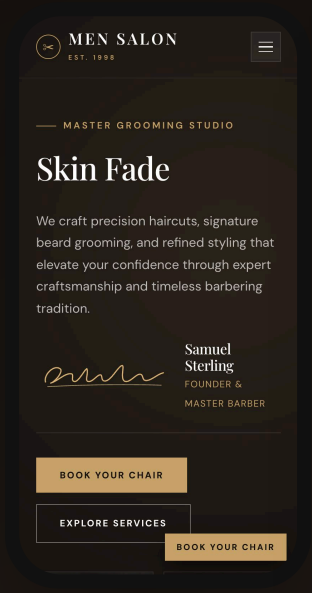
WHY IT MATTERS

Useful articles rank on Google and get quoted by ChatGPT and other AI assistants. Each one ends with a booking button, so readers become clients.

9 · MOBILE

Designed for the *phone first*

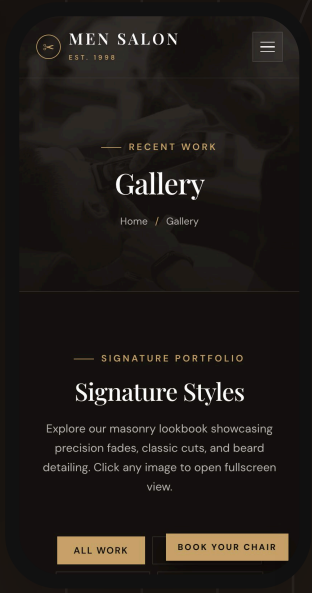
Most clients find and book a barber on their smartphone. Every page is built for the small screen: readable text, large buttons, a full-screen menu and booking one tap away.



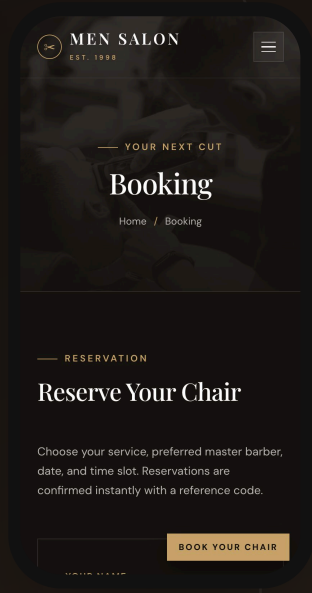
Home



Services



Gallery



Booking

Book from anywhere
"Book your chair" is always within reach of the thumb.

Fast on 4G
Light pages and modern WebP images that open quickly.

Tap to call or map
Phone number and directions work in one tap.

Your look. Found on Google, *Maps and AI assistants.*

The demo uses a dark espresso and brushed-gold style. We change the logo, colours, fonts, photos and copy to match your shop, or design a new brand for you.

SEO: Google and Maps

- A page for each service and area ("skin fade Manchester")
- Titles, descriptions and HairSalon / BarberShop structured data
- Google Business Profile set up and linked
- Fast pages with strong Core Web Vitals

GEO: AI search

- Clear answers that ChatGPT, Gemini and Perplexity can quote
- Consistent facts: address, hours, services and prices
- FAQ and journal articles written for real questions
- Access allowed for AI crawlers, with an llms.txt file

Searches the website is built around

barber near me · skin fade [city] · beard trim [city] · hot towel shave · men's haircut prices · kids haircut [city] · best barber [area] · walk-in barber open now

NO GUARANTEES, JUST GOOD WORK

We don't promise rankings. We build the site the way search engines and AI assistants prefer, and track your progress every month.

11 · ALL INCLUDED

Domain, hosting and email: *we take care of it all*

The website arrives complete and ready to use. You never have to deal with anything technical.

Domain INCLUDED
A free .com, .net or .org domain with yearly billing, or we connect the one you already have.

Fast, secure hosting INCLUDED
Reliable servers, SSL certificate (https) and regular backups.

Business email INCLUDED
Mailboxes on your own domain (e.g. hello@yourname.com).

Updates and support
We keep the site updated and secure, and make your changes for you.

Google Business Profile
Your Google Maps listing set up and connected to the website.

Privacy and cookies
Privacy notice and cookie consent for your country (UK/EU GDPR and more).

Ready Site price

Setup
US$0 · £0
Delivered faster than a custom build

Monthly
US$29 · £24
Hosting, SSL and business email included

Pay yearly
2 months free
10 × the monthly fee, plus a free domain

Ready Site prices for the Business Website package, November 2026. Prices in EUR, AED, PKR and other currencies on pentaservices.co.uk. 12-month minimum term from go-live.

What we need *and what we do*

What we need from you

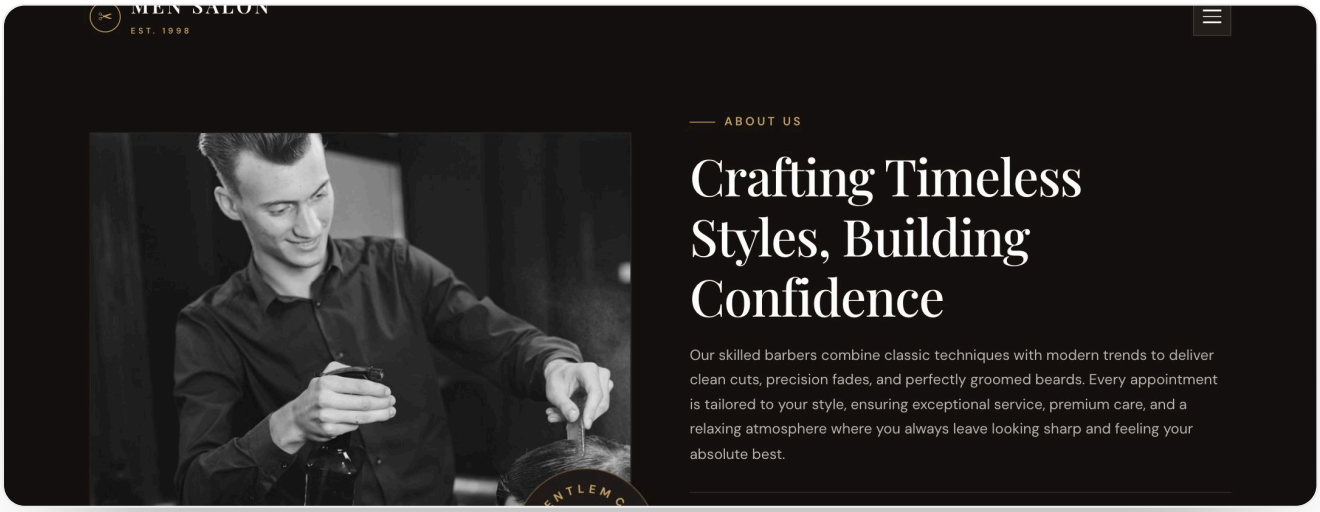
- Logo and colours, if you have them (otherwise we design them)
- Shop name, address, phone, email and opening hours
- Your services and prices
- Your barbers: names, specialities and photos
- Photos of your work and the shop
- Your current domain, or we register one

What we do

- Adapt the design, colours and copy to your shop
- Write and optimise every page for Google and AI search
- Set up domain, hosting, email and SSL
- Connect booking requests to your email and WhatsApp
- Create and optimise your Google Business Profile
- Show you how to update prices and photos yourself

TAILORED TO YOU

One shop or several branches, five services or fifty: we shape the website around how you work. Want online payments, deposits or a booking app such as Fresha or Booksy? We connect it.



NEXT STEPS

Want this website for *your shop?*

1. **See the demo**
   Open **salon.pentaservices.co.uk** on your phone and computer. Try every page, the menus and the forms.

2. **Talk to us**
   Message us on WhatsApp or email: we show you the site and answer every question, with no obligation.

3. **Send us your details**
   Logo, services and prices, barbers, photos and opening hours. We turn the demo into your website.

4. **Approve and go live**
   You get a private preview link, approve it, and the site goes live on your domain.

Contact us about your barbershop website

info@pentaservices.co.uk

WhatsApp / phone: **+44 7735 544911**

pentaservices.co.uk · Live demo: salon.pentaservices.co.uk

penta SERVICES

Penta Services: websites, apps, SEO and GEO, hosting. 15+ years across 50+ business sectors. Offices in London, Italy and Pakistan.

Your cuts are sharp. Your website should be too.