

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Nail Salon

Business Objective: Sell a service

Funnel: Google Search

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Women teens to 55 years old

2. Where are they now?

- a. Searched nail salons in Lisbon on google.
 - Level 3 market awareness—» they know they have to get their nails done. They know that they can get them done at a salon, they don't know about your salon
 - Market sophistication Level 2 or 3—» nail salons are
 - Current state—» Feeling insecure about their appearance, not going out to much because of that insecurity, asking every friend they have where do they get their nails done
 - Dream state—» Happy, high ego, feeling good about themselves, going public places where they can show off, showing their friends their nails.
 - Levels:
 - Desire—» 8/10 The market is actively searching on google to buy new nails. They have a high desire for nails

-Belief—»9/10 They believe in the idea that getting their nails done will improve their confidence, they most likely made their nails done till now on other salon, they've seen beautiful nails on social media and want them for themselves.

Trust—» 7/10 the top player that is being analysed transmits a good level of trust.

They have a lot of 5 stars reviews on google search. The reviews say they are good professionals.

3.What do I want them to do?

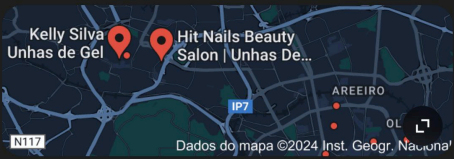
- I want them to find my website high on google search
- i want them to click on the link with the intention to find out more about us.
- after they are done looking at the website i want them to book a session to get their nails done

4.What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- **i want them to click on the link with the intention to find out more about us**
 1. they need to find the website high in google search (if a website is found higher on google search it gets more attention since it shows up instantly in their faces and the market downs have to search/scroll to find it.
 2. they need do see 4,5 or 5 stars on the general evaluation so the levels of trust go higher (seeing high ratings on google means the market is already satisfied with the business, the trust levels increase when seeing other costumers are satisfied)
 3. they need to see good images showing the nails the salon does (showcasing the dream state will make their levels of desire increase).
 4. they need to see the CTA that links them to the website, r
- **After they are done looking at the website i want them to book a session to get their nails done**
 1. i need them to see a big image showing the nails done (**increase desire**)
 2. short bio telling little bit about the brand (**increase trust**)
 3. they need to see a google 5 star certificate (**increase trust**)
 4. that need to see the variety of work they do at the salon. (hand nails, feet nails, eyelashes) (**increase desire**)
 5. they need to see a text telling more about the owner which is also the main worker.(**increase trust**)
 6. they need to see the big "book your session now" button, it needs to contrast from everything else and it need to have good placement so when you open the website is the first thing that catches their eyes.

Resultados para Lisboa · Escolher área

Empresas



Kelly Silva
Unhas de Gel

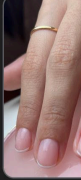


Hit Nails Beauty
Salon | Unhas De...

AREIRO

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Dados do mapa ©2024 Inst. Geogr. Naciona

Patrocinado



Michele Furtado Nails and Beauty
5,0 ★★★★★ (140) · Salão de Unhas
128 Rua São José
Aberto · Fecha às 19:00
Michele Furtado Nail & Beauty - Alongamento de unhas artísticas avançadas (esmaltação em gel,...

Ligar Direções Website

MICHELE FURTADO BEAUTY

AGENDAMENTOS

Conheça
NOSSO SALÃO

Um novo conceito, um espaço preparado especialmente para você, que preza pela qualidade e responsabilidade do embelezamento facial e técnicas em unhas.

5 STAR
Google
REVIEWS
COMPANY

MICHELE FURTADO BEAUTY

AGENDAMENTOS

Com 8 anos de experiência na área da beleza, somos especializados na Manicure Combinada Perfeita, além de oferecer serviços de pestanas e micropigmentação. Prezamos pela qualidade e satisfação do nosso cliente com centenas de avaliações e 5 estrelas.

Nossos
SERVIÇOS



MICHELE FURTADO BEAUTY

AGENDAMENTOS

Manicure/Nails
TRADICIONAL, MANUTENÇÃO, VERNIZ GEL




Pedicure
TRADICIONAL, MANUTENÇÃO, VERNIZ GEL

MICHELE FURTADO BEAUTY

AGENDAMENTOS

Pedicure
TRADICIONAL, MANUTENÇÃO, VERNIZ GEL



Pestanas e micropigmentação
MICROBLADING, MICROPIGMENTAÇÃO, SHADOW, LIFT

MICHELE FURTADO BEAUTY

AGENDAMENTOS

Michele
FURTADO

Com oito anos de experiência na área da beleza, Michele Furtado é especializada em 'Manicure Combinada Perfeita', além de oferecer serviços de pestanas e micropigmentação. Atualmente, ela é CEO do Studio Michele Furtado Beauty, situado em uma localização privilegiada em Lisboa. Michele é certificada em extensões de unhas acrílicas e gel, mas sua especialização está na técnica de manicure combinada, na qual foi certificada pelos melhores instrutores da área e atua também como instrutora.

