Local SEO Practice Project

Bloom Beauty Studio — Indiranagar, Bengaluru

Project type: Fictional business case study
Role: Local SEO trainee
Objective: Create a plan to improve local search visibility and help potential customers discover the salon.

1. Business Overview

Business name: Bloom Beauty Studio
Business type: Beauty salon
Target location: Indiranagar, Bengaluru, Karnataka
Primary services:

- Haircut and styling
- Facial treatments
- Bridal makeup

Note: This is a fictional business created for learning purposes.

2. Target Audience

- Residents looking for a nearby beauty salon
- Customers seeking haircuts and styling
- People comparing facial treatments
- Brides looking for makeup services in Bengaluru

3. Keyword Research

Target keyword	Search intent	Target page
beauty salon in Indiranagar	Find a nearby salon	Homepage
haircut and styling in Indiranagar	Find a hair service	Hair services page
facial in Indiranagar	Find a facial service	Facial services page
bridal makeup artist in Indiranagar	Compare or book makeup services	Bridal makeup page

These are initial keyword ideas. Search volume and keyword difficulty have not been verified.

4. Google Business Profile Plan

Proposed primary category: Beauty salon, subject to category availability and the real business's main activity.

Possible additional category: Hair salon, if appropriate and available.

Information to prepare for a real business:

- Accurate business name and eligible address or service area
- Correct phone number and website
- Opening hours
- Genuine business photographs
- Actual services and prices, where supported
- Verification by the business owner

No Google Business Profile has been created for this fictional business.

5. Website Optimisation Plan

- Create a clear homepage describing the salon and its location.
- Add individual pages for hair services, facials and bridal makeup.
- Include relevant local keywords naturally in page titles, headings and content.
- Display accurate contact information and opening hours.
- Add useful internal links between service pages.
- Ensure the website works well on mobile devices.

6. Reviews and Local Reputation

For a real business:

- Ask genuine customers for honest reviews.
- Respond professionally to positive and negative feedback.
- Never buy reviews or offer incentives in exchange for positive reviews.
- Use customer feedback to identify service improvements.

7. Local Citations and Business Information

Identify relevant, reputable directories and local listings. Ensure the real business's name, address and phone number are consistent wherever listed. Do not create listings using invented contact details.

8. Measurement Plan

If the real business has the necessary tools and permissions, monitor:

- Google Business Profile views and customer interactions
- Website clicks and contact enquiries
- Calls and direction requests, where available
- Organic search impressions and clicks through Google Search Console
- Changes in relevant local search visibility

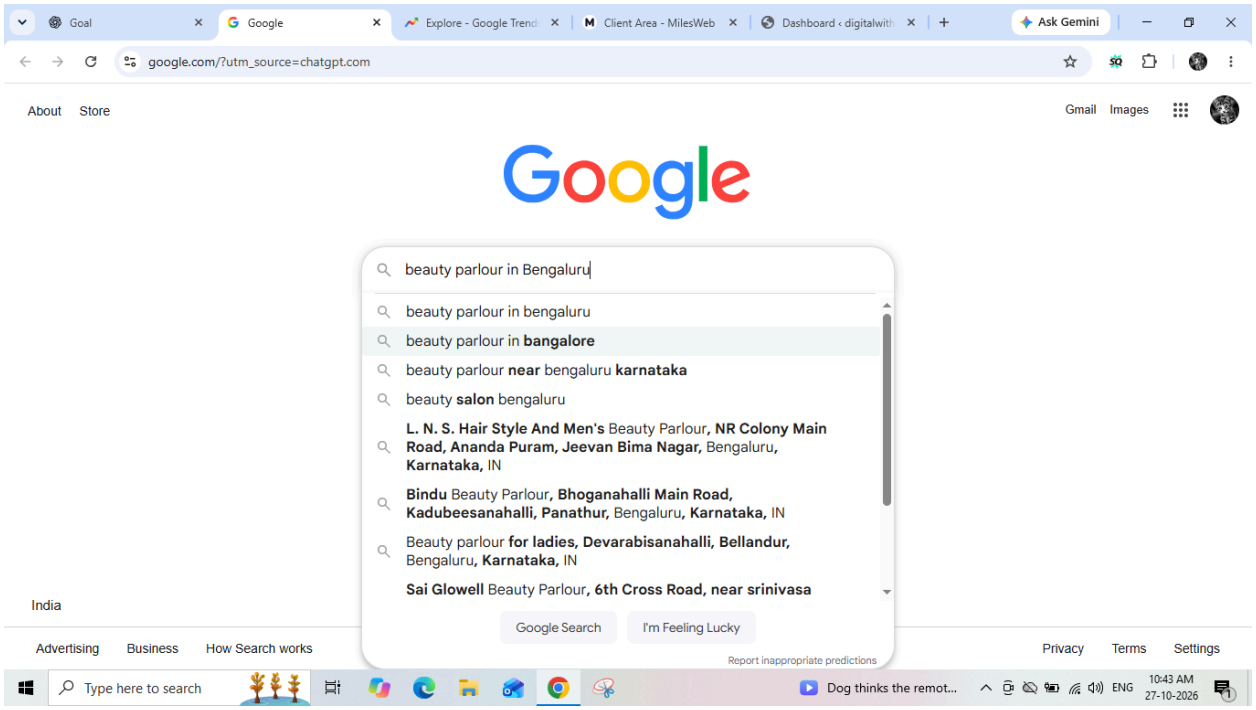
9. Success Criteria

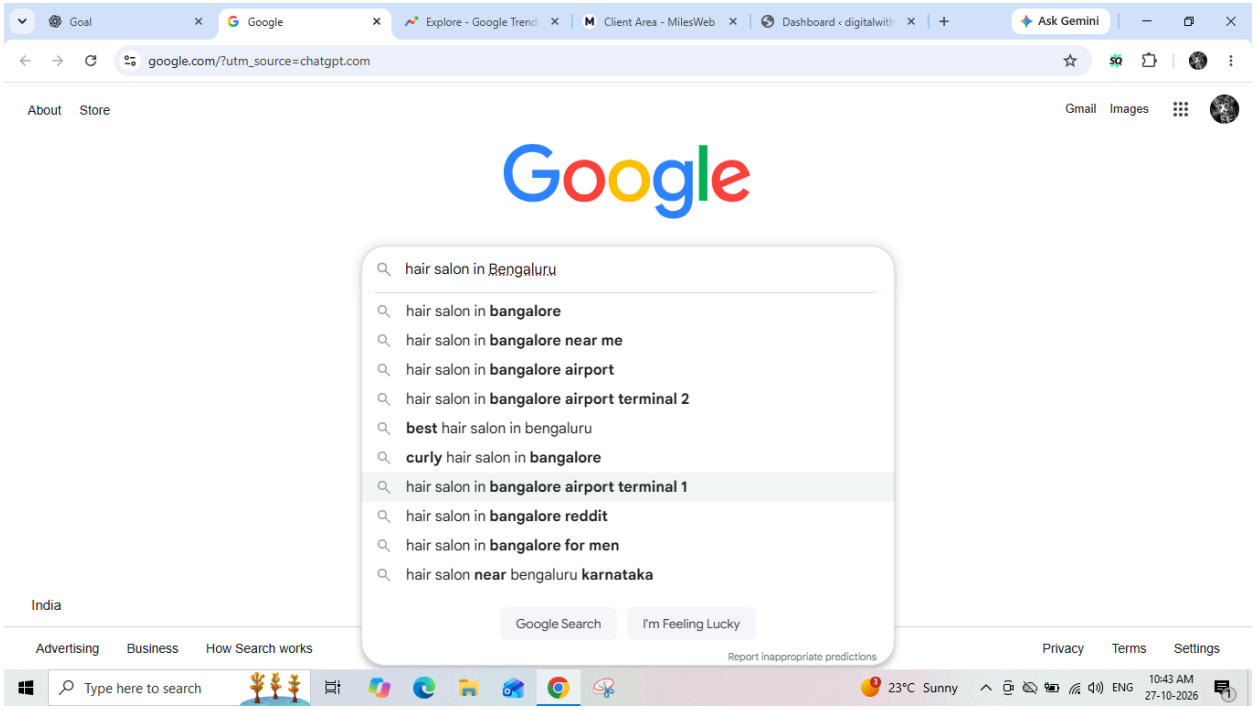
Establish a baseline before making changes. Review performance periodically and compare results over time. Do not claim ranking improvements or customer growth without evidence.

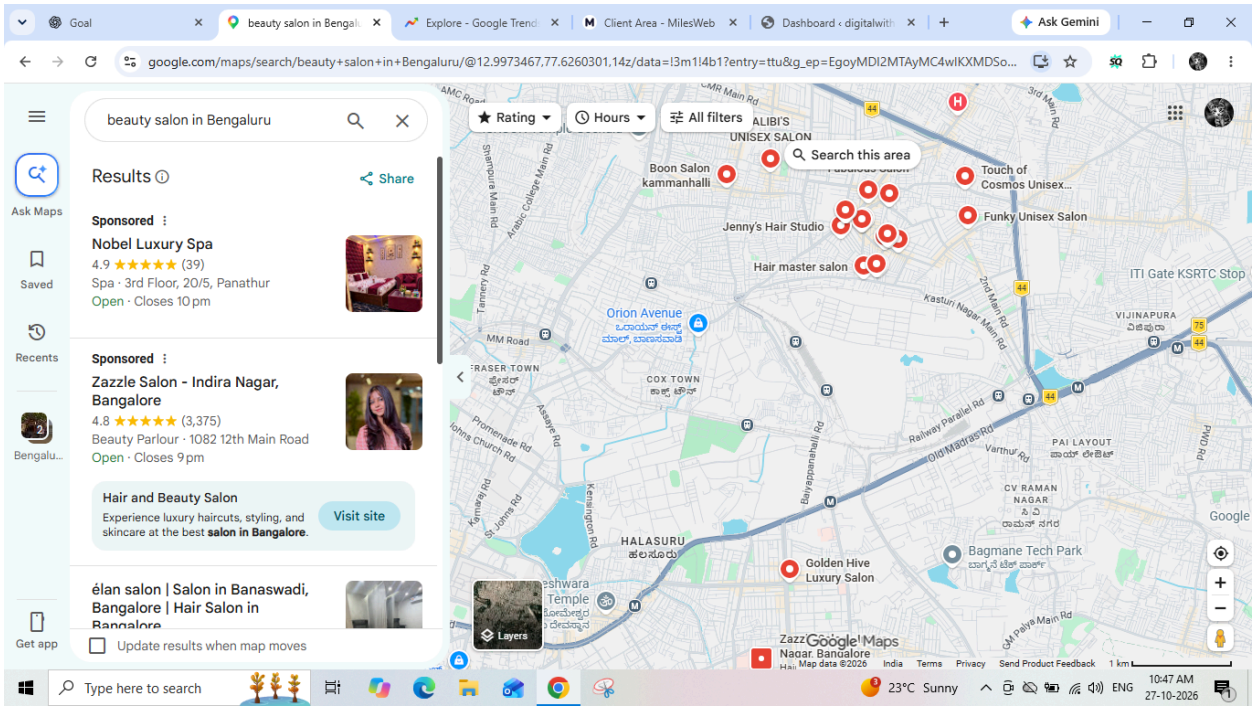
10. Project Summary

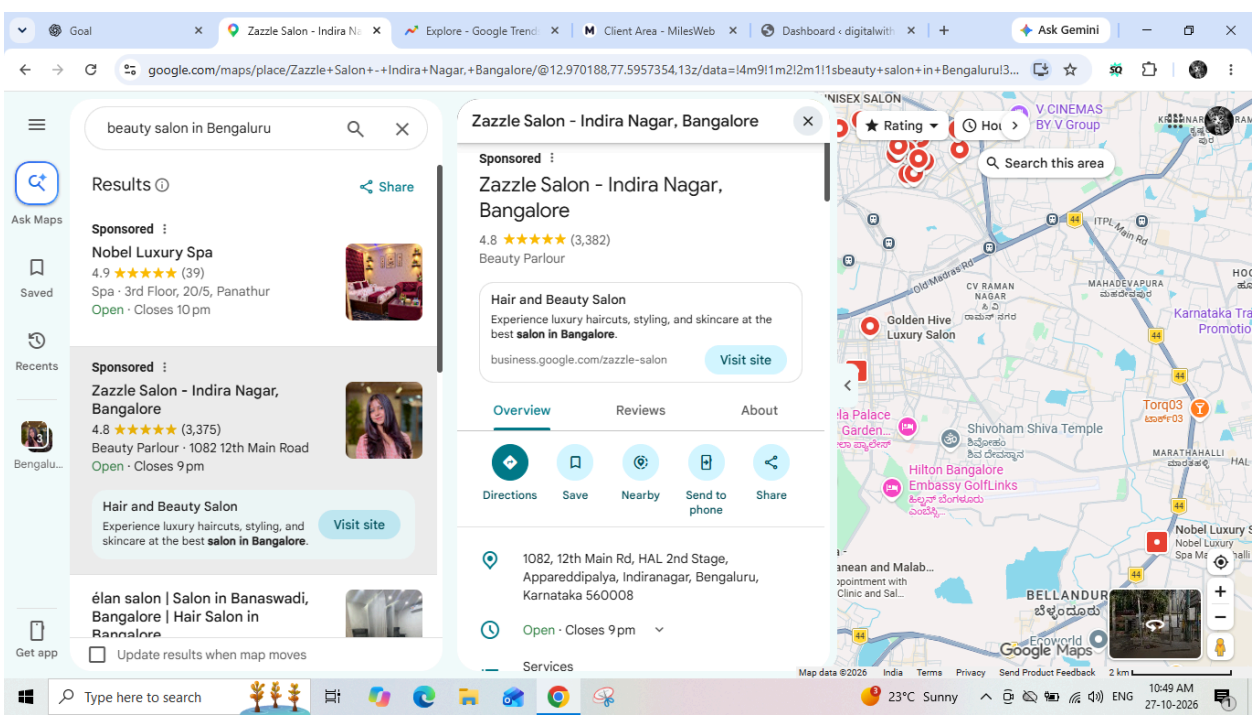
This project demonstrates a practical understanding of local keyword research, business category selection, service-page planning, review management, local citations and performance measurement.

Project status: Planning exercise completed; implementation and results not yet measured.


Goal
Google
Explore - Google Trend
Client Area - MilesWeb
Dashboard ‹ digitalwith
Ask Gemini
google.com/?utm_source=chatgpt.com
About
Store
Gmail
Images
Google
beauty parlour in Bengaluru
beauty parlour in bengaluru
beauty parlour in bangalore
beauty parlour near bengaluru karnataka
beauty salon bengaluru
L. N. S. Hair Style And Men's Beauty Parlour, NR Colony Main Road, Ananda Puram, Jeevan Bima Nagar, Bengaluru, Karnataka, IN
Bindu Beauty Parlour, Bhoganahalli Main Road, Kadubeesanahalli, Panathur, Bengaluru, Karnataka, IN
Beauty parlour for ladies, Devarabisanahalli, Bellandur, Bengaluru, Karnataka, IN
Sai Glowell Beauty Parlour, 6th Cross Road, near srinivasa
Google Search
I'm Feeling Lucky
Report inappropriate predictions
India
Advertising
Business
How Search works
Privacy
Terms
Settings
Type here to search
Dog thinks the remot...
ENG
10:43 AM
27-10-2026


Goal
Google
Explore - Google Trend
Client Area - MilesWeb
Dashboard ‹ digitalwith
Ask Gemini
google.com/?utm_source=chatgpt.com
About
Store
Gmail
Images
Google
hair salon in Bengaluru
hair salon in bangalore
hair salon in bangalore near me
hair salon in bangalore airport
hair salon in bangalore airport terminal 2
best hair salon in bengaluru
curly hair salon in bangalore
hair salon in bangalore airport terminal 1
hair salon in bangalore reddit
hair salon in bangalore for men
hair salon near bengaluru karnataka
Google Search
I'm Feeling Lucky
Report inappropriate predictions
India
Advertising
Business
How Search works
Privacy
Terms
Settings
Type here to search
23°C Sunny
ENG
10:43 AM
27-10-2026


beauty salon in Bengaluru
Results
Share
Sponsored
Nobel Luxury Spa
4.9 ★★★★★ (39)
Spa · 3rd Floor, 20/5, Panathur
Open · Closes 10 pm
Sponsored
Zazzle Salon - Indira Nagar, Bangalore
4.8 ★★★★★ (3,375)
Beauty Parlour · 1082 12th Main Road
Open · Closes 9 pm
Hair and Beauty Salon
Experience luxury haircuts, styling, and skincare at the best salon in Bangalore.
Visit site
élan salon | Salon in Banaswadi, Bangalore | Hair Salon in
Update results when map moves
Ask Maps
Saved
Recents
Get app
Rating
Hours
All filters
Search this area
Boon Salon kammanhalli
Touch of Cosmos Unisex...
Funky Unisex Salon
Jenny's Hair Studio
Hair master salon
ITI Gate KSRTC Stop
Orion Avenue
Golden Hive Luxury Salon
Bagmane Tech Park
HALASURU
Layers
Google Maps
Type here to search
23°C Sunny
ENG
10:47 AM
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Zazzle Salon - Indira Nagar, Bangalore
Sponsored
Zazzle Salon - Indira Nagar, Bangalore
4.8 ★★★★★ (3,382)
Beauty Parlour
Hair and Beauty Salon
Experience luxury haircuts, styling, and skincare at the best salon in Bangalore.
business.google.com/zazzle-salon
Visit site
Overview
Reviews
About
Directions
Save
Nearby
Send to phone
Share
1082, 12th Main Rd, HAL 2nd Stage, Appareddipalya, Indiranagar, Bengaluru, Karnataka 560008
Open · Closes 9 pm
Services
Search this area
Golden Hive Luxury Salon
Shivoham Shiva Temple
Hilton Bangalore Embassy GolfLinks
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23°C Sunny
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