

FREE GUIDE

Nail Tech Website Guide

A beautiful, practical guide to the website features that can help a nail business look professional, answer client questions, and create a smoother path to booking.

INSIDE THIS GUIDE

- ✓ Must-have website pages
- ✓ Services and pricing
- ✓ Booking and deposit flow
- ✓ Policies and client prep
- ✓ Gallery, reviews, and trust
- ✓ What to prepare before your build

A FREE RESOURCE BY

SiteByPiece

sitebypiece.com



Why a nail tech needs a website

Social media can show your work. Your website gives potential clients one organized place to learn about services, policies, pricing, and how to book.

- ✓ **Look more professional**
Give clients a polished home for your business.
- ✓ **Make booking easier**
Send people to one clear place instead of repeating DMs.
- ✓ **Explain your services**
Keep service details, pricing guidance, and policies together.
- ✓ **Build trust**
Show your work, reviews, hours, and contact information.



Social only vs. Website + Social

SOCIAL ONLY

- ✗ Basic info gets buried
- ✗ Repeated DMs
- ✗ Policies are easy to miss
- ✗ Less control over the experience

WEBSITE + SOCIAL

- ✓ Clear service information
- ✓ One booking path
- ✓ Policies stay visible
- ✓ More control over client flow

BEST PRACTICE Let social media attract attention, then use your website to help people understand, trust, and book.

7 things every nail tech website needs

Your website does not have to be huge. It should answer the questions a new client is likely to have before they book.

01

Booking or appointment flow

A clear way to book, request, or choose the correct appointment.

02

Service menu + pricing

Explain what you offer, what is included, and how pricing works.

03

Deposit or payment info

Tell clients what is due and when it is due.

04

Policies

Keep cancellation, no-show, reschedule, guest, and late rules visible.

05

Photo gallery

Show clean, recent examples of your actual work.

06

Client prep information

Explain what clients should know before arriving.

07

Reviews + contact information

Include client reviews, business hours, service location or area, professional email, social links, and a clear contact or booking option.

Your service menu should sell the appointment

A client should understand the difference between your services before they reach your booking screen.

SERVICE MENU CHECKLIST

- ✓ Full sets
- ✓ Fills or rebalance
- ✓ Natural nail services
- ✓ Nail art or add-ons
- ✓ Repairs and removals
- ✓ Length or shape upgrades



Pricing clarity matters

Starting prices

If final pricing varies, explain what changes the price.

Appointment length

Give a realistic idea of how long the service usually takes.

Add-ons

Separate nail art, charms, repairs, soak-off, and upgrades when applicable.

What is included

Avoid making clients guess what is or is not included.

TIP A clear service menu can cut down on repetitive messages before a client books.

Make booking feel easy, not like work

A beautiful website matters, but the booking experience matters just as much.

BOOKING CHECKLIST

- ✓ **Online booking access**
A clear button or appointment request flow.
- ✓ **Service descriptions**
Help clients choose the correct service.
- ✓ **Deposit information**
Explain whether a deposit is required.
- ✓ **Reschedule option**
Make the rules easy to understand.
- ✓ **Confirmation flow**
Tell clients what happens after booking.
- ✓ **Mobile friendly**
Make the entire flow easy to use from a phone.



01

BOOK

Choose service

02

PAY

Deposit if required

03

CONFIRM

Confirmation + prep

04

ARRIVE

Client knows what to expect

QUICK TEST

If a new client lands on your website right now, can they figure out what to book in under two minutes?

Your gallery, reviews, and details should prove your professionalism

Your work is visual. Use your website to show the quality of your services and help clients feel confident before they book.



Photo gallery checklist



Close-up finished sets



Clean workspace or nail station



Different shapes and lengths



Recent work that matches your services



Different art styles



Before and after photos when appropriate

ALSO INCLUDE



Client reviews



Business hours



Service area



Professional email



Social links



Contact / booking option

Put your rules where clients can actually find them

Clear expectations can prevent confusion before the appointment. This is business guidance, not legal advice.

Cancellation

How much notice is required?

Late arrivals

How late is too late and what happens next?

Rescheduling

How many times can an appointment be moved?

Repairs

Explain your repair window and what is not covered.

No-shows

What happens when someone does not arrive?

Deposits

Are they refundable, transferable, or applied to the service?

Guests

Can clients bring children or extra guests?

Appointment prep

Tell clients what to do before arriving.

REMEMBER Policies are easier to follow when they are written clearly and shown before the client books.

What to prepare before your website is built

The more organized you are upfront, the smoother your website build will feel.

1

BRAND BASICS

- ☐ Business name
- ☐ Logo if you have one
- ☐ Brand colors
- ☐ Social links

2

SERVICES

- ☐ Service list
- ☐ Starting prices
- ☐ Service descriptions
- ☐ Appointment length

3

BOOKING + POLICIES

- ☐ Booking preference
- ☐ Deposit rules
- ☐ Cancellation / no-show rules
- ☐ Business hours

4

CONTENT + PHOTOS

- ☐ Best nail photos
- ☐ Workspace photos
- ☐ Short about paragraph
- ☐ Client reviews if available

YOU DO NOT NEED EVERYTHING PERFECT Perfect intake process can help you organize what is missing and what can be added later.

Common nail website mistakes to avoid

A few small website problems can make a professional business feel harder to understand than it needs to be.

Only relying on social media



Clients should not have to dig through posts for basic business information.

No clear booking path



If people do not know what to click next, they may leave.

Confusing or hidden pricing



Starting prices or clear guidance can reduce uncertainty.

Weak or outdated photos



Show your strongest recent work.

Missing policies



Unclear expectations can create avoidable problems.

Too much clutter



Simple, organized pages are easier to scan on a phone.

Ready for a website built around your nail business?

SiteByPiece creates professional websites for service businesses with custom pages, booking-friendly layouts, galleries, forms, and flexible ways to pay depending on project scope.

START YOUR WEBSITE

sitebypiece.com

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