

✦ Free Guide

What Every Lash Tech Website Needs

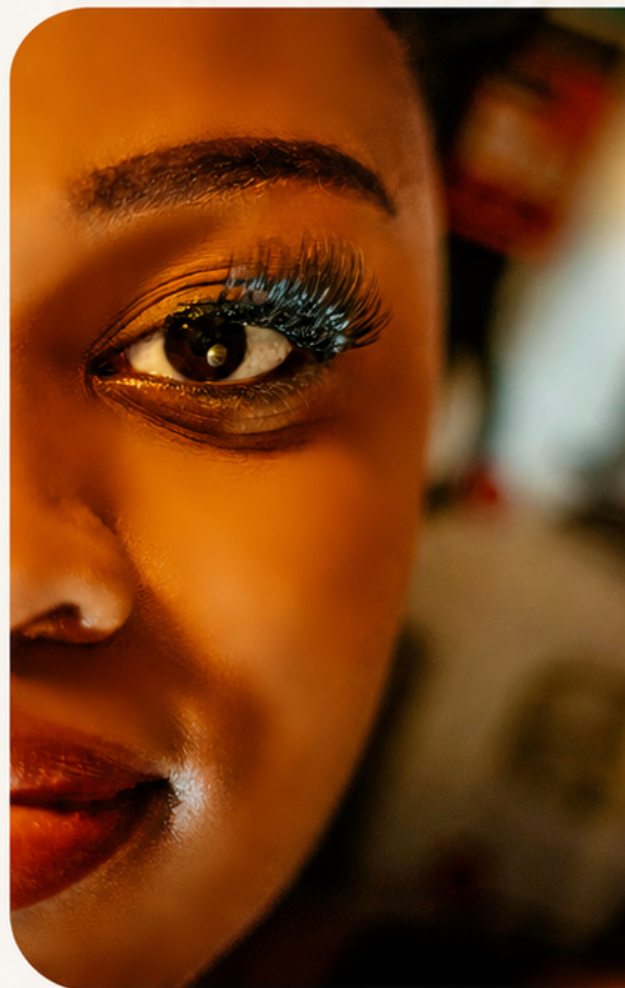
A FREE WEBSITE CHECKLIST FOR
LASH ARTISTS WHO WANT MORE BOOKINGS

If you are a lash artist relying only on social media, this guide will show you what a professional website should include so clients can find you, trust you, and book with confidence.



INSIDE THIS GUIDE

- ✓ Must-have pages
- ✓ Booking features clients expect
- ✓ What to prepare before your website is built
- ✓ Common mistakes to avoid
- ✓ How to turn views into real bookings



Why a Lash Artist Needs a Website

A good website helps turn interest into real bookings, even when you are asleep, busy, or away from your phone.



1. Be found outside Instagram

A website helps people find you through Google search, maps, and shared links.



2. Look more professional

A polished site builds trust faster than a social page alone.



3. Make booking easier

Clients should be able to check services and book in just a few clicks.



4. Show your work clearly

A gallery gives your best sets a clean space to shine.



5. Collect inquiries anytime

Contact forms help you capture potential clients without back-and-forth.



6. Own your online home

Your website belongs to your business, not a social platform.

✦ Instagram only vs Website + social media ✦

Instagram only

- ✗ Easy to miss info
- ✗ DMs get messy
- ✗ Harder to search
- ✗ Less control

VS

Website + social media

- ✓ Clear service info
- ✓ Easy booking path
- ✓ Better trust
- ✓ More ways to be found



Best practice: your website and social media should work together, not compete.



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The Must-Have Pages



Your lash website does not need to be huge, but it does need the right pages.



Home

Quick intro, best photos, main offer, and a clear booking button.



Services

Explain your lash sets, fills, add-ons, and what each appointment includes.



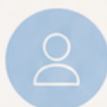
Booking

Connect your calendar or booking flow so clients know where to go next.



Gallery

Show clean, high-quality photos of your work and different lash styles.



About

Help clients get to know you, your vibe, and why they should trust you.



Policies

Include late, no-show, cancellation, refill, and deposit expectations.



Contact

List the best way to reach you, service area, and business hours if needed.



FAQ

Answer common questions before they have to ask.



Bonus pages

- ✓ Aftercare
- ✓ Reviews
- ✓ Gift cards
- ✓ New client info



✦ *Simple and clear always wins over cluttered and confusing.*

Booking Features Clients Expect



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



BOOKING CHECKLIST

- ✓ **Online booking access**
Give clients a clear way to request or book an appointment.
- ✓ **Service descriptions**
Make it easy to tell classic, hybrid, volume, and fills apart.
- ✓ **Pricing clarity**
People should understand your starting prices or how pricing works.
- ✓ **Deposit and policy info**
Explain deposits, cancellations, and late rules before they book.
- ✓ **Client forms**
If needed, collect intake details before the appointment.
- ✓ **Confirmation flow**
Clients should know what happens after they submit or book.
- ✓ **Contact option**
Some clients still want to ask a question before booking.
- ✓ **Mobile-friendly experience**
Most beauty clients will visit from their phones.



QUICK TEST

If someone lands on your site right now, can they figure out how to book in under 2 minutes?



WHAT MAKES BOOKING FEEL EASY



Clear
buttons



Fast
loading



Simple
choices



No
confusion



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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
- ☐ Instagram or social links

2

BUSINESS DETAILS

- ☐ Service list
- ☐ Short service descriptions
- ☐ Booking link or calendar preference
- ☐ Policies
- ☐ Business hours
- ☐ Location or service area

3

CONTENT AND PHOTOS

- ☐ Best lash photos
- ☐ A few photos of you or your setup
- ☐ About paragraph
- ☐ Client reviews if you have them

4

NICE EXTRAS

- ☐ FAQ answers
- ☐ Aftercare info
- ☐ Special offers
- ☐ Gift card info



PHOTO CHECKLIST

- Close-up set photos
- Clean beauty workspace
- Lash tools or setup
- A few brand-style photos
- 1 to 2 photos of you



Do not worry if you do not have everything yet. A good intake form helps organize what is missing.

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Common Mistakes to Avoid

A few small website mistakes can quietly cost you bookings.



Only relying on social media

People should not have to dig through posts to understand your business.



No clear booking path

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



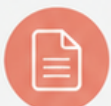
Confusing pricing

Even simple starting prices or pricing guidance helps.



Weak photos

Your work is visual, so low-quality photos can hold you back.



Missing policies

Unclear expectations lead to avoidable problems.



Too much clutter

Clean, simple pages usually convert better.



Ready for a better beauty website? ✦

SiteByPiece builds professional websites for service-based businesses with clear pages, beautiful design, and flexible ways to pay.

- ✓ Custom service pages
- ✓ Booking-friendly layouts
- ✓ Photo galleries
- ✓ Pay in full or Build As You Pay

Want help with your lash website? Visit sitebypiece.com to get started.

