



CLIKITI RESEARCH

Before the chair, *the website*

*What a new client can
find out before booking*

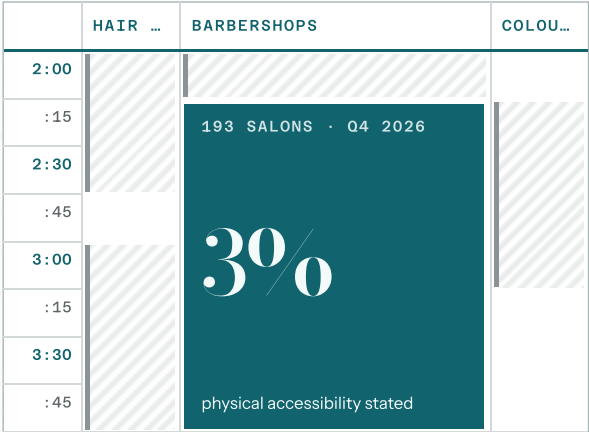
We read the websites of 193 independent hair salons and barbershops in the US the way a new client does: on a phone, asking what a cut costs, whose work they would get and whether they can book that person online.

STUDIED
193 salons

KINDS
Four kinds of
salon

MEASURED
Thirteen
checks

The State of Independent Salon Websites · Q4 2026
· edition 2026-Q4



THE HEADLINE

of the 193 websites in this study answer the client's question “Can I get in with a wheelchair?”

Only 3% of the 193 independent salon and barbershop websites Clikiti scanned in Q4 2026 answer “Can I get in with a wheelchair?” Margin of error ±7.1 points at 95% confidence.

00	Summary of findings	01	What clients ask	02	How the four kinds of salon compare
03	Four salons, up close	04	The clients left out	05	Method in brief
06	What this means for agencies	A	Methodology	B	Salons in this study

SUMMARY OF FINDINGS

Clients ask nine questions. The median

Reading note

Figures come from automated scans of 193 independent salon and barbershop websites in the US. Results are anonymous except one best-in-class salon. Margin of error:

site answers *four*.

Across 193 independent salon and barbershop websites, the median site answers four of the nine client questions this edition tests. 49% show prices; 42% state a cancellation or no-show policy.¹

±7.1 points at 95% confidence for a share of all 193 sites (Hair salons ±13.5, Barbershops ±13.7, Colour and specialty salons ±14.3, Salons with spa services ±15.1). Notes are at the end.

4 /9

client questions answered by the median salon's site.

78 /100

Median website score across all 193 salons.

72 %

answer the most-answered question: "Can I book my stylist online?"

69 %

have text that fails the WCAG contrast minimum.

By kind of salon, hair salons have the highest median score (79) and salons with spa services the lowest (76), against 78 for all 193.

The least-answered question is "Can I get in with a wheelchair?" (3% of salons). The most-answered is "Can I book my stylist online?" (72%).

1 of 193 salons answer all nine questions.

The most common technical failure is loads in under 2.5 s on a phone, failed by 84% of salons (Core Web Vitals · LCP).

The questions, set like a *service menu*

We turned nine questions people ask before they book a new salon or barber into nine checks, then read each site for an answer a client could find on a phone. The menu runs from the most answered to the least.



Deciding where to book. 72% of the sites in this study let a client book a chosen stylist online.

Share of all 193 websites answering each question · red = fewer than a third · teal tick = half

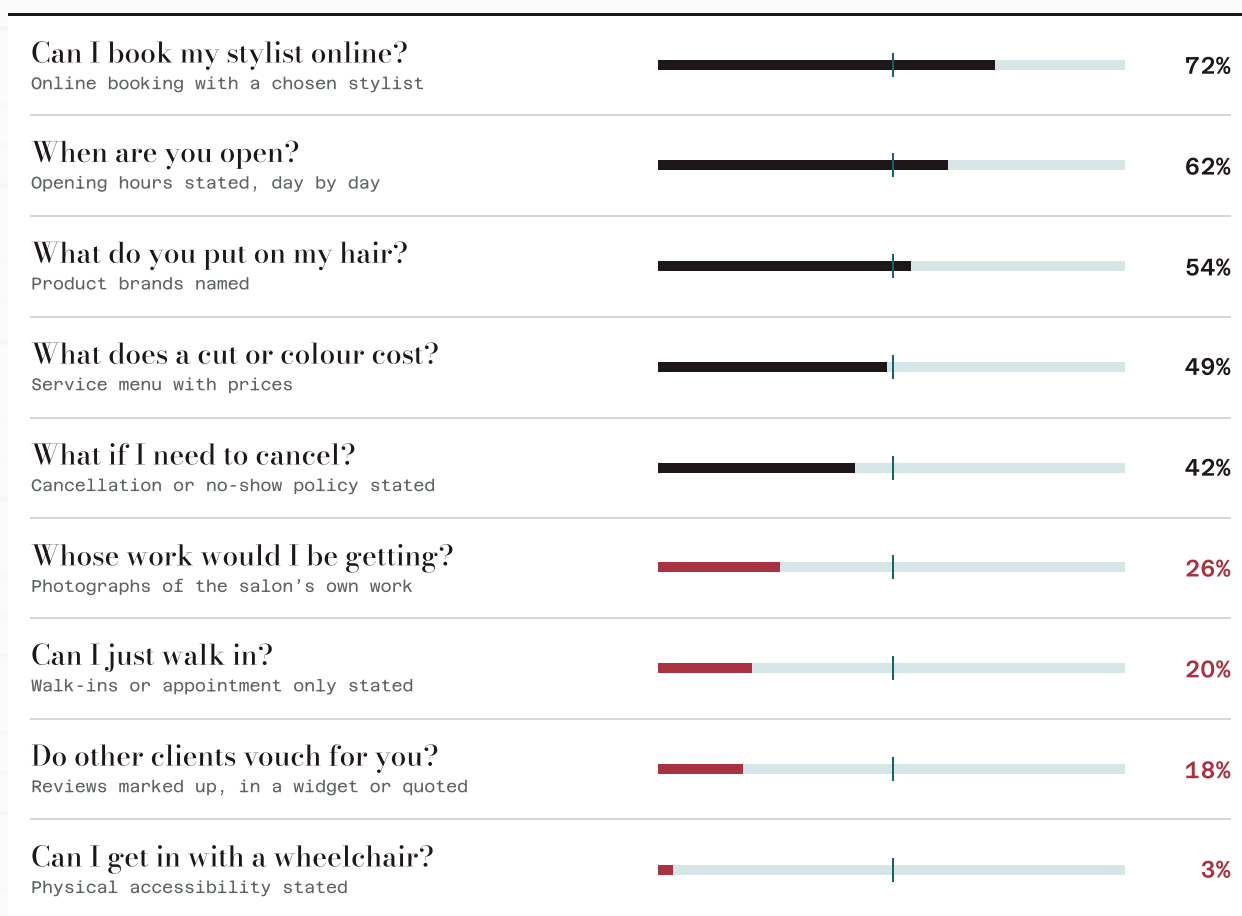


Figure 1. Share of sites that answer each question on the home page or a page it links to, read from the served HTML. Sorted from most to least answered. Bars are drawn to scale; red marks the questions fewer than a third of salons answer.

“Can I get in with a wheelchair?”

The client question salons answer least: 3% of 193 sites



Four kinds of chair, *side by side*

Hair salons (53): median score 79, prices shown on 49%, online booking with a chosen stylist on 74%. Barbershops (51): median score 79, prices shown on 37%, online booking with a chosen stylist on 75%. Colour and specialty salons (47): median score 77, prices shown on 45%, online booking with a chosen stylist on 68%. Salons with spa services (42): median score 76, prices shown on 69%, online booking with a chosen stylist on 69%.

On scoring

The score is Clikiti's overall website score (rubric v2): usability 30%, speed 25%, accessibility 25%, SEO 10%, trust 10%. It measures the website, not the salon. The client-question checks are reported separately and do not feed it.²



Where each website scores

Overall website score out of 100, one dot per site; the teal rule is each group's median

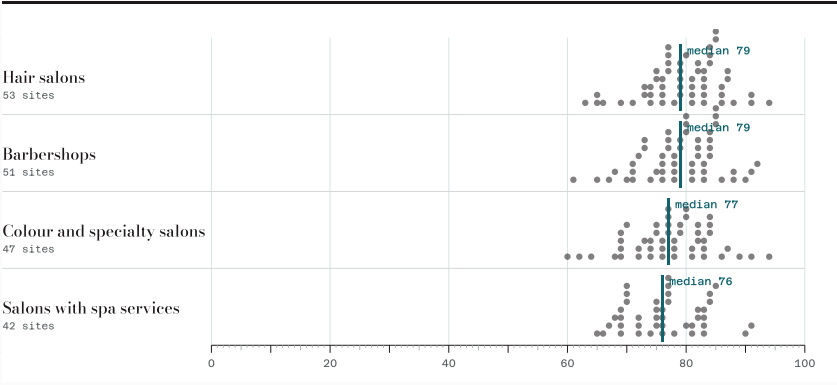


Figure 2. Overall website score out of 100, one dot per site. The teal rule marks each group's median.



THE EMPTY CHAIR

42%

of salons state a
cancellation, late or no-
show policy on the site.

A long colour appointment that does not show costs the chair for the afternoon. A policy stated beside the booking button gives a client a reason to keep the slot, and the owner a fair basis for a fee.

Four salons, up close

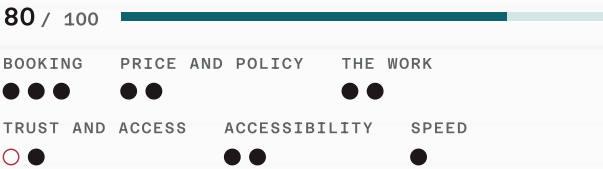
Four real sites from this edition, one strong, two in the middle and one weak. Each photograph shows the kind of moment its findings describe; the salon itself stays anonymous. The number is the overall website score; each dot is one check, filled when the site passes it.

01



SALON 01

A colour and specialty salon in the West



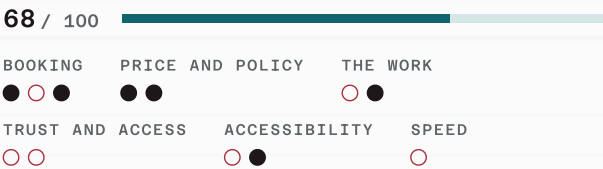
Answers 8 of 9 client questions. Falls short on reviews.

02



SALON 02

A colour and specialty salon in the Midwest



Answers 5 of 9 client questions. Falls short on photos of the work, walk-ins, step-free access and 4 more.

03



SALON 03

A colour and specialty salon in the Midwest

87 / 100



Answers 1 of 9 client questions. Falls short on prices, booking a chosen stylist, photos of the work and 6 more.

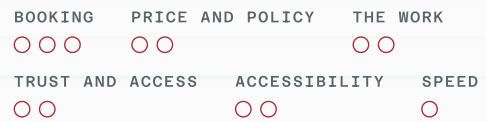
04



SALON 04

A hair salon in the West

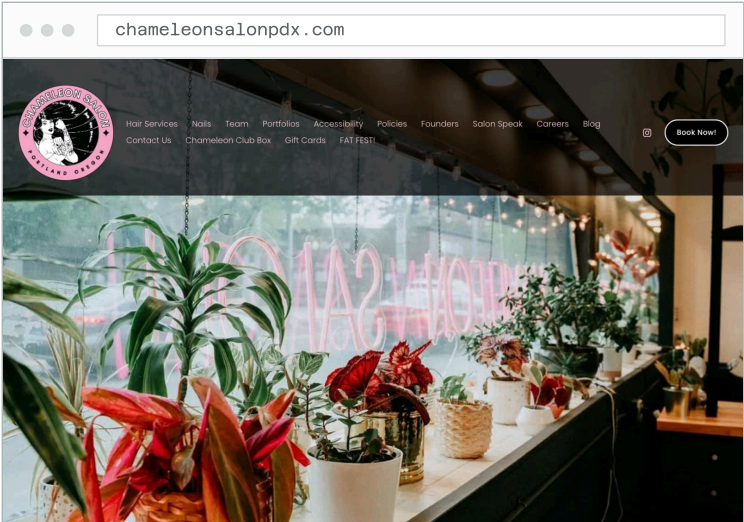
71 / 100



Answers 0 of 9 client questions. Falls short on prices, booking a chosen stylist, photos of the work and 10 more.

Chameleon Salon

Colour and specialty salon, Portland, OR. It answers 8 of the 9 client questions this edition tests, passes every speed and accessibility check. Its overall website score is 80/100. Named as a positive example; every other site in this report is anonymous.



The home page as published, captured 2026-10-15 with pop-ups closed. Visit chameleonsalonpdx.com

WHAT IT DOES WELL

- Service menu with prices
- Online booking with a chosen stylist
- Photographs of the salon’s own work
- Cancellation or no-show policy stated
- Walk-ins or appointment only stated
- Opening hours stated, day by day
- Product brands named
- Physical accessibility stated
- Real phone visitors see the main content in 1.4 s (Chrome UX Report, 75th percentile; good is 2.5 s or less)
- No text fails the WCAG 14.3 contrast minimum
- Every image has a text description (WCAG 1.1.1)
- Clikiti pillar scores of 90 or more: accessibility 95, SEO 99, trust 92

WHERE IT COULD STILL IMPROVE

- Not found on the home page or the pages it links to: reviews marked up, in a widget or quoted



Getting in the door. 3% of the sites in this study say whether the salon is step-free or wheelchair accessible.

04 · ACCESSIBILITY AND SPEED

The clients a website *leaves out*

A client using a screen reader, zoomed text or an old phone on a weak signal is still a client. These checks measure whether the site lets them in.³

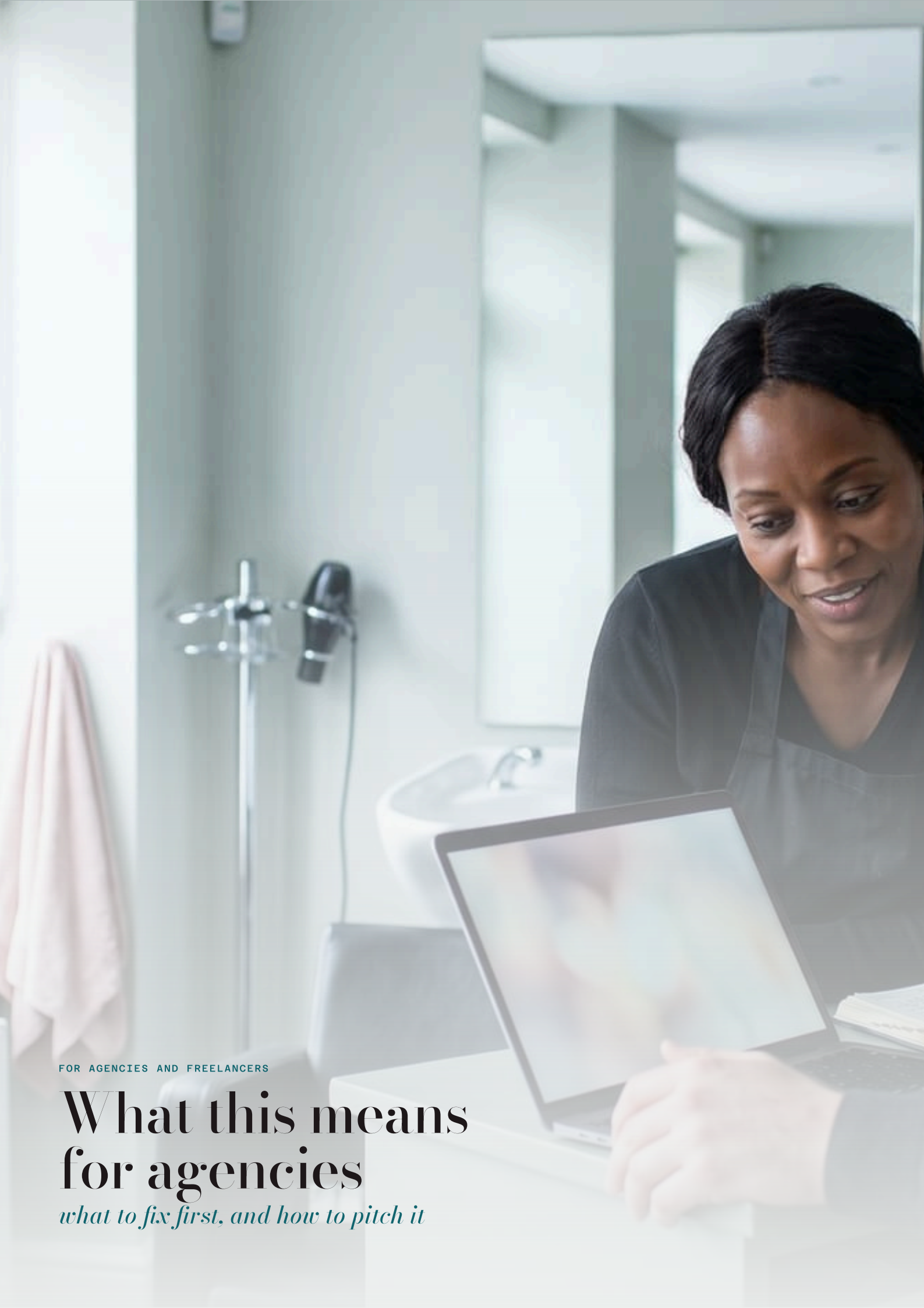
Loads in under 2.5 s on a phone	84%
Core Web Vitals · LCP	
HairSalon, BarberShop or BeautySalon structured data	84%
Schema.org · HairSalon	
Text contrast passes 4.5:1	69%
WCAG 1.4.3	
Images have text descriptions	19%
WCAG 1.1.1	

Table 1. Technical checks, share of the 193 sites that fail each one.

How the sites were read

STEP 1 · ALL 193 SITES <i>Read</i> The home page and up to twelve pages it links to (services and prices, booking, team, gallery, products, policies, about, reviews, contact, accessibility), read as a server delivers them. The client questions are answered here, by fixed published rules (Appendix A4).	STEP 2 · ALL 193 SITES <i>Measure</i> Google Lighthouse (PageSpeed Insights) in a phone and a desktop render, with Chrome UX Report field data where it exists: load time, contrast and image descriptions. Repeatable.	STEP 3 · ALL 193 SITES, SCORE ONLY <i>Review</i> An expert usability review of each home page against Nielsen's heuristics, used only in the usability part of the score. Every issue must name the heuristic, a severity and the element, or it is dropped.
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SCOPE This study examines how independent salons and barbershops present themselves on the web, not the quality of their cuts, colour, products or prices.
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FOR AGENCIES AND FREELANCERS

What this means for agencies

what to fix first, and how to pitch it

For small agencies and freelancers who build websites for independent hair salons and barbershops. We scanned 193 of their websites: 0% score under 60 out of 100, and 96% leave at least three of the questions clients ask unanswered. Here is where the winnable work is, which problems to lead a pitch with, and how to show them without days of spec design.

Who is realistic to win

Salons with spa services are the most winnable: the lowest median score in this report (76 out of 100), and 0% of them score under 60. Their problems are visible, specific and fixable by a small team.

TYPE	SITES	MEDIAN	UNDER 60
Hair salons	53	79	0%
Barbershops	51	79	0%
Colour and specialty salons	47	77	0%
Salons with spa services	42	76	0%

Score out of 100. "Under 60" is the share of sites that miss most of what a client looks for.

5 problems to lead a pitch with

97% Can I get in with a wheelchair? [QUICK FIX](#)

One plain line on the contact page: step-free entrance or not, the floor, an elevator, accessible parking, a shampoo station that suits a wheelchair.

"A client who uses a wheelchair cannot tell from your site whether they can get through the door."

84% Loads in under 2.5 s on a phone [BUILD](#)

Resize and compress the hero image and gallery photos, defer the booking and Instagram scripts, aim for under 2.5 s on a phone.

"Your home page takes several seconds to appear on a client's phone."

84% HairSalon, BarberShop or BeautySalon structured data [QUICK FIX](#)

Add HairSalon or BarberShop structured data with the name, address, phone, opening hours and booking link.

"Search engines and assistants have to guess when you are open and how to book."

82% Do other clients vouch for you? [QUICK FIX](#)

Show recent client reviews on the home page through a review widget or Review structured data, with the source named.

"Your clients praise you on Google every week, and none of it is on your own site."

80% Can I just walk in? [QUICK FIX](#)

One line beside the hours: walk-ins welcome, walk-ins when a chair is free, or by appointment only.

"A client standing outside wants to know whether to walk in or book, and your site does not say."

Share of sites with the problem. Every check cites a standard in the method section.

How to show a prospect their problems, and a redesign

1

Lead with their problem, not your services

Open with one question the site fails, for example "Can I get in with a wheelchair?" (97% of sites in this report miss it), and show the exact page where the answer should be.

2

Put a number on it

Compare their site with the sector: across 193 independent hair salons, barbershops, colour and specialty salons and salons with spa services sites, the median scores 78 out of 100 and answers 4 of the 9 questions clients ask. A number travels further inside the client than an opinion.

3

Show the fix without days of spec work

A rough redesign that answers those questions persuades better than a proposal, but it usually costs a designer a day or two per prospect. You can sketch it by hand, or use Clikiti: the scan is free and shows any site's problems in about a minute, and paid plans draft a redesign of the home page from the prospect's own brand, from about \$2.33 per pitch.

FOR AGENCIES

Show every salon *what its clients see*

Clikiti reads a salon's site the way a new client does, states what it found, and generates the redesign you present before the first call.

SEE YOUR MARKET ON CLIKITI

Methodology

How this study was designed, who was included, what was measured and how far the results can be relied on. It is written so that an agency can share it with a salon owner who wants to check the evidence behind a pitch.

193 websites studied	4 types of organisation	36 states	±7.1 points, margin of error at 95%	2026-10-15 date the sites were read
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A1. The research question

When someone wants a new hair salon or barber and looks one up online, usually on a phone, can they find out what a cut or colour costs, whether they can book a chosen stylist online, whose work they would be getting, what happens if they cancel, whether they can walk in, when the salon is open, which products it uses, whether they can get in with a wheelchair, and whether other clients vouch for it?

Population. Independently owned US hair salons and barbershops with one to three locations and their own website, in four groups: hair salons, barbershops, colour and specialty salons (colour and balayage specialists, curly, extensions and textured hair), and hair salons with spa services. These are the salons a small or mid-size web agency can realistically win as clients.

A2. Who was studied

The sample was built from local search listings, city by city, then screened so that every site in it is one an independent agency could realistically win.

SOURCE	WHAT IT CONTRIBUTES	SITES
Local search, hair salons	Independent hair salons found in local search results, city by city	143
Local search, barbershops	Independent barbershops found in local search results, city by city	50
Local search, colour and specialty	Colour and balayage specialists, curly hair, extensions, natural and textured hair salons found in local search results, city by city	193
Local search, salons with spa services	Hair salons that also offer spa services (facials, massage, nails, waxing) found in local search results, city by city	40

INCLUDED

- An independently owned salon or barbershop with one to three locations and its own website (not a directory,

EXCLUDED

- Chains and franchises (for example Great Clips, Supercuts, Sport Clips, Fantastic Sams, Regis, Cost Cutters, SmartStyle,

- booking-app profile or social page); a salon that books through a booking app from its own domain counts
 - Hair services are offered on site
 - Based in the United States
 - Home page responds and shows the salon it claims to be (each home page title was checked before scanning)
- Hair Cuttery, Floyd's 99 Barbershop, Drybar, Ulta Beauty, 18|8 Fine Men's Salons, The Lash Lounge) and any group with four or more locations
 - Salon-suite franchises and suite buildings (Sola Salon Studios, Phenix Salon Suites, MY SALON Suite)
 - Booking-app profile pages with no own domain (Booksy, Vagaro, StyleSeat, Fresha), social profiles, directories and marketplaces (Yelp, Groupon)
 - Beauty schools and academies
 - Parked, placeholder, password-protected, hijacked or unreachable sites, and duplicates

FROM LIST TO SAMPLE					SITES
Candidates listed					221
Removed at screening: the site served automated visitors a bot challenge (HTTP 202) instead of the page (6)					-6
Removed at screening: no response (8)					-8
Removed at screening: access refused or gone (HTTP 403 or 410) (3)					-3
Removed at screening: parked or placeholder domain (2)					-2
Removed at editorial review: hijacked home page carrying gambling or adult spam (3)					-3
Cohort					199
REGION (US CENSUS)	HAIR SALONS	BARBERSHOPS	COLOUR AND SPECIALTY SALONS	SALONS WITH SPA SERVICES	ALL
Northeast	12	10	12	8	42
Midwest	15	16	9	9	49
South	10	13	10	12	45
West	16	12	16	13	57
All regions	53	51	47	42	193

A3. How the sites were read

Pages. The home page, then for each of twelve topics (services, prices, booking, team, gallery and portfolio, products, policies and FAQ, about, reviews, spa services, contact, accessibility) the best-matching link on the home page.

Speed and accessibility. Google PageSpeed Insights (Lighthouse) on a mid-range phone profile and on desktop, plus Chrome UX Report data from real visitors over the previous 28 days where Google publishes it for the site.

Crawler conduct. One request at a time to each site, at least 400 ms apart, at most thirteen pages per site; robots.txt is read and obeyed for every page requested; a site that refuses is left out and never retried. The crawler identifies itself as `Mozilla/5.0 (compatible; ClikitiResearch/1.0; +https://clikiti.com)` .

A4. What was measured

9 questions clients ask before they book a new salon or barber, answered from what each site publishes, and 4 technical checks against published standards. A check passes only when the rule below is met; anything the crawler cannot confirm counts as not answered.

QUESTION	COUNTS AS ANSWERED WHEN	STANDARD
What does a cut or colour cost? Service menu with prices	A dollar price is shown next to a named service (a cut, colour, balayage, blowout, beard trim, fade, extensions, a facial and so on); 'from \$65' counts. Deposits, fees, gift cards, discounts, retail product prices and prices quoted inside a client's review do not count.	Clikiti client question 1 of 9
Can I book my stylist online? Online booking with a chosen stylist	A link, button or embedded scheduler books online on a salon booking system where the client picks the stylist or barber (Vagaro, Square Appointments, Boulevard, GlossGenius, Booksy, Fresha, Mindbody, Meevo, Mangomint, Phorest, Rosy, SalonBiz, Zenoti, Schedulicity, StyleSeat, Acuity, Squire, theCut, Wix Bookings and similar), or a 'book with' link for a named stylist. Gift-card, review and 'powered by' links on a booking system do not count, nor does a phone number, a contact form or an email request.	Clikiti client question 2 of 9
Whose work would I be getting? Photographs of the salon's own work	Photographs of the salon's own work: a gallery, portfolio or lookbook page linked from the home page with six or more images, or an embedded Instagram feed. A link out to Instagram alone does not count.	Clikiti client question 3 of 9
What if I need to cancel? Cancellation or no-show policy stated	A cancellation, late or no-show policy is stated: a notice window (for example 24 hours), a no-show or late-cancellation fee, or a deposit or card required to hold the booking.	Clikiti client question 4 of 9
Can I just walk in? Walk-ins or appointment only stated	The salon says whether it takes walk-ins: walk-ins welcome, walk-ins only, by appointment only, or no walk-ins. 'By appointment only' attached to one day or to weekends and evenings in an hours list does not count.	Clikiti client question 5 of 9
When are you open? Opening hours stated, day by day	Opening hours are stated on the home, contact, about or booking page: a day and a time range.	Clikiti client question 6 of 9
What do you put on my hair? Product brands named	At least one professional hair product line the salon uses or sells is named (Aveda, Redken, Oribe, Davines, Kevin Murphy, Olaplex and so on), as text or as a logo's description. Smoothing-treatment service names (Brazilian Blowout, Keratin Complex) and nail or skin-care lines do not count.	Clikiti client question 7 of 9
Can I get in with a wheelchair? Physical accessibility stated	The salon says whether its premises are accessible: wheelchair or ADA accessible, step-free, a ground-floor entrance, an elevator or accessible parking. A statement about the website's accessibility, or a slogan such as 'accessible to all', does not count.	Clikiti client question 8 of 9
Do other clients vouch for you? Reviews marked up, in a widget or quoted	Client reviews are marked up for search engines (Review or AggregateRating structured data), shown through a review widget, or at least two client testimonials are quoted on the home or reviews page. Quotes in a stylist's own voice and a link to a review site alone do not count.	Clikiti client question 9 of 9
TECHNICAL CHECKS		
Loads in under 2.5 s on a phone Loads in under 2.5 s on a phone	Real visitors on phones see the main content within 2.5 seconds (Chrome UX Report, 75th percentile). Where Google publishes no visitor data, the phone lab test is used.	Core Web Vitals - LCP
Text contrast passes 4.5:1 Text contrast passes 4.5:1	No text on the home page fails the WCAG 1.4.3 minimum contrast of 4.5:1, in either the phone or desktop test.	WCAG 1.4.3
Images have text descriptions Images have text descriptions	Every meaningful image on the home page has a text description (WCAG 1.1.1).	WCAG 1.1.1

QUESTION	COUNTS AS ANSWERED WHEN	STANDARD
HairSalon, BarberShop or BeautySalon structured data HairSalon, BarberShop or BeautySalon structured data	The site describes the business to search engines with HairSalon, BeautySalon, BarberShop, DaySpa or HealthAndBeautyBusiness structured data.	Schema.org · HairSalon

A5. The website score

Each site's overall score (0 to 100) is Clikiti's website score, rubric 2.0.0. It measures the website, not the salon, and the client questions above do not feed it. It is a weighted mean of five pillars:

PILLAR	WEIGHT	BASED ON
Usability	30%	Checks of the home page for broken links and images, and an expert review of the page as rendered on a phone and on a desktop screen, against Jakob Nielsen's ten usability heuristics. Each issue must name the heuristic, a severity on the Nielsen Norman Group scale and the exact element or wording; issues without all three are discarded, and two independent passes must agree.
Speed	25%	Google Lighthouse on a mid-range phone (60%) and on desktop (20%), and real-visitor Core Web Vitals from the Chrome UX Report (20%) where available.
Accessibility	25%	Google Lighthouse accessibility audits (70%) and Clikiti's own WCAG checks of the served page (30%).
Search	10%	Google Lighthouse SEO audits (60%) and Clikiti's own search checks of the served page (40%).
Trust	10%	Google Lighthouse best-practice audits (40%) and security header checks (60%).

Within a pillar, each issue costs points by severity (critical, high, medium, low) and by how many times it occurs; issues based on judgement count at 70% of measured ones, and duplicates of the same root cause count once. On the four salon profiles, the number out of 100 is this overall score, and each dot is one check in its group: filled when the site passes it, hollow when it does not.

A6. Precision

With 193 sites, a share reported for the whole sample is precise to within ± 7.1 percentage points at 95% confidence (worst case, a 50% share; $1.96 \times \sqrt{(0.25/n)}$). By type: hair salons ± 13.5 (n = 53); barbershops ± 13.7 (n = 51); colour and specialty salons ± 14.3 (n = 47); salons with spa services ± 15.1 (n = 42). Differences between types smaller than these margins should be read as similar. Percentages are rounded to whole numbers; medians are the middle value of the sites in a group.

A7. Quality control

- Every home page in the cohort was fetched and its title checked against the listed salon before scanning
- Every home page was checked for hijacked content (gambling, pharmacy, adult and crypto spam) before scanning
- Every home page was checked for a second website of the same salon (shared phone numbers and names)
- Detection rules were checked against the evidence they record: seven passing and six failing salons per question, read by hand over seven rounds (rules v1 to v7), and revised before the final run

- Every published figure is recomputed from the data at build time, and a statement in the text that the data does not support stops the build
- Results are published only after automated checks for missing data, anonymity, accessibility of the report itself and the margin of error statement pass

A8. Limitations

- A point-in-time snapshot: sites change, and a site may have improved or declined since it was read.
- Only public pages were read: the home page and pages it links to. Booking flows inside booking apps were not completed, so the study records that a site offers booking with a chosen stylist, not how well that flow works.
- Answers are read from the page as a server delivers it. Content that only appears after scripts run in the browser (some booking widgets, Instagram feeds and review widgets) is not seen, which the study counts as a gap a search engine or a slow phone would also meet.
- 17 candidates blocked automated visitors, served them a bot challenge or did not respond, and are not in the study; sites behind such protection may differ from those studied.
- The study reports what a website shows. It does not judge any salon's haircuts, colour work, products, hygiene or prices.
- Automated accessibility tests find only part of what WCAG covers; keyboard and screen-reader use need a manual audit.
- The sample is a structured list of real, independent salons and barbershops, not a random draw. Margins of error are given as a guide to precision, not as a guarantee that the results hold for every salon in the country.

A9. Data, licence and corrections

The aggregate results are published as CSV and JSON beside this report under the Creative Commons Attribution 4.0 licence: you may reuse, adapt and share them, including in client proposals, with a credit to Clikiti and a link. No per-site results are published. Corrections and removal requests are reviewed and answered personally; see the end of this report.

Salons in this study

The 193 websites in this edition, by type. This list says who was scanned and nothing more: results in this report are shown only in aggregate or anonymously.

Hair salons (53)

Akada Hair Salon
Columbus, OH

Arrow Salon
Providence, RI

Avalon Hair Designs
San Antonio, TX

Beach Waves Salon & Lash Bar
Billings, MT

Bella Hair Salon
Colonie, NY

Bellezza Salon
Omaha, NE

Bixa Hair Studio
San Antonio, TX

Black Salt Hair Co.
Billings, MT

Bloom Salon
Charleston, SC

BUNGALOW/8 Hairdressing
Omaha, NE

Ceremony Studio
Columbus, OH

Chosen Feather Salon
Chattanooga, TN

Daymaker Hair Studio
Lancaster, PA

Eunoia
Portland, ME

Fathom Hair Salon
Des Moines, IA

Flipp Hair Salon
Providence, RI

Gallipott
Fort Collins, CO

Gilded Fox Beauty Salon
Portland, OR

GUM
Providence, RI

HairLab
Providence, RI

Happy Hair Salon & Boutique
Baton Rouge, LA

Honey Salon
Sacramento, CA

Identity Atelier
Columbus, OH

Jean Paul Salons
Albany, NY

Marc Stephens Salon
Des Moines, IA

Moski Hair Lounge
Sacramento, CA

Moss Salon
Providence, RI

Murraki Salon
Boise, ID

Open Hair Space
Minneapolis, MN

Palomita
Des Moines, IA

Pixie Salon
Albany, NY

ROAR Beauty Parlor
Omaha, NE

Roots Beauty Studio
Fort Collins, CO

Ross Hair Salon
San Antonio, TX

Saint Salon
Chattanooga, TN

Salon Art
Chattanooga, TN

Salon Bravissimo
Sacramento, CA

Salon Inde
West Des Moines, IA

SALT Hair and Beaute
Boise, ID

STAIY Salon
Omaha, NE

Studio 27 Hair Salon
San Antonio, TX

Studio 406 Hair & Nail Salon
Billings, MT

Studio B-3
Chattanooga, TN

The Charlee Salon
Lancaster, PA

The Charleston Salon
Columbus, OH

The Collab Salon
Boise, ID

The Colour Bar by Lorena
Sacramento, CA

The Parlor DSM
Des Moines, IA

The Standard Salon Company
Salt Lake City, UT

Undeux Hair Studio
Pittsburgh, PA

unDONE Salon
Boise, ID

Virtue Vegan Salon
Columbus, OH

Voltage Salon
Fort Collins, CO

Barbershops (51)

Ace Barbershop
Kansas City, MO

AV8 Barbers
Savannah, GA

Avenue Barber Shop
Grand Rapids, MI

Barbershop at Downtown
Tucson, AZ

Basil Beauty and Barber Shop
Indianapolis, IN

Black London's Barbershop
Spokane, WA

Cut and Dry Tucson
Tucson, AZ

Danis Barbershop 2
Savannah, GA

Dapper & Co Barbershop
Milwaukee, WI

DiCarlo Salon & Barbershop
Milwaukee, WI

Eastgate Barbershop
Grand Rapids, MI

Fade Parlor
Birmingham, AL

Faded Armor Barber Co.
Manchester, NH

Foremost Barbershop
Grand Rapids, MI

Gents of Savannah
Savannah, GA

HiEndTight Barbershop & Supply
Tucson, AZ

High Point Barbershop & Shave Parlor
Richmond, VA

Ironworks
Richmond, VA

Kay's Barber Shop
Worcester, MA

LaCoupe Barbershop
Manchester, NH

Locals Barbershop
Grand Rapids, MI

Los Barberos Barbershop
Tucson, AZ

ManCave Milwaukee
Milwaukee, WI

Masters Barber Lounge
Tucson, AZ

Maxwell's Barbershop
Manchester, NH

MidWest Barbery
Kansas City, MO

Milwaukee Street Barbershop
Milwaukee, WI

Motley Crew Barber Company
Worcester, MA

Old Friend Barbershop and Shave Parlour
Savannah, GA

Outskirts Barbershop
Spokane, WA

Parliament Barber Shop
Manchester, NH

Paul Bleau Barber
Grand Rapids, MI

Pavilion's Barbershop
Tucson, AZ

Pendergast Barbershop & Company
Kansas City, MO

R and Z's Barbershop
Tucson, AZ

Randall's Grooming Lounge
Birmingham, AL

Rebel Barbershop
Spokane Valley, WA

Recaldes Barbershop
Worcester, MA

Red's Barbershop
Worcester, MA

Refuge For Men
Richmond, VA

Roots Barber Shop NH
Manchester, NH

Smoov Cutz Barbershop
Spokane Valley, WA

Solitude Barbershop
Spokane, WA

Taylor's Barbershop
Richmond, VA

The Edge Barbershop
Kansas City, MO

The Homewood Barbershop
Birmingham, AL

The Shop Bham
Birmingham, AL

Trim City Barbershop
Worcester, MA

Venturemen Barbering Shoppe
Kansas City, MO

Vintage Barbers 912
Savannah, GA

Whiskey Beard Barber Shop
Kansas City, MO

Colour and specialty salons (47)

Afro Chic Braids Salon & Boutique
Indianapolis, IN

Allegory Salon
Des Moines, IA

Aloe & Curls Hair and Scalp Spa
Las Vegas, NV

Alter EGO Salon
Raleigh, NC

Balayage Spa and Salon
Fort Collins, CO

Boise Hair Studio
Boise, ID

Braidissim
Indianapolis, IN

CA Colors Salon & Hair Extensions
Pittsburgh, PA

Chameleon Salon
Portland, OR

Chelsea Rae Salon
Pittsburgh, PA

Coloroom Aveda Hair Salon
Fort Collins, CO

Conceited Salon
Baton Rouge, LA

Culture Shoq Salon
Baton Rouge, LA

Curl Power Salon
Minneapolis, MN

Ethos Salon
Billings, MT

Geometry Curly Hair Studio
Raleigh, NC

Get Your Glam On
Philadelphia, PA

Grateful Heads Hair and Curls
Portland, OR

Hair by Patrick McGuire
Raleigh, NC

Haircraft by Jo
Portland, OR

Iesha Hair Braiding
Indianapolis, IN

Indigo @ Beaumont
Lexington, KY

Infinite Salon PDX
Portland, OR

Jo Bruno Hair
New Haven, CT

Kendra Bassett Hair Colorist
Fort Collins, CO

Kenie's Beauty Palace
Sacramento, CA

Kindred Curl
Pittsburgh, PA

Legends Natural Hair
Philadelphia, PA

Lela's Braiding Gallery
Philadelphia, PA

Natural Hairstyle Solutions
Las Vegas, NV

Natural Queens Hair Studio
Baton Rouge, LA

Pure Beauty Bliss
San Antonio, TX

Purity Hair Design
Albany, NY

Ramas Hair Braiding
Indianapolis, IN

Raw Remedies
Las Vegas, NV

Salon XO
Pittsburgh, PA

Sante Salon
Baton Rouge, LA

Solvi Salon
Boise, ID

Studio Balayage
Rotterdam, NY

The Curl Co.
Minneapolis, MN

The Curl Salon
Minneapolis, MN

The Curly Hair Salon
New Haven, CT

The Parlour
Fort Collins, CO

True Beauty Salon
Baton Rouge, LA

Twisted Hare Salon
Minneapolis, MN

Your Curlfriend
Portland, OR

Zoe Extensions & Wig Salon
Pittsburgh, PA

Salons with spa services (42)

Amari Salon and Spa Salt Lake City, UT	Ihloff Salon and Day Spa Tulsa, OK	Serene Salon & Spa Albuquerque, NM
Bei Capelli Scarborough, ME	Joli Salon & Day Spa Lexington, KY	Shear Excellence Salon & Day Spa Salt Lake City, UT
Bella Rouge Salon and Spa South Portland, ME	Jonathan Douglas Salon & Relaxation Studio South Portland, ME	Signature Salon & Spa Sioux Falls, SD
Bella Vita Spa & Salon Tulsa, OK	L'essence Day Spa & Salon Reno, NV	Stella Nova Charleston, SC
Canary Rock Salon Charleston, SC	Landis Lifestyle Salon Salt Lake City, UT	Studio 26 Salon & Spa Sioux Falls, SD
Casa Verde Salon & Spa Albuquerque, NM	Lordis Loft Salon & Spa Charleston, SC	Studio 8 Salon & Spa Lancaster, PA
Chameleon Hair Design Sioux Falls, SD	Luxe Salon and Spa Lancaster, PA	Studio Booth Salon & Spa Pittsburgh, PA
Chrysalis Salon and Spa Tulsa, OK	Madril Salon Boise, ID	Studio Z Salon & Spa Monona, WI
Citrine Hair & Skin Columbus, OH	Namia Salon and Spa Albany, NY	Tangerine Salon Spa Reno, NV
Empire Salon Billings, MT	PASHA Hair Salon Chattanooga, TN	The Ritzz Salon Billings, MT
Fringe Salon Spa Madison, WI	Planet Salon and Spa Lexington, KY	The Spa of Charleston Charleston, SC
Glamour Room Lancaster, PA	Rain Salon & Head Spa Albuquerque, NM	V'las Salon & Spa Tulsa, OK
Graeber & Company Boise, ID	Rejuvenation Spa Madison, WI	Vanessen's Hair Design Sioux Falls, SD
Hair Studio Day Spa Madison, WI	Renaissance Hair, Skin, Nails Albuquerque, NM	Ziyan Salon & Holistic Day Spa Lexington, KY

DISCLAIMER

About this study

This report is based on automated scans of publicly available home pages, and pages they link to, run on 2026-10-15. Its findings are a point-in-time technical snapshot of each website. They are not a judgement of any salon's haircuts, colour work or prices, and automated checks may contain errors. This report is not a judgement of any salon's or barbershop's work, products, hygiene or prices. Clikiti is not affiliated with, and does not endorse, any salon listed here; trademarks belong to their owners. The report is provided “as is” under CC BY 4.0, without warranty of any kind. Every person in this

report's photographs is AI-generated; none is a real person. The one salon screenshot is the featured salon's own home page, shown unaltered.

REMOVE MY SALON FROM THIS STUDY

We review every request and reply when it's done; removed salons are excluded from future editions.

NOTES

1. Every figure is computed from the scan data for this edition: 193 of 199 sites in the cohort, scanned 2026-10-15 to 2026-10-15. Margin of error: ± 7.1 points at 95% confidence for a share of all 193 sites (Hair salons ± 13.5 , Barbershops ± 13.7 , Colour and specialty salons ± 14.3 , Salons with spa services ± 15.1). Left out: 4 (no mobile Lighthouse result), 2 (not scanned). Results are not attributed to named salons, except the best-in-class salon; elsewhere each is shown as its kind of salon and a number. The appendix lists who was scanned.
2. Thirteen checks: nine client questions, plus loads in under 2.5 s on a phone; text contrast passes 4.5:1; images have text descriptions; HairSalon, BarberShop or BeautySalon structured data.
3. Standards: Loads in under 2.5 s on a phone (Core Web Vitals · LCP); Text contrast passes 4.5:1 (WCAG 1.4.3); Images have text descriptions (WCAG 1.1.1); HairSalon, BarberShop or BeautySalon structured data (Schema.org · HairSalon).
4. Scanned October 2026.
5. Photographs are illustrations created with generative AI for this report (Google Gemini); every person shown is fictional. The one website screenshot is the best-in-class salon's own home page. The usability review in A5 is carried out by an automated vision model (Google Gemini) under the rules stated there.

Take it, quote it, share it

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Only 3% of the 193 independent hair salon and barbershop websites we scanned say whether a client in a wheelchair can get in. The report, the method and the aggregate numbers are open: use them in your pitches, posts and proposals.

Download the PDF	A4
Read as Markdown	text, for people and AI
Aggregate data	CSV · no site named
Aggregate data	JSON · no site named

Cite (APA)

Clikiti. (2026, October 15). The state of independent salon and barbershop websites 2026 (Q4 2026) [Report]. <https://clikiti.com/research/salons/2026-q4>

Embed the chart

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<figure style="margin:0;max-width:720px"><a href="https://clikiti.com/research/salons"></a><figcaption style="font:13px/1.4 sans-serif">Source: <a href="https://clikiti.com/research/salons">Clikiti, The State of Independent Salon and Barbershop Websites 2026</a> (Q4 2026). <a href="https://creativecommons.org/licenses/by/4.0/" rel="license">CC BY 4.0</a>.</figcaption></figure>
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193 sites · scanned October 2026 · margin of error up to ±7.1 percentage points at 95% confidence.

Clikiti · Research from automated scans, CC BY 4.0 · Aggregate figures; no business is named in the data.

Research Benchmarks Gallery Free scan Privacy