MAGNOSI | WEB MARKETING

LOCAL SEARCH GROWTH / HAIR SALON

169 FIRST-TIME CALLS IN ONE MONTH

How Google Maps visibility and call attribution created measurable customer demand for a downtown Manhattan hair studio.

TRIBECA HAIR STUDIO NYC

Downtown Manhattan hair salon

169	88%	73%
FIRST-TIME CALLERS	ANSWERED	QUALIFIED LEADS



Prepared by Magnosi Web Marketing

September 2026

RESULTS SNAPSHOT

Calls, rankings and customer value - connected.

MEASURED PERFORMANCE

A month of demand you can count.

Tracking connected first-time callers to the studio's Google Business Profile and website.

FIRST-TIME CALLS	ANSWERED	QUALIFIED LEADS	CUSTOMER CONVERSION	NEW CUSTOMERS
169	88%	73%	40%	≈ 49
August 2026	About 149 calls	About 123 leads	Client estimate	Modeled customers

CONSERVATIVE CUSTOMER-VALUE MODEL

169	→ × 73%	→ ≈ 123	→ × 40%
first-time calls	qualified-lead rate	qualified leads	customer conversion

$9,065

ESTIMATED MONTHLY CUSTOMER VALUE

Illustrative: 49 new customers × $185

What this means

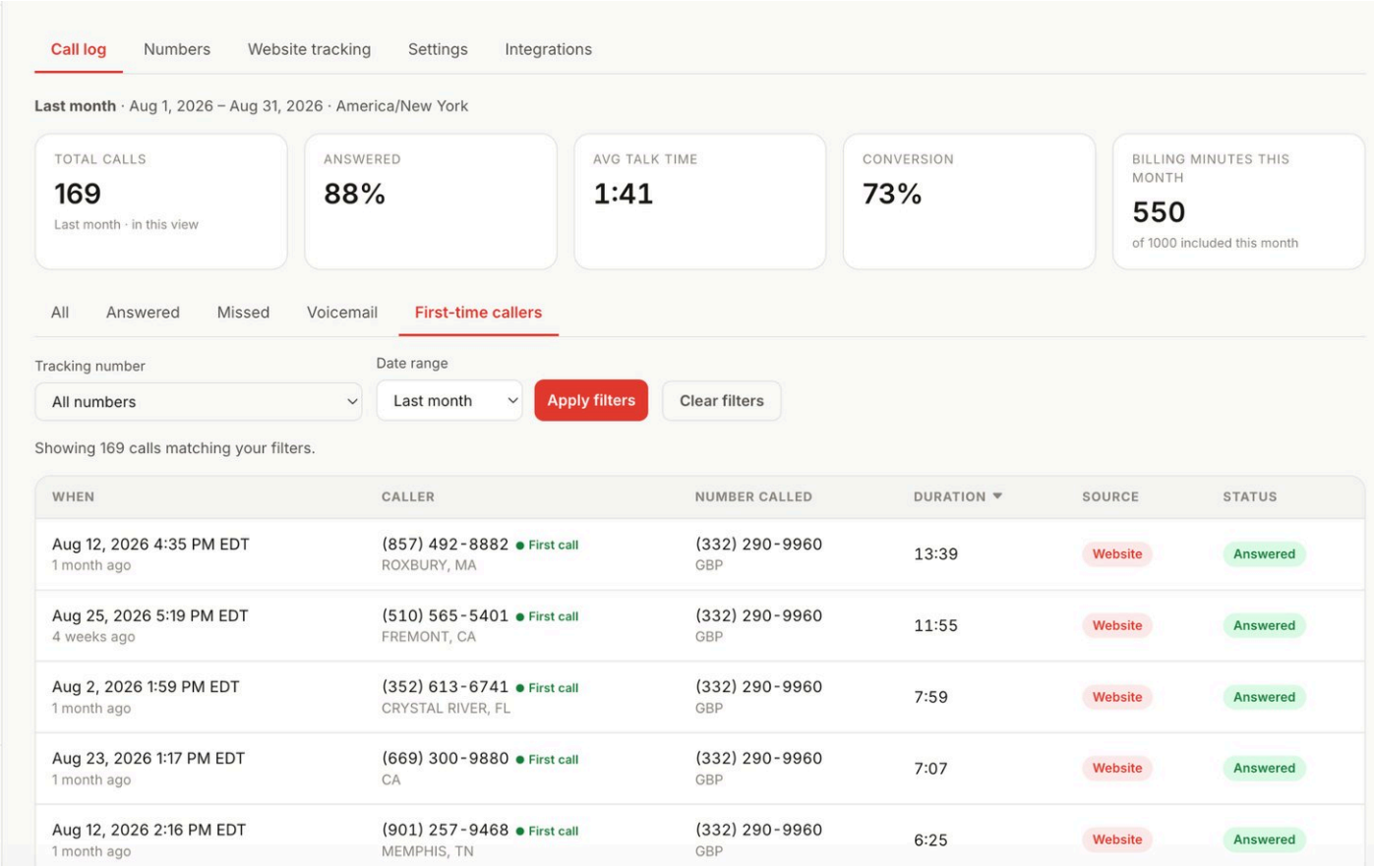
- The campaign produced a measurable pipeline of new conversations - not just rankings or traffic.
- A 40% conversion assumption translates qualified calls into approximately 49 new customers.
- Visibility spans broad salon searches and high-intent highlighting and keratin-service terms.

Important: This is an opportunity model, not verified completed appointments or collected revenue. See methodology on page 8.

FROM VISIBILITY TO CONVERSATIONS

Every new caller, visible.

The full August 2026 view clearly shows 169 first-time callers and the supporting quality metrics.



FULL FIRST-TIME CALLER REPORT

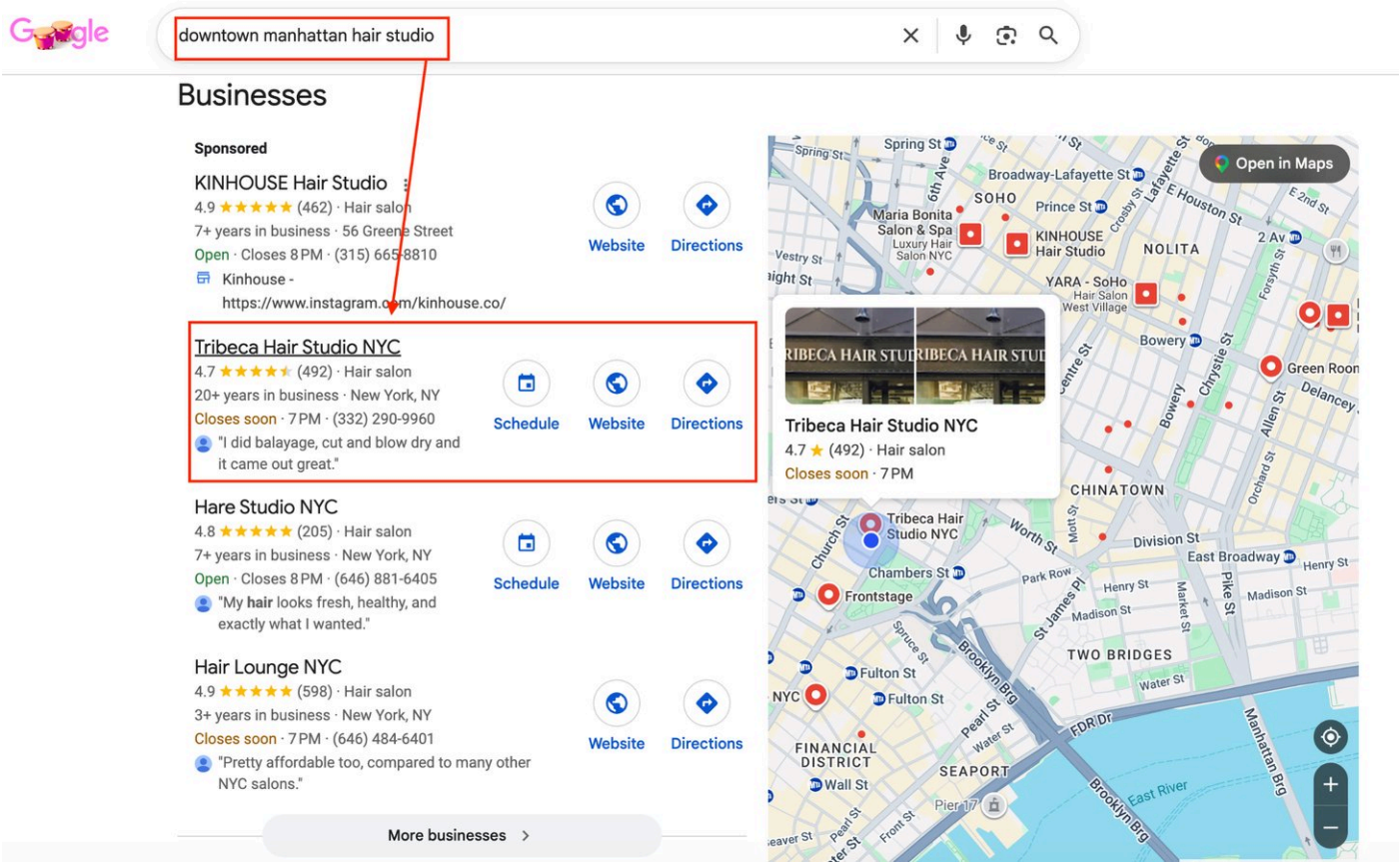
169 first-time calls | 88% answered | 1:41 average talk time | 73% qualified

The complete dashboard is shown without cropping the total-calls metric.

DOWNTOWN MANHATTAN VISIBILITY

Prominent for a broad salon search.

The full screenshot preserves the search query and Maps result together.



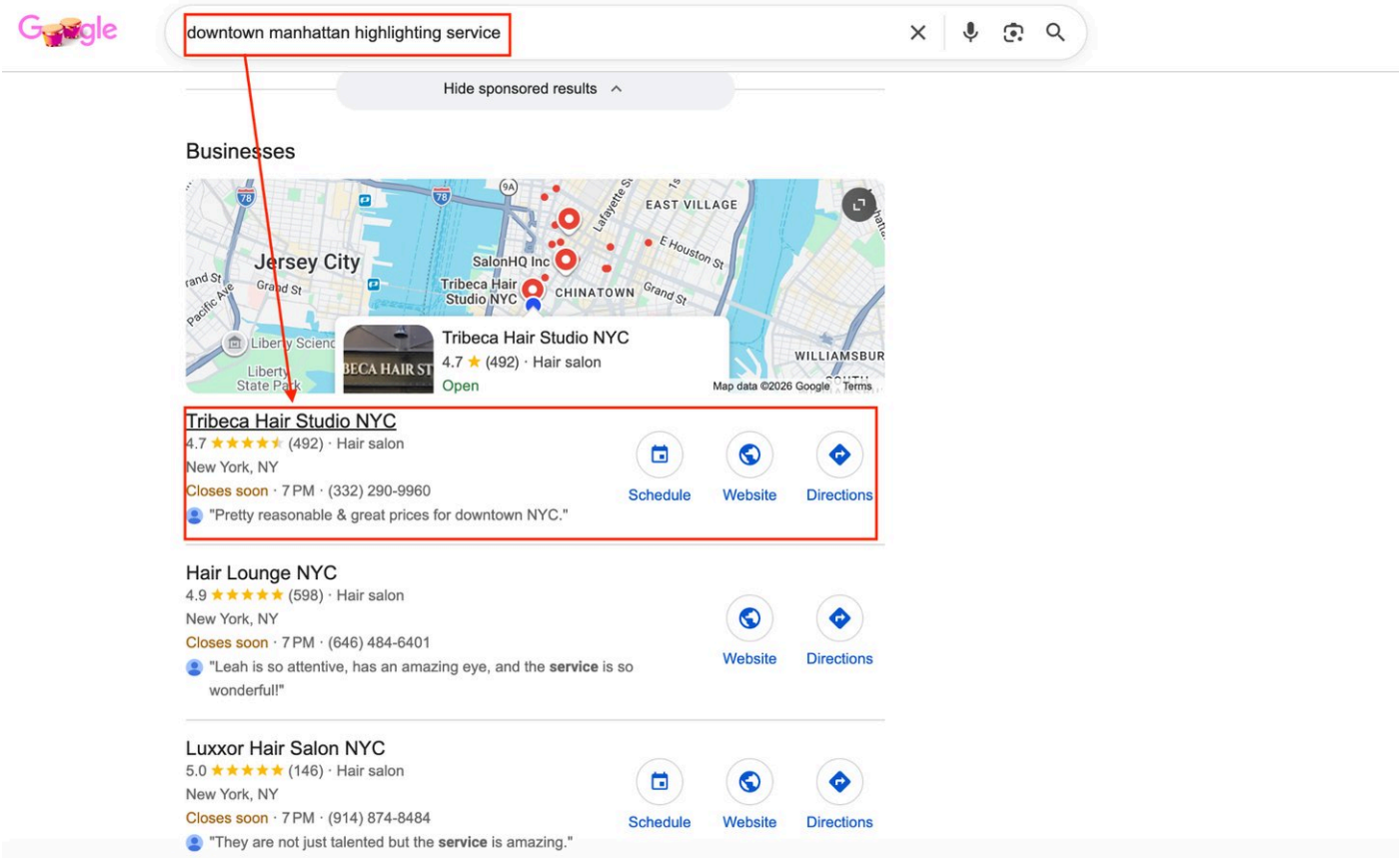
LOCAL HAIR STUDIO TERM / GOOGLE MAPS

downtown manhattan hair studio

HIGH-INTENT COLOR SERVICE

Visible for highlighting services.

A service-specific search places the studio in front of customers seeking color expertise.



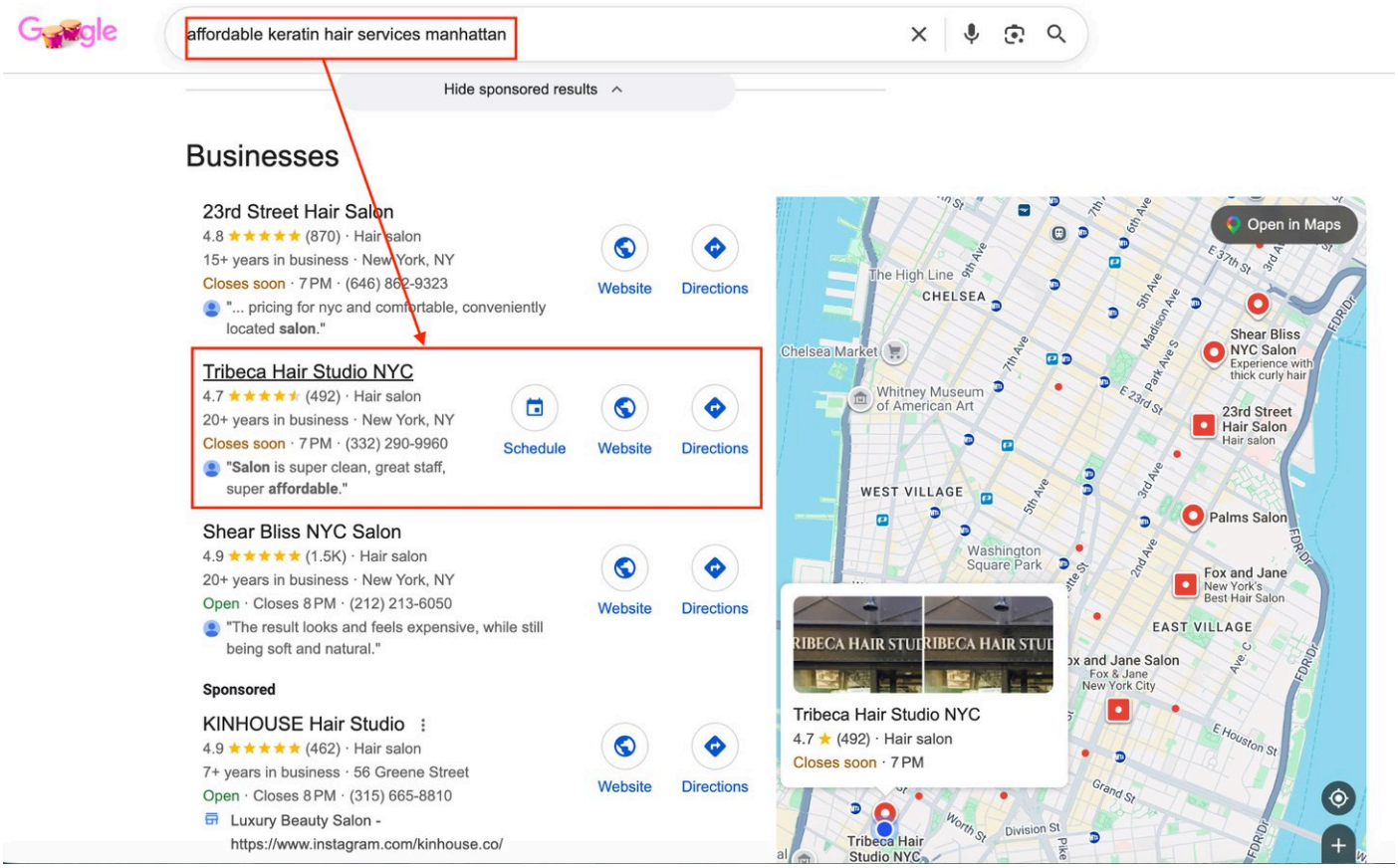
HIGHLIGHTING SERVICE TERM / GOOGLE MAPS

downtown manhattan highlighting service

VALUE-FOCUSED KERATIN SEARCH

Competing for affordability-driven demand.

The Maps result appears for a price-conscious, high-intent keratin query.



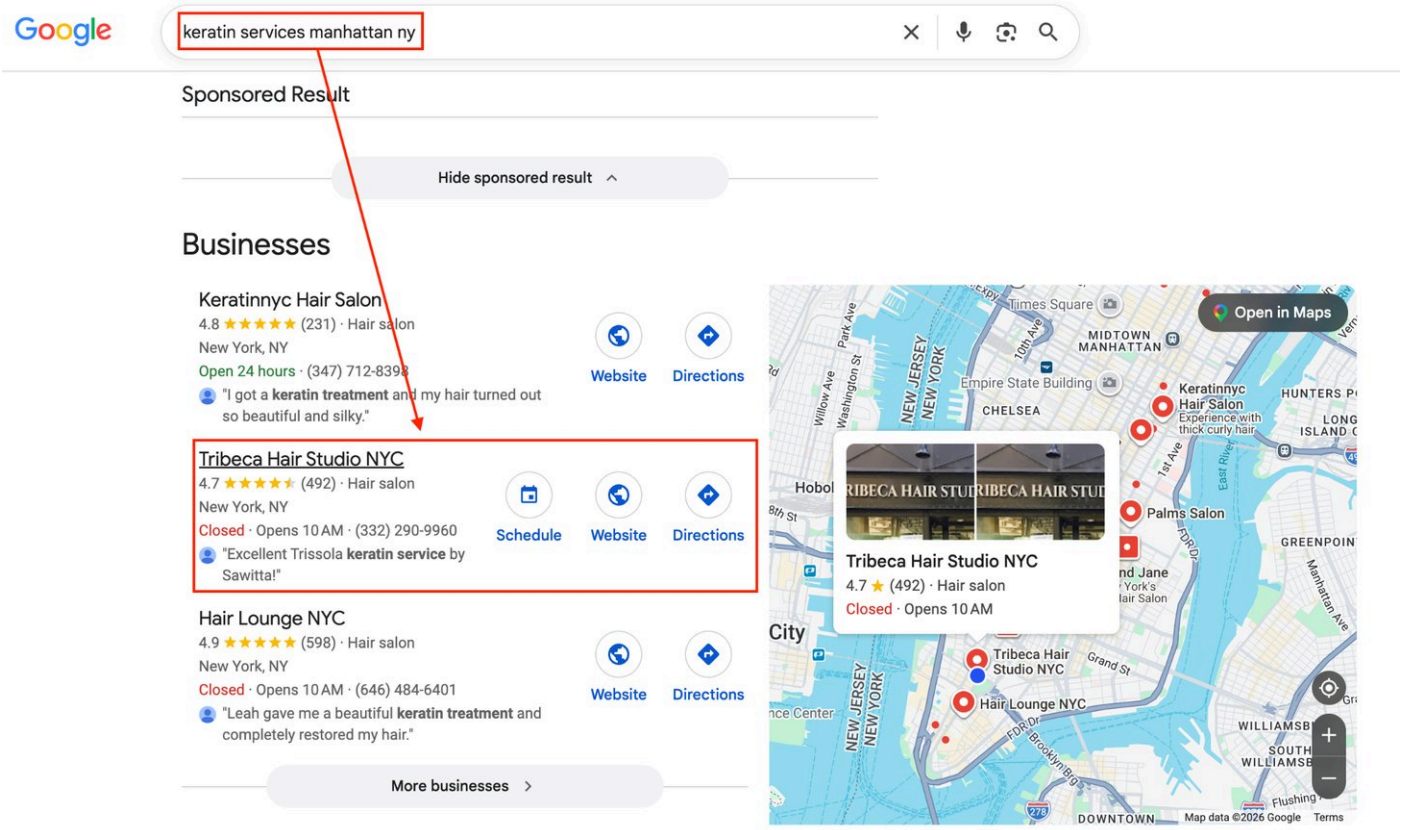
AFFORDABLE KERATIN TERM / GOOGLE MAPS

affordable keratin hair services manhattan

MANHATTAN KERATIN VISIBILITY

Reaching customers seeking keratin services.

A broader Manhattan service search surfaces Tribeca Hair Studio NYC in Maps.



KERATIN SERVICE TERM / GOOGLE MAPS

keratin services manhattan ny

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THE TAKEAWAY

Rankings are useful. Customers make them valuable.

Magnosi Web Marketing connected Google Maps visibility and call attribution to create one measurable customer-growth story.

GET YOUR FREE

MARKETING GROWTH ANALYSIS

See where your business is visible, where leads are coming from, and where the next growth opportunities may be hiding.

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METHODOLOGY & QUALIFICATIONS

01 Call metrics come from the supplied August 1-31, 2026 first-time-caller dashboard: 169 calls, 88% answered, 1:41 average talk time and 73% displayed conversion.

02 The $9,065 figure is illustrative monthly customer value: 169 calls × 73% qualified-lead rate = about 123 qualified leads; 123 × 40% customer conversion = about 49 new customers; 49 × $185 = $9,065.

03 The 40% conversion rate and $185 average customer value are client-supplied estimates. Actual appointments, service mix, repeat visits, tips and collected revenue vary.

04 Search screenshots are point-in-time examples. Google results vary by date, device, location, personalization and query wording. No future ranking or revenue is guaranteed.

Magnosi Web Marketing | Local SEO, Organic SEO, AI SEO and Website Design