



**CUSTOMER SPOTLIGHT:**

# Long Island Nail Skin & Hair Institute

[NAILSKINHAIRINSTITUTE.EDU](http://NAILSKINHAIRINSTITUTE.EDU)

CREATING A BEAUTIFUL  
ONLINE EXPERIENCE FOR  
COSMETOLOGY STUDENTS

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Dana Persico has always thrived on a busy schedule. During her college years, when she was on the fast track to earning a psychology degree with a focus on adolescents, she began working in a hair salon. It was then that she discovered her true passion and started attending beauty school at night. Her life and the lives of future beauty industry students would be forever changed for the better.

## THE SITUATION

### An Attractive Small Business Concept Takes Shape

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#### Creating a Stylish Educational Environment

After graduating from college and beauty school, Dana counseled at-risk youth and eventually merged her love for the beauty industry with her youth psychology background by founding the **Long Island Nail Skin & Hair Institute**. Today, the Long Island, New York-based school has been in business for almost 25 years and is licensed by the New York State Education Department and accredited by the U.S. Department of Education.

Student ages range from 18 to 40, including single mothers and veterans. Dana says, "Many of our students go to school full-time during the day and work nights, or work at night to attend school full time during the day. I know first hand the time, effort and dedication required to work while educating yourself to achieve your dream of a beauty school degree and become an entrepreneur."

#### From the Classroom to Certified Beauty Professionals

Recognized as a trendsetter in her industry, Dana always goes the extra mile for her students. She works with legislators on Capitol Hill and was one of the first education leaders to graduate thousands of students from short-term 40- to 250-hour credentialed beauty programs in the country. "It's a beautiful process to be a part of," says Dana. "Many of our well-educated students are certified, licensed and making money in 3 months."



## THE WEB.COM SOLUTION

### A Website That Is More Than Just Beautiful

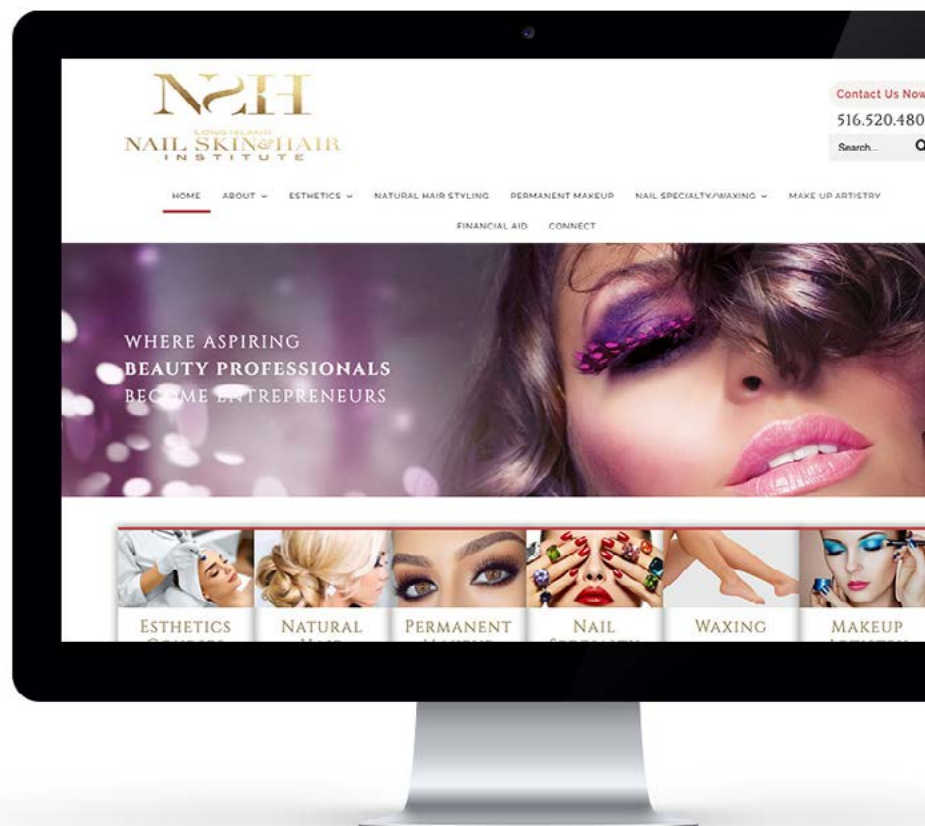
**“What Apple is to the iPhone, Web.com is to Websites.”**

As a Global Beauty Expert who has been featured in *Vogue*, *Marie Claire* and *Cosmopolitan*, Dana understands the value of creating a positive image. When she wanted a new website to reach potential students with details about everything her school has to offer, she would settle for nothing but the best.

After seeing an ad for **Web.com** on the television show *Shark Tank*, Dana contacted the company and soon formed a partnership to create her website. She chose the **custom design option** which allowed her to provide input and direction as the Web.com team designed and built her site from start to finish.

Dana was thrilled with the results. “What Apple is to the iPhone, Web.com is to websites,” she says. “Our website represents relevant curriculums and the beauty industry. It is truly beautiful.”

She particularly likes the use of photography, color and bold headings that she says sets a stylish tone for the site.





THE WEB.COM SOLUTION *(continued)*

## Creating a Welcoming Online Experience

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### Creating Impactful, Trackable Results

Dana's favorite part of her website? "It's so much more than just beautiful," she says. "Web.com has helped me to understand the value of **search engine optimization (SEO) keywords** that attract potential students to our website. I can easily track how many people are visiting our site and understand what content appeals to them most."

Most importantly, the website generates leads from students who are interested in learning more about the school. "Not just leads—qualified leads," Dana adds. "Web.com even **helps us** track and optimize leads through a scorecard that measures direct calling to our phone system via mobile applications and the web."



## THE BENEFITS

### A Great-Looking Present and Future

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#### A Personalized Approach to Success

Dana is proud of the success The Institute has achieved and is ready to do even more in the future. She credits her parents as the inspiration for her entrepreneurial spirit. Her father was a talented and hard-working tradesman and her mother was the first woman to open a Carvel® ice cream franchise in 1972. She went on to serve on the Carvel Board of Directors and her store became a renowned training facility for new franchise owners.

As an entrepreneur, Dana brings an ambitious spirit to her business, too. To create more value for students, The Institute owns many well-known and sought-after medical spa technology systems found exclusively in high-end plastic surgery and dermatology practices. Dana says she is dedicated to making sure everyone who wants to attend The Institute has the opportunity to apply for federal grants and loans. “We offer financial aid to all who qualify,” she says. “I work with lawmakers on both the state and federal level to ensure student equality and education choice when it comes to financial aid availability.”

#### A Beautiful Journey Continues

What’s next for Dana and the Long Island Nail Skin & Hair Institute?

“I will continue to be an advocate and educate my students about what it takes to be successful—I know how hard it can be and want to make their lives easier and dreams of business ownership a reality,” she says.

She is also excited to continue to partner with Web.com as she continues her journey. “They are the standard for website and online marketing,” she says. “And just like our school, they really care about the people they work with—and that’s a beautiful thing.”

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