

Tricks and Tweaks to Optimize Your Website Performance

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VP Digital Strategy and Education

BloomNet | Floriology | 1-800-Flowers



1-800-FLOWERS.COM, INC.



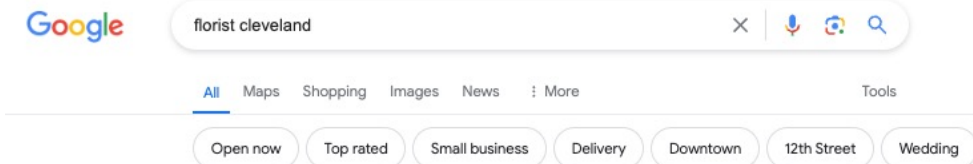
SAF 1 DAY PROFIT BLAST
TUESDAY, JUNE 11, 2024
Thank you Kennicott Brothers and Smithers Oasis for sponsoring this event



Rank Equals Dollars

- Google Data – click through rate (CTR) as of May 2024
- 100,000 CTRs
 - **Position 1: 39,000**
 - Position 2: 18,700
 - Position 3: 10,200
 - Position 4: 7,200
 - Position 5: 5,100
 - Position 6: 4,400
- Average Conversion is 3 percent
 - **Position 1: 1170 orders**
 - Position 2: 561 orders
 - Position 3: 306 orders
 - Position 4: 216 orders
 - Position 5: 153 orders
 - Position 6: 132 orders

Ad Position 1	2.1%
Ad Position 2	1.4%
Ad Position 3	1.3%
Ad Position 4	1.2%
Search Position 1	39.8%
Search Position 2	18.7%
Search Position 3	10.2%
Search Position 4	7.2%
Search Position 5	5.1%
Search Position 6	4.4%
Search Position 7	3.0%
Search Position 8	2.1%
Search Position 9	1.9%
Search Position 10	1.6%



2.1%

Sponsored
Blooms Today
<https://www.bloomstoday.com/flower/delivery>
Cleveland, Ohio - Same Day Flower Delivery - flower
Hand Delivered by a Local Florist. Send Fresh Flowers, Roses, Plants, and Gift Baskets. 4...

1.4%

Sponsored
1800flowers.com
<https://www.1800flowers.com>
Cleveland Flower Delivery
Same Day Delivery Guaranteed — Support Local Farm Fresh Flowers from 1800FLOWERS®. Fresh Flowers, Custom Gifts & More!


1.3%

Sponsored
The Bouqs Co.
<https://www.bouqs.com/flowers>
Same Day & Next Day Flowers | 20% Off Your First Purchase
We believe in farm-direct sourcing & partner with farmers who use sustainable practices.


1.2%

Sponsored
Blossom Flower Delivery
<https://www.blossomflowerdelivery.com/flowers/delivery>
#1 Florist In Cleveland | Fast Same Day Flower Delivery
Blossom Flower Delivery services Cleveland and its surrounding areas. Fresh Beautiful...


39.8%

 Segelin's Florist
<https://www.segelinsflowers.com>
Florist Cleveland OH - Flower Delivery Cleveland Ohio
Segelin's Florist offers beautiful, fresh flower arrangements in Cleveland, OH. Our expert florists create the perfect floral gifts to suit any special occasion ...


18.7%

 Nela Park Florist
<https://www.nelaflorist.net>
East Cleveland Florist - Flower Delivery by Nela Park Florist
Order flowers online from your florist in East Cleveland, OH. Nela Park Florist, offers fresh flowers and hand delivery right to your door in East ...
Sympathy & Funeral · Shop by Flowers · Birthday Flowers · About Us

10.2%

 Green Thumb Florist
<https://www.greenthumbflorist.com>
Flower Delivery by Green Thumb Florist: Cleveland Florist
Order flowers online from your florist in Cleveland, OH. Green Thumb Florist, offers fresh flowers and hand delivery right to your door in Cleveland.

7.2%

 Orban's Flowers
<https://www.orbansflowers.com>
Cleveland Florist - Flower Delivery by Orban's Fruit & ...
Order flowers online from your florist in Cleveland, OH. Orban's Fruit & Flowers, offers fresh flowers and hand delivery right to your door in Cleveland.
\$43 to \$175

5.1%

 Vic's Floral
<https://www.vicsfloralinc.com>
Same-Day Flower Delivery Cleveland OH
SAME DAY FLOWER DELIVERY in Cleveland | Beautiful flowers for every occasion | Send Flowers today from your local Cleveland florist!

4.4%

 bloomsleveland.com
<https://bloomsleveland.com>
Cleveland Florist - Landscaping & Blooms
We are Landscaping & Blooms and we are a real local florist in Cleveland, OH. ...
Our customers love us because we always deliver the freshest blooms on time.
\$50 to \$255

Agenda

- Based on known data – from Google!
 - Distilled best practices
 - SEO can be done at little or no cost but does require time! And commitment.
- The Modern Florist Website
 - Successful SEO starts with right keywords
 - SEO Basics – off-page and on-page text
 - Google Business Profile
 - Site speed and images
 - Answer Frequently Asked Questions
 - Invest in Search Engine Marketing (SEM)

The modern florist website

Why websites are essential in 2024 (and beyond).

- Where you still make the sale!
- Facilitate online orders and increase sales.
- Build credibility and trust with potential customers
- Showcases your brand and unique style, talents
- Reach a wider audience beyond your local area.

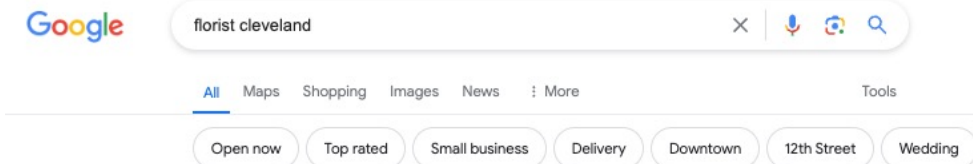
Key elements of a successful floral website

- Must be FAST! Especially on when browsed on the phone
- Mobile responsive
- Visually appealing design with high-quality images.
- Easy navigation and user-friendly interface, aka UX
- Clear calls to action (e.g., "Order Now," "Contact Us").
- Integration with social media platforms.

Successful SEO starts with right keywords

Keyword	Avg. monthly searches	Competition Value	Top of page bid (low range)	Top of page bid (high range)
flower delivery	500000	100	3.14	8.86
florist near me	500000	84	1.4	4.38
flowers near me	500000	99	1.74	5.26
florist	500000	32	2.02	6.4
flower shop near me	500000	89	1.21	3.57
flower shop	500000	55	1.24	3.9
floral shops near me	500000	89	1.21	3.57
floristeria near me	500000	84	1.4	4.38
floral arrangements near me	500000	84	1.4	4.38
floral stores near me	500000	89	1.21	3.57
floral places near me	500000	89	1.21	3.57
send flowers	50000	100	2.94	8.34
same day flower delivery	50000	100	3.94	10.6
send flowers online	50000	99	2.74	8.21
order flowers online	50000	99	2.66	9.34
order flowers	50000	100	3.13	9.82
flower delivery near me	50000	95	2.32	7.57
birthday flowers	50000	100	1.51	5.27
floral delivery	50000	99	2.48	8

Google keyword stats May 1, 2023-April 30, 2024



2.1%

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Cleveland, Ohio - Same Day Flower Delivery - flower
Hand Delivered by a Local Florist. Send Fresh Flowers, Roses, Plants, and Gift Baskets. 4...

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Our customers love us because we always deliver the freshest blooms on time.
\$50 to \$255

SEO: Text Content (off-page)

Optimize html page elements – usually accessible in backend of CMS

- <title> tags – using popular keywords
- <meta name = description> -- using strong appeal to consumer



Florist Cleveland OH - Flower Delivery Cleveland Ohio

Segelin's Florist offers beautiful, fresh flower arrangements in Cleveland, OH. Our expert florists create the perfect floral gifts to suit any special occasion ...

- Image alt text with relevant keywords

Segment landing pages reflecting business structure – Google loves solid taxonomy!

- Strong gift or occasion categories such “birthday flowers,” “sympathy or funeral,” “get well,” “anniversary flowers”



Birthday Flowers Delivery Cleveland OH

Send **Birthday Flowers** today! Same day delivery to Cleveland, OH and surrounding areas. Buy the freshest **flowers** from Filer's Florist Greater... \$55 to \$94

- Seasonal and varietal – mother's day flowers (gifts), valentine's day flowers (gifts), roses, orchids, lilies

SEO: Text Content (on page)

Important on page components

- `<h1>` header tag – first headline in appearing bold on the page.
- First paragraph – contains keywords written in context found in page `<title>` and `<meta name = “description”>`
- `<h2>`, `<h3>` header tags
- Links – best are intra-site link

The screenshot shows the website for Segelin's Florist & Gifts. The navigation menu includes: OCCASIONS, FLOWERS, FRUIT & FOOD BASKETS, SYMPATHY, WEDDINGS, ABOUT US, HELP, and social media icons for Facebook, Google+, Instagram, and Twitter. The breadcrumb trail reads: Home > Sympathy & Funeral.

The main content area features a large image of white lilies. Below it is the **SYMPATHY & FUNERAL FLOWERS** section, which is annotated with a blue arrow labeled `<h1>`. The first paragraph of text in this section is annotated with a blue arrow labeled "1st paragraph".

Below the first paragraph is a grid of product categories, each with an image and a caption. A blue arrow labeled `<h2>` points to the "For the Service" header. The categories are:

- FOR THE SERVICE (image of a colorful bouquet)
- FOR THE MEMORIAL SERVICE (image of a red floral arrangement)
- SYMPATHY PLANTS (image of a potted plant)
- SPECIAL SENTIMENTS (image of a vase of flowers)
- STANDING SPRAYS & WREATHS (image of a white floral spray)
- BOUQUETS FOR THE SERVICE (image of a pink and white bouquet)
- FOR THE HOME (image of a purple floral arrangement)
- FRUIT & FOOD BASKETS (image of a fruit basket)

Below the grid is a section titled "Sympathy Collections" with a blue arrow labeled `<h3>` pointing to it. The collections are:

- BEAUTIFUL MEMORIES COLLECTION (image of a casket with flowers)
- COLORFUL REFLECTIONS COLLECTION (image of a casket with flowers)
- DISTINGUISHED SERVICE COLLECTION (image of a casket with flowers)
- GRANDEST GLORY COLLECTION (image of a casket with flowers)

SEO: Text Content (on page)

More on-page considerations

- Product description pages
- Blogs – posted at least monthly with a word count of roughly 1000-1200.
- How to leverage AI for this content
- FAQs (learn more soon)

Why is adding content important? Algorithm for keyword density

1st paragraph

OCCASIONS ▾ FLOWERS ▾ FRUIT & FOOD BASKETS SYMPATHY WEDDINGS ABOUT US HELP ▾

Home > Sympathy Plants > Blooming Garden Basket Basket Arrangement

BLOOMING GARDEN BASKET

Save for Later

Select Size

Standard \$79.99

Add Something Extra

Box Of Chocolates Select ▾

Red Wine Select ▾

Mylar Balloons Select ▾

Would You Like Pick-Up Or Delivery?

Delivery Pickup

Where Would You Like Your Order To Be Delivered?

* Denotes Required Field

* What Zip/Postal Code Is This Going To?

DESCRIPTION SIZES

A sweet, bright flurry of colorful fresh plants celebrates vivid memories and expresses heartfelt feelings to friends and loved ones. A purple African violet, yellow rose plant, pink azalea, hypoestes and ivy plants are all nestled in a round basket with handle.

Answer Frequently Asked Questions (FAQs)

Best practices

- Ask staff to write down FAQs they get on calls
- Publish landing page with SEO-friendly URL: ie. www.renatosflowers.com/FAQ-frequently-answered-questions.html
- Update often!
- Sample: <https://www.weloveflorists.com/florist-faq-sample-questions/>

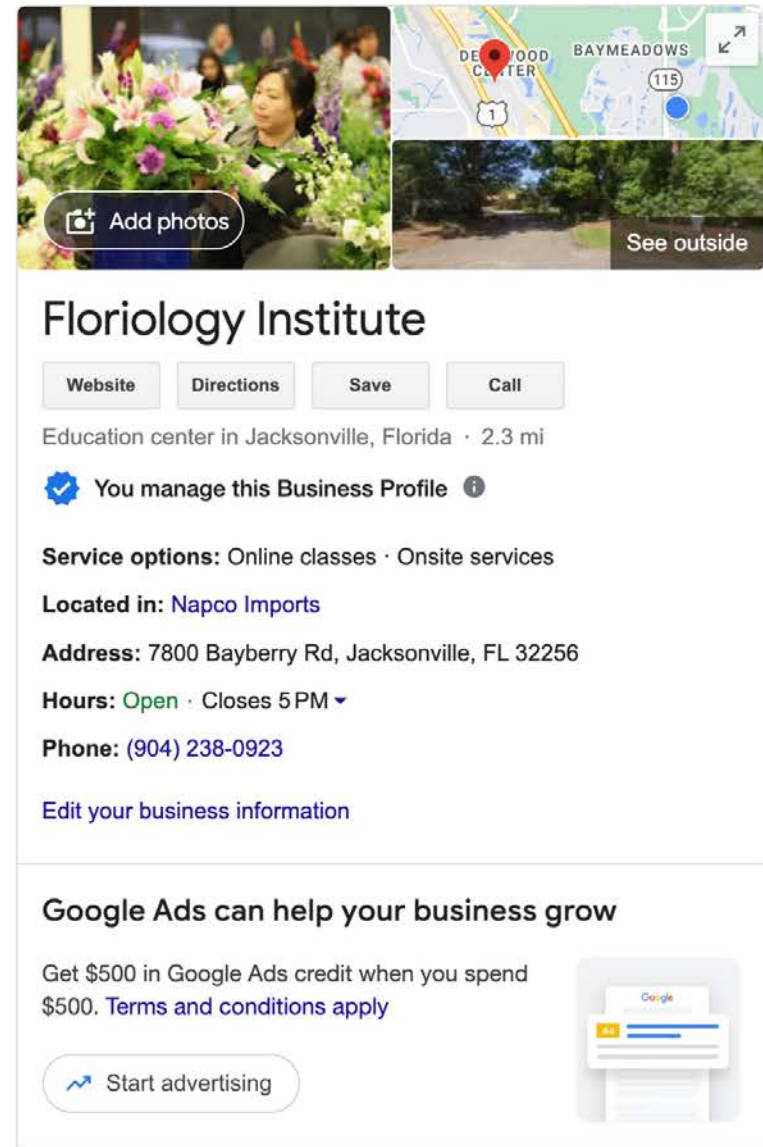
Sample FAQs

- What days and hours are you open?
- How do I contact you
- What product types are available?
- Is there an offer code or coupon code I can use for online purchases?
- Can you deliver at a specific time to a funeral?
- What areas do you deliver to?
- Is in-store pick up available for orders purchased online?
- How are shipping and delivery charges determined?
- What about substitutions?
- Can I pick a delivery time?
- Can I get same-day delivery?
- What happens after I place an order?
- Can I make a change to my order?
- Will my flowers be left if no one is home?
- Will you contact the recipient?
- Is the arrangement in the photo exactly what will be delivered?
- What areas do you deliver to?
- How can I determine the status of my order?

Google Business Profile - Formerly Google My Business

Best practices (demo)

- ❑ Own and manage yourself – as the business owner
- ❑ Pay attention to emails!
- ❑ Update today and often
 - ❑ Google Business Profile (GBP) acts as your online storefront on Google Search and Maps – its own
 - ❑ Boosts your local SEO rankings and visibility.
- ❑ Treat like a social media
- ❑ Use review links within email marketing and social to build positive reviews
- ❑ Emulate on Bing



The screenshot displays the Google Business Profile for Floriology Institute. At the top, there are two images: a woman surrounded by flowers and a map showing the location in Jacksonville, Florida. Below the images are buttons for 'Add photos' and 'See outside'. The business name 'Floriology Institute' is prominently displayed, followed by navigation buttons for 'Website', 'Directions', 'Save', and 'Call'. The profile indicates it is an 'Education center in Jacksonville, Florida' located '2.3 mi' away. A blue checkmark icon confirms 'You manage this Business Profile'. Under 'Service options', it lists 'Online classes' and 'Onsite services'. The 'Located in' section mentions 'Napco Imports'. The 'Address' is '7800 Bayberry Rd, Jacksonville, FL 32256'. The 'Hours' are 'Open' and 'Closes 5 PM'. The 'Phone' number is '(904) 238-0923'. A link to 'Edit your business information' is provided. At the bottom, there is a promotional banner for Google Ads, stating 'Get \$500 in Google Ads credit when you spend \$500. Terms and conditions apply', with a 'Start advertising' button and an image of a document.

SEO: Speed and Images

The Need for Speed

- Check speed – huge factor impacting bounce, thus conversion
- Use Google speed check
<https://pagespeed.web.dev/>

Optimized Images

- Ideal format(s)
 - PNG for graphics (not photos)
 - WebP for flower photos
 - JPG for other photos
 - <https://tinypng.com/>
 - <https://imageoptim.com/>

Get even faster

- Upgrade hosting service level (recommended)
- Optimize JavaScript and CSS files
- Update website platform
- Think mobile first

Search Engine Marketing (SEM) – Google Ads

Best practices

- Protect the brand by bidding on your own business name
- You are buying clicks, which increase search relevance
- Gets you on the platform to expand advertising quickly.
- Get help!

KPIs

- Few months to ramp up
- Think ROI ratio to gauge effectiveness – solid campaigns provide you twice the revenue to dollar spend.

The screenshot shows a Google search for "mcshan florist". The search bar contains the text "mcshan florist" and navigation icons. Below the search bar, there are tabs for "All", "Shopping", "Images", "Maps", "News", and "More". The search results are categorized into "Sponsored" and "Organic".

Sponsored Results:

- mcshanflorist.com** (https://www.mcshanflorist.com)
 - McShan Florist**: Dallas Local Florist — Choose From a Wide Range Of Floral Arrangements, Fruit Baskets and More For Any Occasion. We Provide the Freshest, Highest-Quality Flowers Arranged in Exclusive...
 - Floral Arrangement O...: \$42.49 (was \$50) from Teleflora.com. Get by 6/12.
 - Flowers - Bursting with J...: \$35.99 from FromYouFlower...
 - Flowers | Same Day Flower...: \$44.96 from FlowerShoppin...
- McShan Florist** (https://www.mcshanflorist.com)
 - Sympathy Spray Flower Delivery**: \$114.99 from Avasflowers.
 - FTD Flower Delivery | Simp...**: \$61.20 (was \$72) from FTD. (92) reviews. Get by 6/12.
 - The Comfort Planter**: \$43.99 from Send Flowers. Get by 6/12.

Organic Results:

- McShan Florist** (https://www.mcshanflorist.com)
 - McShan Florist: Dallas Florist and Flower Delivery**: McShan Florist is proud to provide flower delivery across Dallas. We are proud supporters of the Dallas community and happily deliver to Garland, Richardson, ...
 - Sympathy and Funeral**: Send Sympathy and Funeral today! Same day delivery to Dallas ...
 - Birthday Flowers**

Q/A

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[Facebook.com/renatosogueco](https://www.facebook.com/renatosogueco)

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