



 **1 DAY PROFIT BLAST** 

**SUNDAY, JULY 15, 2018**

**Pick Me!**

**Stand Out and Sell More Online**



**Joshua Glass, AAF**  
Vice President  
Peoples Flower Shops  
Albuquerque, New Mexico





### What's Our Plan for the Next Hour...

Discuss a range of tweaks big and small that help customers find you and, once on your site, spend significantly (less) time and more money in your online store.

Discuss Google products and some ancillary products that work alongside Google to elevate sales and customer experience.

Touch on aspects relating to Google AdWords.



3

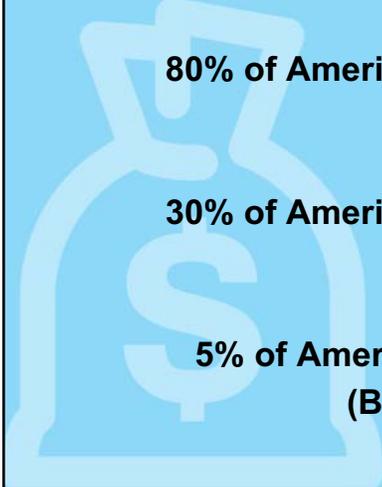


**95% of Americans shop online at least yearly.**

**80% of Americans shop online at least monthly.**

**30% of Americans shop online at least weekly.**

**5% of Americans shop online daily.**  
**(Big Commerce)**

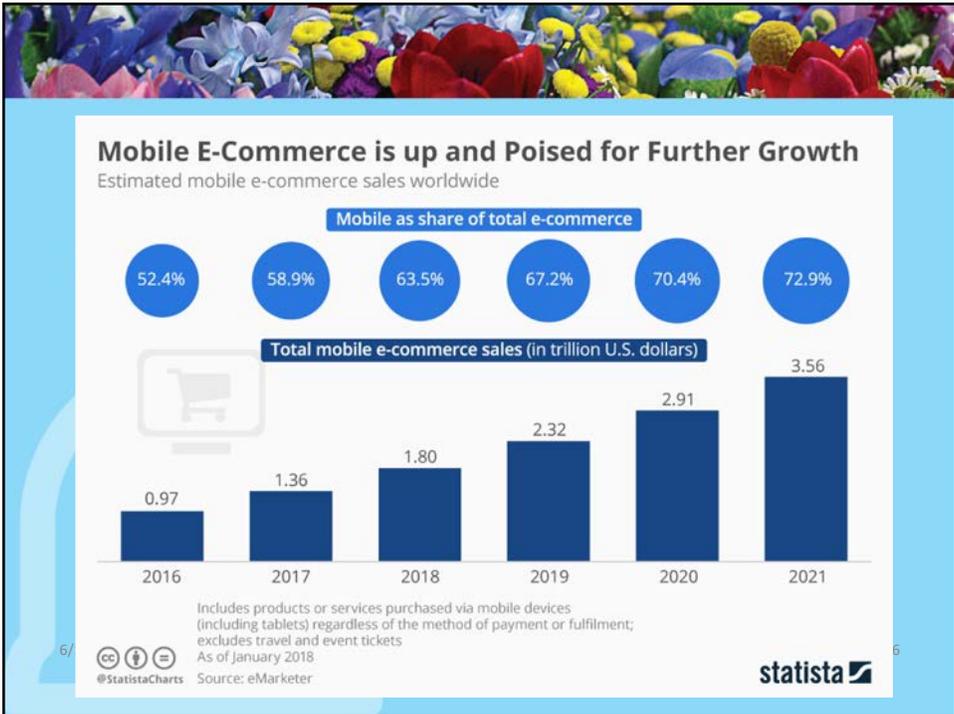


4



Just this past month NPR reported that according to a Marist poll 92% of online shoppers are Amazon customers and that consumers are using Amazon the same they way they used to use Google for **product information and research** before making a purchase.

5







The future you see  
is the future you get.

Robert G. Allen

www.HealthTalkToday.net



In 2012, U.S. consumers spent \$7.8 billion in retail purchases on their smartphones.

According to Forrester data by 2016, this figure had grown to \$60.2 billion and Forrester anticipates it will reach \$93.5 billion in 2018—and \$175.4 billion in 2022.

7



## So Why Would A Customer Pick You and Your Shop?

SAF's most recent **Consumer Attitudes & Behavior Study** about Floral Purchasing showed that the benefits of online services include the ease and convenience of 24/7 shopping, the ability to see a "catalog" of options and prices, and the availability to find harder-to-find flowers.

This is how various **factors ranked in importance** when choosing to buy flowers.

- Flower **quality** and freshness (93%)
- Product **guarantee** (88%)
- **Convenience** and ease of ordering (83%)
- **Value** for money (77%)
- Delivery service, **including same-day** (77%)
- **Advice** and **recommendations** (69%)
- Professional **design** (67%)
- Broad **range of products** / arrangements (67%)

**So why would a consumer pick your shop?**

6/15/18

8

## Paradigm Shift



**Always** look at things through the customer's eyes.

6/15/18

9

Google has updated its algorithm to focus heavily on **UX** (fancy abbreviation for **User Experience**). Providing quality content that matches what “users” are looking for is one of the best ways to improve your website’s “authority” with Google and move up in Search Engine rankings in general.

Many of the improvements we make onsite to make it easy to locate content and place an order online will automatically improve rank, thereby driving more traffic to your site.

10



## #2 Reviews... We Need Them! Your Customers Want to Know What to Expect.

→ According to KPMG Consumer Insights, **the top trait that drives customer loyalty for online consumers is an exceptional customer experience.**

Be Your Customer – Weekly Test Ordering!



## Getting Reviews

Getting the review average to show on Search Engine Results Pages (SERPs) boils down to using the appropriate schema. As far as gathering and publishing the reviews, there are a number of companies out there that offer this solution. We use Yext for our homepage reviews.

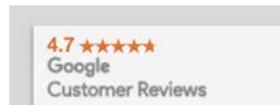
The “authority” the star ratings give to a site does not affect Google ranking. It merely gives another chance to impress potential customers who find you while searching with the hopes seeing a high average rating under your primary domain listing will convince them to click through to your site instead of a competitors.

First party reviews also give you an opportunity to diffuse customer service and product issues via a customer review email before they make it to Google, Facebook, Yelp or other public places of your website.

13



## Badges of Honor



Peoples Flower Shops Main Location  
3000 Combsdale Rd NE, Albuquerque, NM

4.6 ★★★★★ 88 reviews

Sort by: Most relevant

**Janie Pickard** 2 reviews  
1 month ago  
★★★★★  
7 days ago I received an arrangement from Peoples... it is an assortment bouquet that came in a cube vase. Totally beautiful! Roses, lily, gerbera, and much more. Today they are more beautiful than ever. Just want you to know how awesomely beautiful your flowers arrived and how loved.

**Response from the owner** 1 month ago  
Thank you Janie. Seven days is a long time for fresh flowers to last. You must have a special touch. Come see us again!

**Carla Marquez** 3 reviews  
1 month ago  
★★★★★  
First time I ever ordered flowers for my boyfriend and the experience was beyond great! Carla was super nice and offered great customer service through my whole phone order. They were able to do some one delivery service which was great! ... More

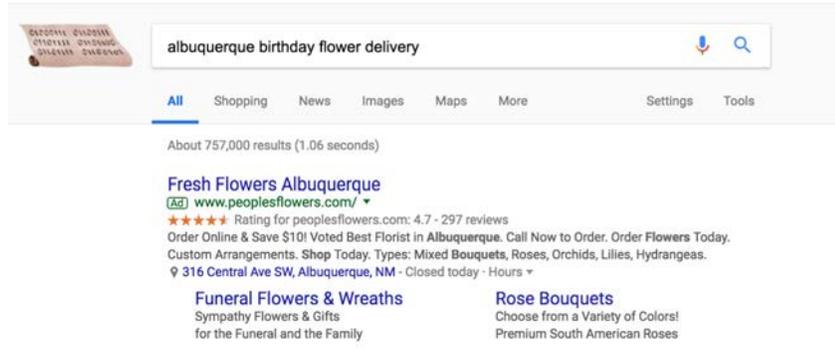


## Google & First Party Reviews on your Website

6/15/18

14

# The End Result of Good Reviews



## Google & First Party Reviews on your Website

6/15/18

15

# #1 Quality Images



## Poor vs. Quality Photos

6/15/18



## How We Do It!

Shoot images in-house.  
 White background.  
 Tungsten lighting. (LED is still missing wavelengths)  
 High resolution images 150 dpi.  
 JPEG or raw format.  
 Tripod.  
 Schedule 30 minutes per image.  
 Have a designer on-site.  
 Take smartphone photos first to spot issues.  
 Photo editing completed by a professional.  
 Longer focal length, correct dimensions for your site and be prepared to crop.  
 Dropbox account.  
 Apple Mac is a very useful tool for editing and file management.

17



## #3 Descriptions. Photos don't always speak a million words..

### Product Description

**Neglecting product descriptions is regularly cited in "Top 10 E-commerce "Mistakes" articles.** This is the critical information that converts a shopper to a buyer. You should have a **description** that states what **flowers and colors are featured** to help the user understand the design and also to help with search, both on-site and off. You could address the **feeling the design evokes, the design shape, or even the occasions that the design is ideal for.** Try to make sure the descriptions are not repetitive across products.

18

## #4/8 Easy Checkout with Options



### Payment Options / Payment Gateways

6/15/18

19

## #5 Easy Search

Improve your search capabilities to provide an **accessible search bar, visual search capabilities and relevant search results** as search converts at a rate 2.6 times higher than non-search for purchases in apps.



### Easy Search on Desktop & Mobile

6/15/18

20

## #5 Easy Search

Easy Website Navigation & Mobile Friendly?



6/15/18



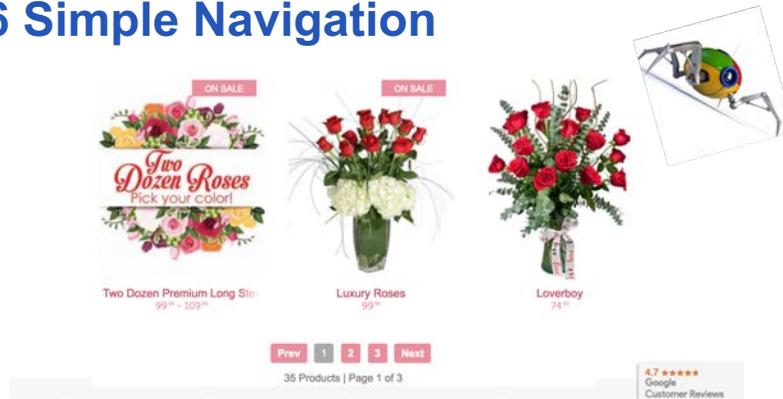
## Give The the Right Results!

Take the time to make sure your products are properly coded with the correct descriptions.



22

## #6 Simple Navigation



Limit Selections Per Category / Varied Products Per Category – Keep It Changing

6/15/18

23

## When managing your pages...

- Past the second page of products, most categories don't make sales!
- Remember that mobile visitors have to load every image on the category.
- Adjust products and categories frequently to make sure top sellers are most accessible.
- Web crawlers like to see frequent change of content.

24



## Navigational Fine Tuning

- Keep your customers on your website! Outbound links should be limited and at best open a new window.
- Well structured site makes it clear to search engines as well as customers how to locate what they're looking for - occasion vs type or category of flower vs information about you.
- Make your top selling categories navigable sitewide.
- Similar products that make sense.
- Occasions appropriate for time of year.
- KNOW YOUR TOP SELLERS and keep them in prime locations.
- Never hurts to have a Best Sellers Category. (Keep it current).

25



29% of the \$19.6 billion for Valentine's Day spending occurred online with about \$2 billion in overall Valentine's spending earmarked for flowers.

26



**National Retail Federation projected 31% of this year's Mother's Day buyers would buy online vs 29% at specialty stores. Spending was forecast at \$23.1 billion, just shy of 2017's record breaking \$23.6 billion.**



27



## #7 Easy to Use Mobile



Easy To Use Mobile

6/15/18

28



Forrester's 2018 Retail Best Practices: Mobile Web study found **smartphones will be used in over one-third—or more than \$1 trillion—of total U.S. retail sales at some point in the process of buying something in 2018, including research, price comparisons and purchases.**

29



For FlowerManager sites, mobile traffic **Jan-May 2018 rose 12.49% YoY,**

**Mobile transactions rose 20% and revenue rose 23% with a 7.86% increase in conversion rate.**

30

## Mobile Indexing

- **Mobile First Indexing was officially announced in late March** after a year and a half of experimentation. Google Search Console property owners are notified when Mobile-First Indexing has been enabled for their sites.
- Mobile First Indexing is a way for **Google to deliver the best content to users that is optimized for their screens.**
- **Mobile First Indexing means that Google Bot will crawl the mobile version of your site's pages first.** If a site does not have a mobile friendly version, then Google will continue crawling the site as is.
- The 'Mobile-First Index' is no different than a standard indexing. All content lives within the same index but **Google will use mobile versions first when available.**
- Google assures that mobile first indexing will not affect current rankings but is merely a different way for Google to gather content.

31

## First Things First

### Don't forget...

Mobile visitors have to load every image on the category!

32

## Best Practices

**SELECTION AND UPGRADE CHOICES**

6/15/18

**TRADITIONAL SYMPATHY REMEMBRANCE**

Traditional Sympathy Remembrance is a stylish tribute of brilliant flowers appropriate for any service or memorial.

Our most popular color palette is our Designer's Choice selection where our Design Team will use the most open and freshest blooms available to make the best presentation possible for the service. We offer the

★★★★★ (88 reviews)

**Delivery Conditions**

**Reward Points**

NOTE: Our most popular color palette is our Designer's Choice selection where our Design Team will use the most open and freshest blooms available to make the best presentation possible for the service.

**MORE UPGRADES**

- 6" Spathiphyllum Plant in a Basket **\$24<sup>00</sup>**  
SKU: 028 REWARD POINTS: 25
- 6" Spathiphyllum Plant Upgraded in a Decorative Metal Tin **\$34<sup>00</sup>**  
SKU: 029 REWARD POINTS: 35
- 6" Spathiphyllum Plant Featured in a Ceramic Container (Most Popular) **\$39<sup>00</sup>**  
SKU: 030 REWARD POINTS: 40
- Upgrade to a Larger 8" Spathiphyllum Plant in a Basket **\$49<sup>00</sup>**  
SKU: 031 REWARD POINTS: 50
- Upgrade to a 8" Spathiphyllum Plant in a Decorative Metal Tin **\$59<sup>00</sup>**  
SKU: 032 REWARD POINTS: 60
- Double 6" Spathiphyllum Plants in a Decorative Metal Tin **\$64<sup>00</sup>**  
SKU: 033 REWARD POINTS: 65
- 10" Spathiphyllum Plant in a Basket (for Larger Plants) **\$84<sup>00</sup>**  
SKU: 034 REWARD POINTS: 85

**MORE UPGRADES**

- Traditional Sympathy Remembrance **\$64<sup>00</sup>**  
SKU: 010 REWARD POINTS: 65
- Deluxe Upgrade with More Flowers for a Fuller Effect **\$84<sup>00</sup>**  
SKU: 011 REWARD POINTS: 85
- Premium Upgrade with More Flowers for a Fuller Effect **\$99<sup>00</sup>**  
SKU: 012 REWARD POINTS: 100

**SPLENDOR**

Send a beautiful Splendor arrangement today. Year after year this is our most popular design. Multiple upgrade options are available.

**DELIVERY:** Our pricing reflects exceptional value for our orders. Avoid delivery to Peoples Flowers. There may be a higher cost for out of area orders delivered by our network florists as the price of flowers varies in other areas.

**MORE UPGRADES**

- Summer Splendor with Fewer Flowers **\$49<sup>00</sup>**  
SKU: 013 REWARD POINTS: 50
- Summer Splendor Deluxe As Shown **\$59<sup>00</sup>**  
SKU: 014 REWARD POINTS: 60
- Premium Upgrade to Larger Vase (Most Popular) **\$69<sup>00</sup>**  
SKU: 015 REWARD POINTS: 70

★★★★★ (88 reviews)

**Delivery Conditions**

**Reward Points**

**Meaning of Colors**

NOTE: Colors and flower types may vary based on product availability.

## Best Practices

**ADD ON CHOICES**

6/15/18

**MAY WE SUGGEST**

**ADD ON CHOICES**

6/15/18

**MAY WE SUGGEST**

**MAY WE SUGGEST**

**MAY WE SUGGEST**

17

## #9 Welcome Back



### Shop Remembers Me

6/15/18

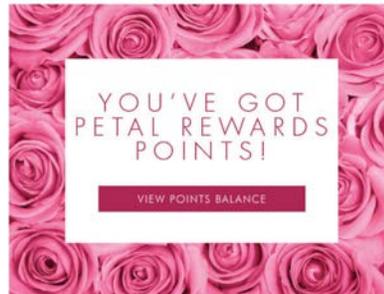
35

## Reward Them



Call us at (505) 225-2035

MEMBER REWARDS | SHOP OCCASIONS | CUSTOMER SERVICE



### Claim & Earn More Reward Points

Thank you for purchasing from Peoples Flower Shops! As a customer, you've been enrolled in our Petal Rewards program. Activate your Member Account to claim your points and earn these time (and money) saving benefits that will get flowers to your loved ones faster:

- Express Checkout
- Promotions & Offers
- Personal Address Book
- Reminder Service
- Order History

It's easy to claim your account – enter your email address and set a password to get started. [Click here](#)

36

## Email Practices We Follow

- 95% of the time we have a value offer.
- Typically never more than one per week.
- Feature six products most generally.
- Email is optimized for smart phone.
- Track our open rate and unsubscribe numbers.
- Review emails sent to customer before and after.

37

## #10 Make Yourself A Star!

- Short and sweet - a minute or less.
- Mic up if you can.
- Smartphone tripod is a good idea.
- Facebook Live Works.
- Use the best smartphone available.
- Reduce Background Clutter, Distractions and Noise.



## Product Videos

6/15/18

38

## Best Practices



Flexible Delivery and Rush Service a MUST!

6/15/18

39

## Best Practices

	A	B	C
1	Terri	\$40.91	
2	Sally	\$51.65	
3	Dan	\$50.45	
4	Linda	\$43.30	
5	Josie	\$37.73	
6	Thomas	\$42.61	
7	RJ	\$28.34	
8	Melinda	\$34.02	
9	Michelle	\$49.00	
10	Marilyn	\$38.77	
11	Katy	\$33.93	
12	June	\$32.56	
13	RT1 / Internet	\$57.91	
14	Josie	\$68.37	
15	Gina	\$57.51	
16	Maggie	\$69.71	
17	Sally	\$40.23	
18	Rick	\$30.04	
19	Steven	\$36.99	

Average Sale, Know It and Live It!

6/15/18

40



## The Devil is in the Details.

Is your messaging clear at checkout? Do you still have delivery disclaimers regarding Valentine’s Day Delivery in July?

Do you do a good job following up with **special requests** on your online orders?

Are you **add-on appropriate for the occasion** and time of year?

One of the best ways to check your UX (User Experience) is to **place an order on your own site (weekly)**.

Look for ways to streamline the process. **Remove any possibility for confusion** or unrelated details that can get in the way of completing the sale.

**Is your staff properly trained** to process your web orders and to easily offer support to customers calling with questions and issues?

41



## The Devil is in the Details.

**Don’t over communicate** creating problems. People ordering online desire an easy seamless process.

Match their communication style. If they email, then email them. If they call, then call them back. This is especially true for our millennials and certainly our millennial brides.

42



Let's stop thinking about our websites as a task but rather a new location!



**Welcome to your New Opening or your New Remodel!**

6/15/18 43



Competitive Advantage



Google products and some ancillary products that work alongside Google to elevate sales and customer experience.

44



## Tips and Tricks

### Get a Google My Business Listing

**Google My Business** is a free and easy-to-use tool for businesses and organizations to manage their online presence across **Google**, including Search and Maps. By verifying and editing your **business** information, you can both help customers find you and tell them the **story of your business**.



6/15/18

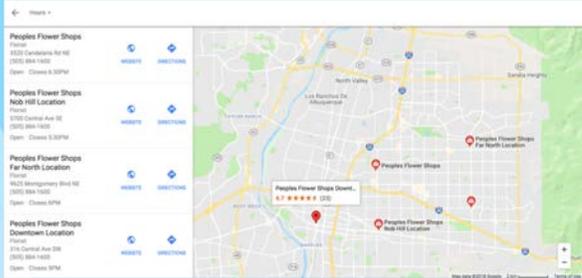


## Tips and Tricks

### Are you showing up in Google Maps?

#1 - Google displays map results based on location relevance

Here's more ways that can help...



6/15/18 46



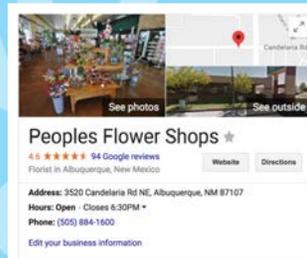
## Getting Mapped

- Claim and verify your Google My Business Page
- Map info is consistent with website information
- Business name
- Local phone number
- Hours of operation
- Correct domain version
- Accurate company categories (Florist, Garden Center, Event Planner, etc.)
- Fill out the company bio with services you offer as well as the company background (family owned local florist, established in \*city name\* in 1920, etc.)
- Review - While Google has stated that the number of reviews does not directly affect local map rankings, page engagement has lead to increases in overall rank.
- Images - update your GMB images every few weeks/months with new products, events your company is participating in and staff. This gives new and existing customers something to engage with when they visit your page.



## Tips and Tricks

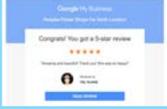
Respond to your Google online reviews!



Don't Forget Facebook and Yelp Too.



## My advice...



- Take a breath and/or find the right time to respond.
- Have all your facts straight before responding.
- Remember that your words will be selling potential customers on your company.
- Listen.
- They don't want to hear excuses but you can educate your customers.
- Take the discussion offline inviting them to contact you directly.
- *Make sure to state that your goal is to see that all your customers have a good experience.*
- *If you are at fault, take responsibility.*
- *You really can't farm public disputes out to just anybody.*

**Good resource article on this subject written by expert Travis Sink:**

<https://www.gravityfree.com/blog/responding-online-reviews-good-bad-ugly/>

49

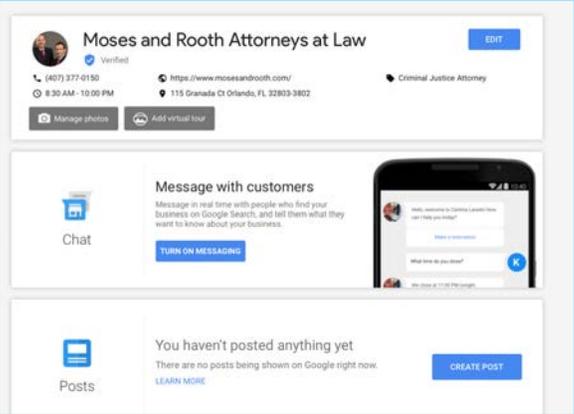


## Tips and Tricks

-Google Messaging

-Facebook Chat & Autoresponders





6/15/18

50



## Google's New Post Feature

Keep your customers updated by sharing what's new.

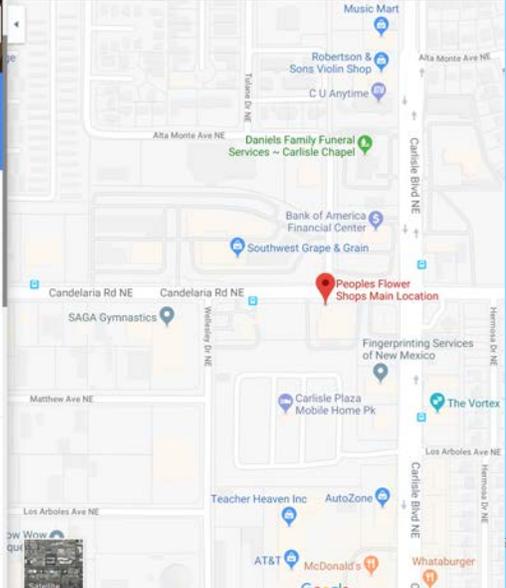
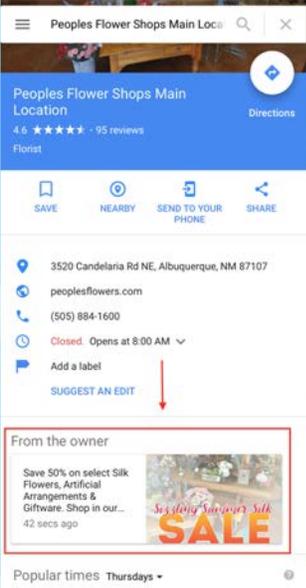
Reach beyond just your followers - give everyone searching for your business a reason to come in by posting updates and offers directly to your local listing on Google.

[Create your first post](#)



Google has added a Post feature which allows you an **opportunity to stand out on Search and Maps** listings with an announcement about a new product, sale, event or offer - complete with a link to Buy. Google offers insights on the posts so you can learn what best engages customers.

51



Peoples Flower Shops Main Location

Peoples Flower Shops Main Location  
4.6 ★★★★★ · 95 reviews  
Florist

SAVE NEARBY SEND TO YOUR PHONE SHARE

3520 Candelaria Rd NE, Albuquerque, NM 87107  
peoplesflowers.com  
(505) 884-1600  
Closed. Opens at 8:00 AM  
Add a label  
SUGGEST AN EDIT

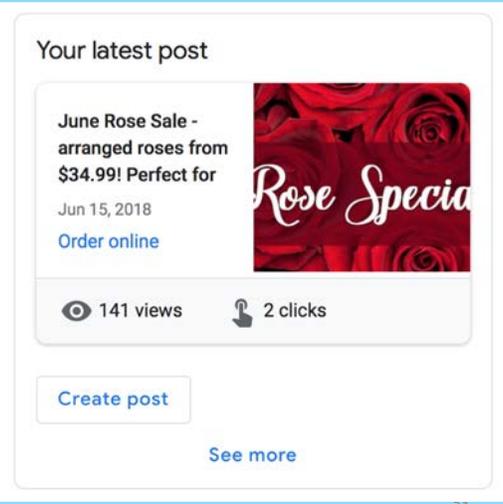
From the owner

Save 50% on select Silk Flowers, Artificial Arrangements & Giftware. Shop in our...  
42 secs ago

Popular times Thursdays

Map showing location of Peoples Flower Shops Main Location at 3520 Candelaria Rd NE, Albuquerque, NM 87107. Surrounding businesses include Music Mart, Robertson & Sons Violin Shop, C U Anytime, Daniels Family Funeral Services ~ Carlisle Chapel, Bank of America Financial Center, Southwest Grape & Grain, SAGA Gymnastics, Fingerprinting Services of New Mexico, Carlisle Plaza Mobile Home Pk, The Vortex, Teacher Heaven Inc, AutoZone, AT&T, McDonald's, Whataburger, and others.

52



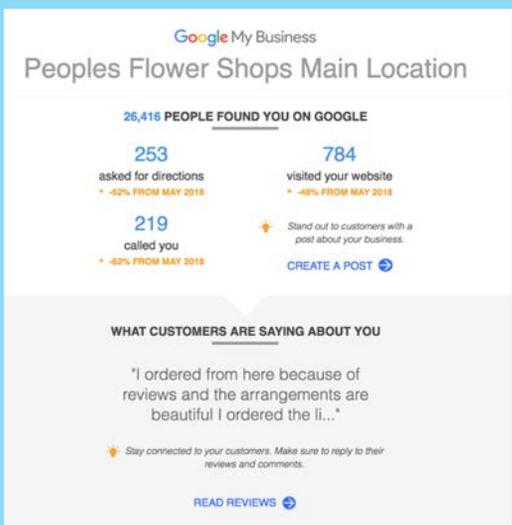
Your latest post

June Rose Sale - arranged roses from \$34.99! Perfect for  
Jun 15, 2018  
[Order online](#)

141 views 2 clicks

[Create post](#)

[See more](#)



Reporting Data That's Easy to Understand

Google My Business

Peoples Flower Shops Main Location

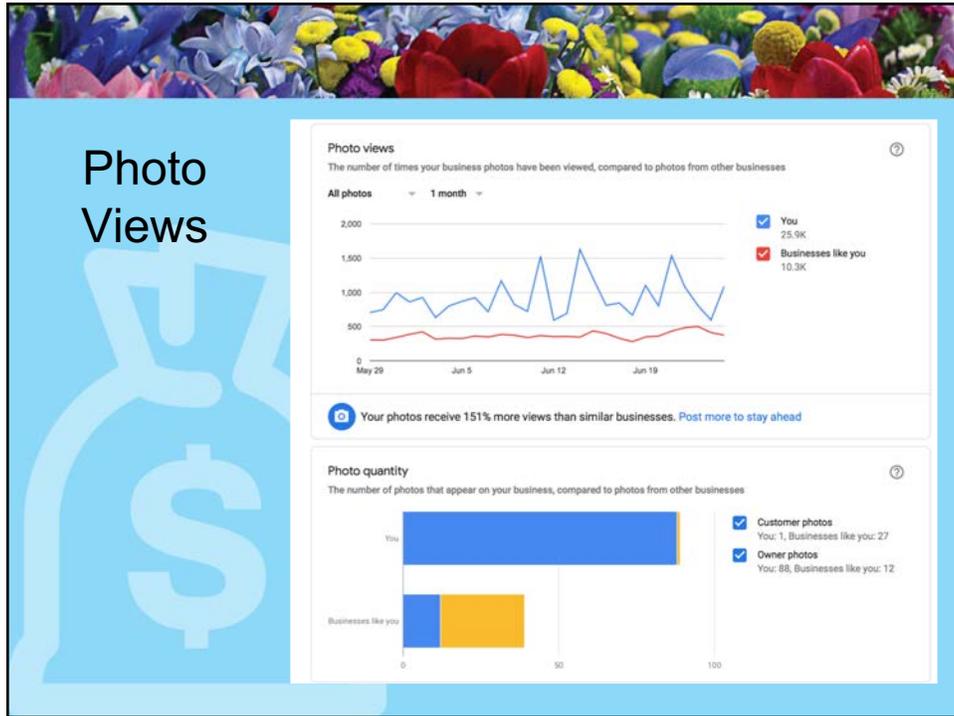
26,416 PEOPLE FOUND YOU ON GOOGLE

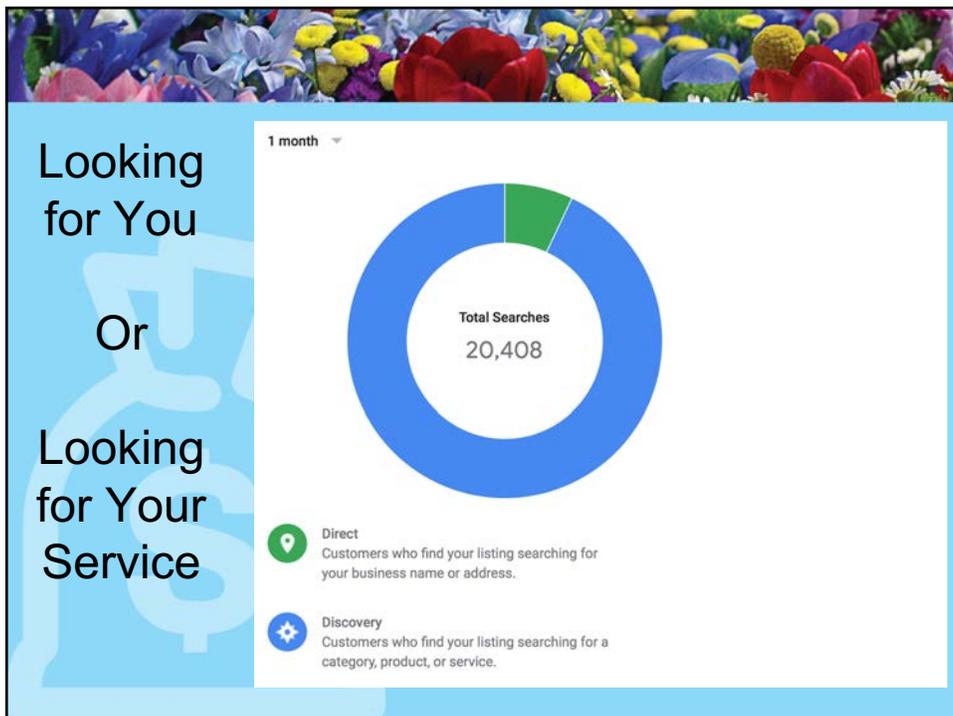
253 asked for directions -82% FROM MAY 2017	784 visited your website +48% FROM MAY 2017
219 called you +82% FROM MAY 2017	<a href="#">CREATE A POST</a>

WHAT CUSTOMERS ARE SAYING ABOUT YOU

"I ordered from here because of reviews and the arrangements are beautiful I ordered the li..."

[READ REVIEWS](#)







## Tips and Tricks

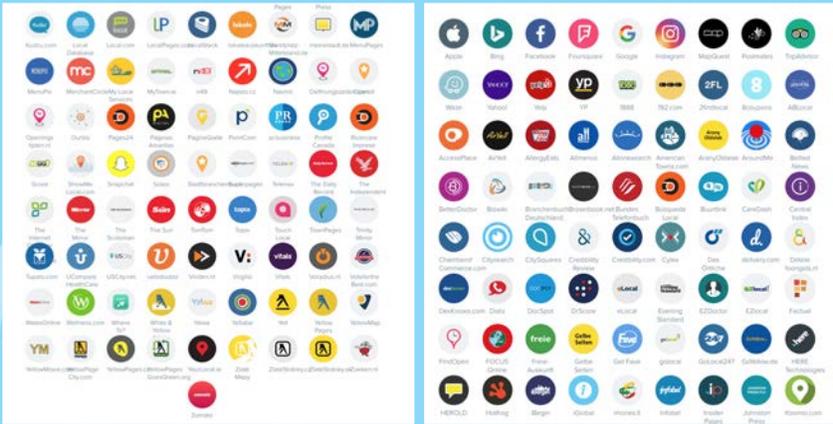
### Yext!

- Store Hours
- Holiday Hours
- Photos
- Services
- Location(s)
- Sales and Events
- Review generation and management



6/15/18

59



60



## Tips and Tricks

### Social Engagement

- Facebook
- Instagram
- Pinterest

To be discussed at convention..Stay Tuned!

6/15/18

61



## Organic and Pay Per Click

Organic (SEO) & Paid Search (PPC) perform very differently with regard to being discovered by new customers.

For FlowerManager florists:

- Organic is the leading channel for onsite traffic: 45% of visits Jan-May 2018; 50% of online transactions and 49% of online revenue.
- PPC brought in 20% of website visits, 21% of online transactions and 22% of online revenue.

6/15/18

62



## Tips and Tricks

### Branded Search

- Necessary to protect your turf.
- Minimal Investment.
- Do this yourself via AdWords.
- Or as part of a larger more comprehensive campaign.

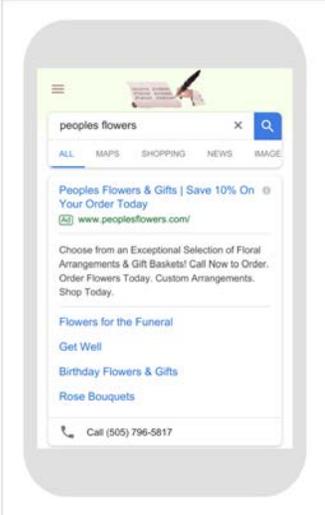
### Location Based Search

- City + flowers or City + delivery

6/15/18 63



You can see that the first ad position takes up the full frame on the mobile device in the sample. If you are relying on only organic results for your branded marketing, the first ads and map results are going to come up ahead of the link to your website, making the customer invest more time and effort in finding you. Plus, you run the risk of a competitor enticing them with a Free Delivery or extreme price cut.



6/15/18 64



**The next step...**

Let Discuss:

Click Through Rate

Landing Pages

Historical Performance



6/15/18



## Click Through Rate

What's a Click Through Rate?

The percentage of people visiting a web page who access a hypertext link to a particular advertisement such as an online ad or organic listing.

For a branded campaign it's not uncommon to see 25-50% CTR; while your more generic floral terms can be as low 3-5%.

6/15/18

66

## Landing Page

A good landing page has a single objective. Whether you're targeting a specific keyword or promoting a special event: **the message must be clear and concise.**

Cluttering the page with too much info or by targeting too many things can cause poor rankings and poor customer experience.



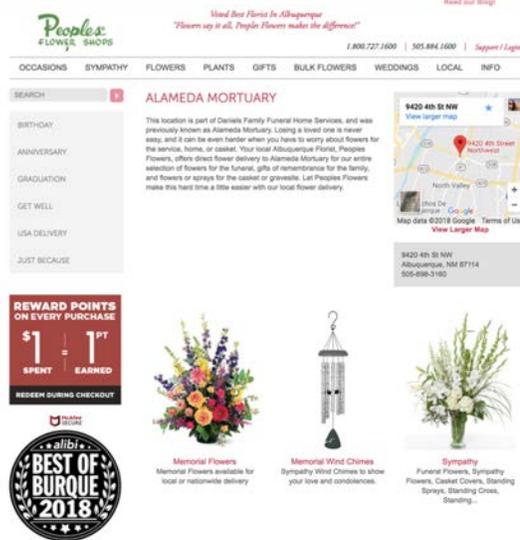
67

## Landing Page

For keyword targeting

Strong content that focuses on the keyword/topic you want the page to rank for.

Enticing products/Call to actions that will get users purchasing or filling out forms.



68

## Landing Page

For promotions or events

Keep it simple: explain the event/promotion and provide necessary information with an outlet for customers to call with questions

Depending on the promotion/event (coupons for example) - printable (and shareable on social!) graphics are a great way for customers to interact with the page/site.

\*Don't forget! Even a landing page with a singular function needs to be properly optimized unless specifically used for coupons/temporary specials.

69



## Historical Performance

Historical performance is a set of multiple factors Google uses to rank you and your website.

These factors are a determining key in where you show up online to their customers.

6/15/18

70



## Making a Plan on Attack!

Don't set yourself up for failure.

Small investments will have big payoffs



6/15/18

71

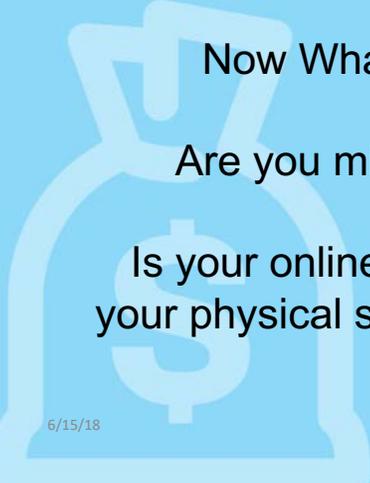


## Would You Choose Your Shop?

Now What's Your Action Plan?

Are you minding the online store?

Is your online store representational of your physical store and your actual design work?



6/15/18

72



**Joshua Glass, AAF**  
[josh@peoplesflowers.com](mailto:josh@peoplesflowers.com)

505-872-5847

