



SAF

REINVENTION

SUMMIT

REFRESH. RENEW.

REVIVE YOUR BUSINESS.

Stop Neglecting Your Online Presence

Sundaram Natarajan

Stop Neglecting Your Online Presence

5 things to boost your presence

Sundaram Natarajan

CEO

gotFlowers?

Tip#1 Use a professional email address

- Use your domain based email accounts
 - customer_service@flowershop.com
- in lieu of
 - myflowershop@aol.com
 - myflowershop@yahoo.com
 - myflowershop@gmail.com

Recommendation: Use a service like Google Suite to host your email

Tip#2 Ensure a complete Business Profile

- Google My Business
 - Upload products
 - Set service/delivery areas
 - Google Post
- Bing Places for Business
 - Upload products
 - Set service/delivery areas
- Business Listing on Apple Maps
 - Confirm your business location

Tip#3 Establish a unique Identity!

What do customers see when they search on Google?
results for “Florist San Jose”

Tip#3 Establish a unique identity

www.almadenvalleyflorist.com ▾

San Jose Florist - Flower Delivery by Almaden Valley Florist ...

Order **flowers** online from your **florist** in **San Jose**, CA. Almaden Valley Florist & Gifts, offers fresh **flowers** and hand delivery right to your door in **San Jose**.

www.brunettosflorist.com ▾

San Jose Florist | Flower Delivery by Brunettos Florist & Gifts

Best **San Jose florist**. Brunettos Florist & Gifts offers fresh **flower** delivery **San Jose**. Save money by sending **flowers** directly with a Local Florist.

www.everythingblooming.net ▾

San Jose Florist - Flower Delivery by Everything's Blooming

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www.alumrockflorist.com ▾

San Jose Florist - Flower Delivery by Alum Rock Florist

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toshis.com ▾

San Jose Florist | Flower Delivery by Toshi's Flowers & Gifts

Best **San Jose florist**. Toshi's Flowers & Gifts offers fresh **flower** delivery **San Jose**. Save money by sending **flowers** directly with a Local Florist.

No differentiation!

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Recommendation - Ask you website provider to use a unique description

Tip4# Stay Unique, Stay Relevant

- Upload unique designs
 - Search engines ignore duplicate content
 - Stay away from using cookie cutter products
 - Share your designs on Instagram
 - Use Google Post

Recomendation: Upload new content once a week.
Add your Instagram feed to your website

**For assistance on
accomplishing these tasks**

Contact support@gotflowers.com

Tip#5 Consistent Identity

- Ensure that your business name is listed consistently on
 - Yellow Pages
 - Facebook
 - Twitter
 - Pinterest
 - Instagram

Recommendation ; Edit your profile on these sites to ensure consistency