



SAF

REINVENTION

SUMMIT

REFRESH. RENEW.

REVIVE YOUR BUSINESS.

Streamlining the Online Buying Experience

Joe Vega

♥ lovingly

Hello!

- Joe Vega
- 15 years in the floral industry
- Co-founder of Lovingly



For all of life's moments, give lovingly

You Will Learn...

- Awareness of Online Presence
- Positive User-Experience



Awareness of Online Presence



Changes in Consumer Behavior



Online Flower Shops

Industry at a Glance

Online Flower Shops in 2016

Key Statistics Snapshot

Revenue

\$2.8bn

Annual Growth 11-16

6.6%

Annual Growth 16-21

1.6%

Profit

\$112.0m

Wages

\$152.4m

Businesses

298

Imagine a World...

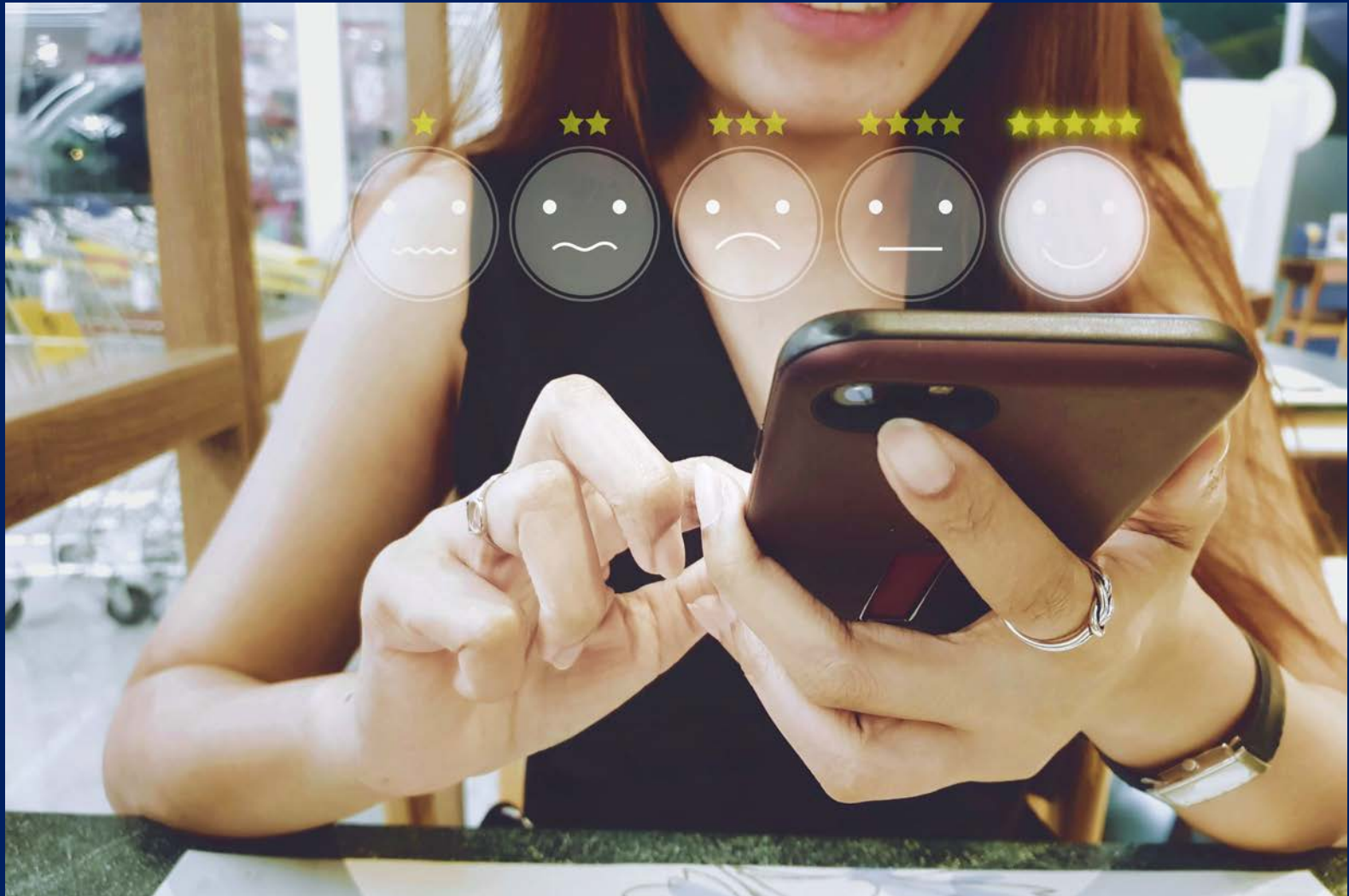
- Easy online ordering
- Attract loyal customers
- No more wire-services & order-gatherers
- Artistic freedom
- Positive online reviews

The 3-Second Rule

- Is this going to be easy?
- Can you deliver on time?
- Are you going to make me look good?



Positive User-Experience



The Gifter's Journey

- The Product
- Delivery
- Self-Expression
- Reciprocation
- Celebration



Your Website Should Be...

- Fast
- Easy to Use
- Secure
- Helpful



Google Webmaster Central Blog

Official news on crawling and indexing sites for the Google index

Using page speed in mobile search ranking

Wednesday, January 17, 2018

Update July 9, 2018: The Speed Update is now rolling out for all users.

People want to be able to find answers to their questions as fast as possible — [studies](#) show that people really care about the speed of a page. Although speed has been used in ranking for some time, that [signal](#) was focused on desktop searches. Today we're announcing that starting in July 2018, page speed will be a ranking factor for mobile searches.



Make your web pages fast on all devices

Enter a web page URL

ANALYZE

What's New

Read the latest [Google Webmaster Central posts about performance & speed](#).

Give Feedback

Have specific, answerable questions about using PageSpeed Insights? Ask your question on [Stack Overflow](#). For general feedback and discussion, start a thread in our [mailing list](#).

Web Performance

Learn more about [web performance tools at Google](#).

About PageSpeed Insights

PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster. [Learn more](#).



MOBILE



DESKTOP



https://www.avasflowers.net/

■ 0-49
 ■ 50-89
 ■ 90-100
 ⓘ

Field Data — Over the previous 28-day collection period, [field data](#) shows that this page **passes** the [Core Web Vitals](#) assessment.

■ **First Contentful Paint (FCP)** 1.8 s



● **First Input Delay (FID)** 55 ms



● **Largest Contentful Paint (LCP)** 1.8 s



● **Cumulative Layout Shift (CLS)** 0.06





MOBILE



DESKTOP



https://www.avasflowers.net/

— 0-49
 — 50-89
 — 90-100
 i

Field Data — Over the previous 28-day collection period, **field data** shows that this page **does not pass** the **Core Web Vitals** assessment.

■ **First Contentful Paint (FCP)** **1.7 s**



● **First Input Delay (FID)** **3 ms**



■ **Largest Contentful Paint (LCP)** **2.6 s**



▲ **Cumulative Layout Shift (CLS)** **0.39**





MOBILE



DESKTOP

31

https://rileysflorist.net/

0-49 50-89 90-100 ⓘ

Field the

F

Field Data — Over the previous 28-day collection period, field data shows that this page does not pass the Core Web Vitals assessment.

L

First Contentful Paint (FCP) 2 s

33% 61% 6%

First Input Delay (FID) 12 ms

95% 3% 1%

Largest Contentful Paint (LCP) 2.7 s

69% 21% 10%

Cumulative Layout Shift (CLS) 0.14

73% 8% 19%



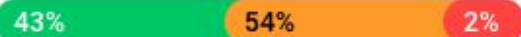
https://rileysflorist.net/

■ 0-49
 ■ 50-89
 ■ 90-100
 ⓘ

Field Data — The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this page.

Origin Summary — Over the previous 28-day collection period, the aggregate experience of all pages served from this origin [passes](#) the [Core Web Vitals](#) assessment. To view suggestions tailored to each page, analyze individual page URLs.

■ **First Contentful Paint (FCP)** 1.4 s



● **Largest Contentful Paint (LCP)** 1.5 s



● **First Input Delay (FID)** 4 ms



100% of loads for this page have a good (< 100 ms) First Input Delay (FID).

● **Cumulative Layout Shift (CLS)**





MOBILE



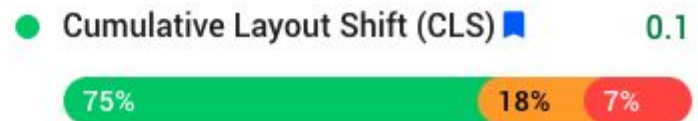
DESKTOP



https://www.forestofflowers.com/

— 0-49
 — 50-89
 — 90-100
 ⓘ

Field Data — Over the previous 28-day collection period, **field data** shows that this page **does not pass** the **Core Web Vitals** assessment.





MOBILE



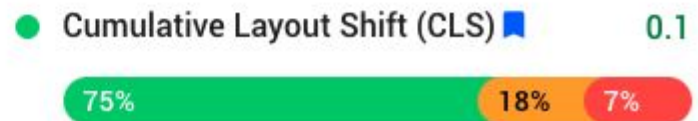
DESKTOP



https://www.forestofflowers.com/

— 0-49
 — 50-89
 — 90-100
 ⓘ

Field Data — Over the previous 28-day collection period, **field data** shows that this page **does not pass** the **Core Web Vitals** assessment.





MOBILE



DESKTOP



https://www.forestofflowers.com/



Field Data — Over the previous 28-day collection period, **field data** shows that this page **passes** the **Core Web Vitals** assessment.

■ **First Contentful Paint (FCP)** **1.3 s**



● **First Input Delay (FID)** ■ **15 ms**



● **Largest Contentful Paint (LCP)** ■ **1.7 s**



● **Cumulative Layout Shift (CLS)** ■ **0.03**

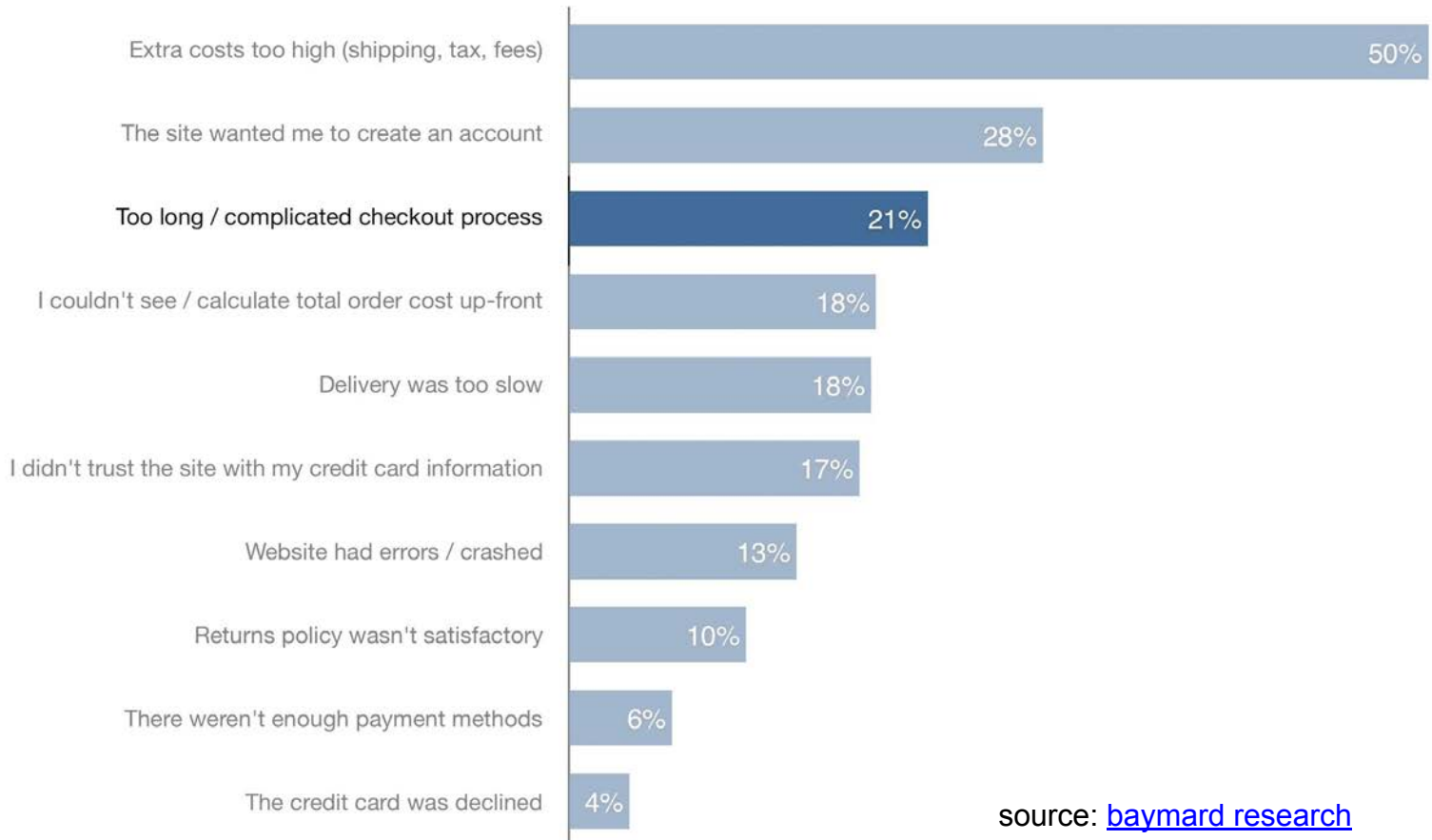


Online Check-Out

Reasons for Abandonments During Checkout

4,560 responses · US adults · 2020 · © baymard.com/research

"Have you abandoned any online purchases during the checkout process in the past 3 months? If so, for what reasons?"
Answers normalized without the 'I was just browsing' option



source: [baymard research](https://www.baymard.com/research)

Give Your Check-Out “Manners”



Daily Special

Florist's Choice Daily Deal

A thoughtfully created, hand-delivered bouquet!

Pick Your Perfect Gift

Premium \$75.00	Deluxe \$65.00	Standard \$55.00
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When do you need it?

Mon Apr 06	Tue Apr 07	Wed Apr 08
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Order Now

Need it today?
FREE* Same Day Delivery **ENDS IN:**
00 : 04 : 40 : 17
Days Hours Minutes Seconds

100% SATISFACTION GUARANTEE **SAVE** AT LEAST \$14.95 NO SERVICE FEES

Guaranteed SAFE Checkout

Card Messages

