

# SAF BROFIT







Tricks and Tweaks to Optimize your Website Performance



Google	flower delivery albany ny X		
	Q All ⊘ Maps ⊘ Shopping		
	About 1,890,000 results (0.57 seconds)		
Ad 1	Ad • https://www.frankgallo.com/ : Frank Gallo & Son Florist - Same Day Delivery to Albany Local New Your State Florist Serving Albany and Schenectady 7 days a week. Family Owned. Schenectady Florist - Flower Delivery By Frank Gallo & Son Florist. Delivery to Albany • Frank Gallo Exclusives • Albany Ny • Saratoga Sprin		
Ad 2	Ad · https://www.1800flowers.com/local/flower_delivery		
774 2	Albany Flowers - 1800FLOWERS® Same Day Delivery Let Us Take Care of Delivery - Shop Our Local Florist Delivered Products! ***** Rating for 1800flowers.com: 4.2 - 1,379 reviews	Search rank 5	https://www.nagengast.com <sup>1</sup> Albany Florist - Flower Delivery by Emil J. Nagengast Florist Order flowers online from your florist in Albany, NY. Emil J. Nagengast Florist, offers fresh flowers and hand delivery right to your door in
	Anniversary Flowers · Brighten Up Someone's Day · Same Day Delivery		https://www.yelp.com > > Shopping > Flowers & Gifts
Ad 3	Ad · https://www.teleflora.com/delivery/flowers : Teleflora Flowers Delivery - Same Day Flower Delivery	Search rank 6	THE BEST 10 Florists in Albany, NY - Last Updated March 2022 The Best 10 Florists in Albany, NY · The Enchanted Florist of Albany. 2.9 mi. 4.5 star rating · Renaissance Floral Design. 2.7 mi. 5.0 star rating ·
	Find Huge Variety Of Fresh Local Floral Arrangements. Shop		What are people saying about florists in Albany, NY?
	Beautiful Flowers ***** Rating for teleflora.com: 3.9 - 5,326 reviews		What are some highly rated florists in Albany, NY?
	Sympathy Flowers · Birthday Flowers · Same Day Delivery Flowers		
			https://www.avasflowers.net > Albany Florist
Ad 4	Ad - https://www.urbanstems.com/ UrbanStems™ Official Site - Flower Delivery in Albany NY Making Gifting Quick & Easy. Send Stunning Bouquets & Curated Plants Fit For Any Occasion. Seasonal Florals Full Of Color &	Search rank 7	Albany Florist. Albany NY Flower Delivery. Avas Flowers Shop Free Flower Delivery by Top Ranked Local Florist in Albany, NY! Same Day Delivery, Low Price Guarantee.Send Flowers, Baskets, Funeral
	Texture. Send A Breath Of Fresh		https://www.1stinflowers.com > city_A-D > flowers_Al
Search rank 1	https://www.dankerflorist.com <sup>‡</sup> Danker Florist   Flower Delivery Albany, NY Florist We Deliver Flowers to Albany, Schenectady and Clifton Park, New York.	Search rank 8	Same Day Flower Delivery in Albany, NY Send flowers to Albany in a snap. Enjoy low prices and same day delivery options. Deliveries are made by local Albany florists.
	We are a local Albany Florist for sending flowers, plants and gifts. As a		https://www.ambianceflorals.net
	Flowers · Occasions · Hours & Locations · Local Flower Delivery	Search rank 9	Ambiance Florals & Events: Flower Shop Albany   Florist in Buy flowers from your local florist in Albany, NY - Ambiance Florals &
Search rank 2	https://www.enchantedfloristalbany.net The Enchanted Florist: Albany Florist   Albany NY Flower Shop	Search rank 9	Events will provide all your floral and gift needs in Albany, NY.
	Buy flowers from your local florist in Albany, NY - The Enchanted Florist		Ad · https://www.maloneysflorist.com/ : (518) 237-4622
	will provide all your floral and gift needs in Albany, NY.		Fresh Waterford Flowers - Maloney's Flower Shop
Search rank 3	Valentine's Day · Spring · Roses · Birthday		Maloney's Florist, offers fresh flowers and hand delivery right to your door in Waterford. Waterford Florist - Flower Delivery By Maloney's
Search rank S	Albany Florist - Flower Delivery by Holland Flower Shop LLC Order flowers online from your florist in Albany, NY. Holland Flower Shop		Florist. Yes We Can Florist. Birthday Flowers · Anniversary Flowers · Just Because · Everyday · Con
	LLC, offers fresh flowers and hand delivery right to your door in Albany.		Ad · https://www.terrysflorist.com/ : (888) 507-9738
<b>.</b>			Albany New York Florist - Fast, Same Day Delivery
Search rank 4	https://www.pricechopper.com > > Price Chopper Florist & Flower Delivery in Albany NY - Price Chopper #188 Place a flower delivery order online or pick-up a bouquet in-store at the Albany NY Price Chopper location. We offer floral arrangements for any		Same day fresh flower delivery in Albany. Family Owned and Operated. Top rated Albany florist. Free Delivery. Unmatched Quality & Service. 100% fresh flowers. Local florist delivery. Shop Local. Hand-delivered. Types: All Occasions, Birthday, Anniversary, Funeral, Get Well.

Albany NY Price Chopper location. We offer floral arrangements for any...

### What Rank Really Means. Money.

### 2022 Google Click Through Rates

- The table lists each of the standard organic and paid results on a Google Search page and its corresponding CTR.
- These CTRs apply to Google Search pages with no other elements on them (e.g. no maps, images, videos, or shopping results)

2	Ad 1	2.1%
	Ad 2	1.6%
	Ad 3	1.4%
	Ad 4	1.2%
	Search rank 1	39.6%
	Search rank 2	18.4%
	Search rank 3	10.1%
	Search rank 4	7.6%
-	Search rank 5	5.1%
	Search rank 6	4.7%
4	Search rank 7	3.5%
	Search rank 8	2.9%
	Search rank 9	2.2%
	Search rank 10 (if present)	2.1%



### What Rank Really Means. Money.

- More clicks = more traffic = more conversion
- Gifts and hobbies industry conversion rate is 4.1 percent, 3.9 on Black Friday. For every 100 visits you get, you convert 4 customers.
- Out of 1000 visits, Rank 1 gets 400 clicks 16 sales, Rank 8 gets 21 clicks – 1 sale.



## Web click sources

- Organic sources
  - Search (Google, Bing)
  - Social (Facebook, Pinterest, Linkedin, Twitter)
  - Email campaigns
  - Blogs (external)
  - Video links from YouTube channel post
  - User generated content (UGC), including reviews
  - Online directories
    - Google My Business, Siri (Apple), Yelp, etc.
- Paid Advertising
  - Search engine marketing (SEM): Google/Bing Ads
  - Social ads



# **SEO in 2022**

- Optimize for Google (94% marketshare)
  - RankBrain and BERT: search relevance based on voice engagements
- Traditional SEO practices continues to be effective – <title> and <meta name = "description"> and <hx> for every page
- Keyword Density
  - On-page, contextual text
  - Blogs curate topics
  - Zips, neighborhood names
  - Ask, answer FAQs







# **MOST SEARCHED KEYWORDS**

•	flower delivery	673k
•	florist near me	368k
•	flower shop	100k-1M
•	flower shop near me	100k-1M
•	flowers near me	100k-1M
•	send flowers	74k
•	flower delivery near me	74k
•	same day flower delivery	60.5k
•	birthday flowers	60.5k
•	funeral/sympathy flowers	100k



### PUBLISH BLOGS TO BUILD RELEVANCE AND KEYWORD DENSITY



From tulips to chrysanthemums, our series "<u>The Language of Flowers</u>" explores everything from fresh flower care tips to flower symbolism and meaning. This article offers tulip care tips, from growing your own to preserving your arrangements.

Spring is in the air and that means an abundance of blossoms everywhere from the neighborhood park to your own backyard. One iconic springtime flower that'll add color to your home is the tulip. Get ready to take advantage of peak tulip season with our top tulip care tips, from selecting the perfect bulb to caring for cut flowers.

#### Selecting the perfect bulb

When you're buying tulip bulbs, be sure that they are healthy. They should be firm, not mushy, and they should be a good size. Some surface mold on the bulb is not a problem. Different cultivars will produce different-sized bulbs, so choose the largest of the kind you are buying. Bulbs are the plants' winter storage units, supplying nutrition during dormancy. A larger bulb will mean a larger tulip plant in the spring.

#### How to choose the right spot in the garden

Tulips are winter-hardy bulbs that grow in <u>USDA hardiness zones</u> 3 to 8. They grow best in a spot with sun to light shade, and in fertile soil with plenty of organic matter like peat moss or compost. It's important for the soil to drain well so the bulbs won't rot. Tulips won't produce many flowers in full shade, and they won't thrive in soggy, poorly drained soil. If your garden is too wet year-round, you might think about using a raised bed or a container for your tulips.

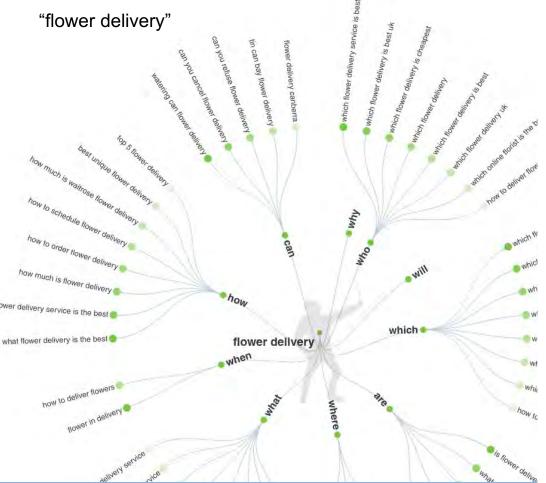
- Blogs 1000-1200 words
- 1-2 percent keyword density
- <u>https://blog.alexa.com/keyword</u>
   <u>-density/</u>
- At least once a month start with product categories, then feature seasonal product (three week prior) or product trend
- \$30-80 per blog
  - <u>https://www.upwork.com</u>
  - https://www.fiverr.com
  - <u>https://www.freelancer.com</u>
  - <u>https://www.guru.com/</u>
  - <u>https://problogger.com</u>

**SAF** 

# **Develop FAQ web page**

- 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?

### Explore more questions with www.answerthepublic.com



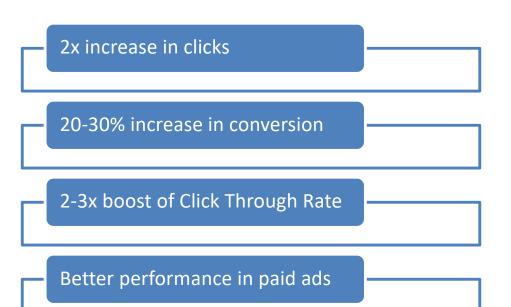


# **CAPTURE and Use Video**

### **Florist samples**

- www.Facebook.com/TilliesFlowers/
- IGTV: @Alejandrofigueira\_floralartist @flowersvasette @simplyndesign @intrigue\_designs @freshdesignsflorist @lenbuschroses
- Tiktok: @donaldyimaifd @electricflora @graceful\_blossoms @marbeyatheflorist @jetfreshflowers @beholdenblooms @caityeily
- Instagram Reels: @inbloomflorist @winstonflowersevents @thefloralcoach\_
- YouTube: Ace Flowers https://youtu.be/piWbQEMIUV4 Foxtail\_Florals

### More engagement





# **Video Best Practices**

Type of videos:

- News (15 seconds)
- Promo/teaser (30 seconds)
- Explainer (up to 1:30 min)
- How-to (3-6 minutes)
   Best practices
- Opening, 2-3 points, closing
- Identify yourself, business, promote social in opening/close
- Write a script, use a teleprompter (150 words = 1 min)

Length

- YouTube Channel: 10+ minutes
- Facebook posts: 15 seconds (quick messages) to 2-5 minutes for higher engagement
- Facebook Live: 10+ minutes
- Instagram: 26-60 seconds
- Instagram Stories/Reels/TikTok: 15 seconds
- IGTV: up to 60 minutes



### Build a Studio for Under \$500

Backdrop stand \$70-110 https://amzn.to/3vyad9F

Backdrop Paper \$90-120 https://amzn.to/2U9O9oN

Studio Lights \$170-400 https://amzn.to/3vy4f8U

Mobile Lights \$40 https://amzn.to/3xyrmBs

Tripod \$100 https://amzn.to/3q3U6zy





# Gear up to Capture excellent videos

Backdrop lights \$400 https://amzn.to/3q28pom

Teleprompter. \$200 https://amzn.to/3gAxulW

Smartphone mount \$15 https://amzn.to/3iKNsN3

Lavalier Mic for iPhone \$20 https://amzn.to/3q2iD80





### Strong presence of GMB

Google My Business as a social media

- Can help mitigate competitive ads
- Treat as another website
- Apply social updates
- Post photos and videos
- Helps SEO!

#### danker florist albany

XQ

🙇 All 💿 Maps 👜 News ⊘ Shopping 🔛 Images 🕴 More 🛛 Tools

About 10,900 results (0.53 seconds)

#### Ads · Shop danker florist albany



#### https://www.dankerflorist.com

#### Danker Florist | Flower Delivery Albany, NY Florist

Send flowers with same-day delivery to Albany, NY and cities nationwide from Danker Florist, your local Albany, NY florist.

#### Sympathy & Funeral Flowers

Danker Florist Inc. 658 Central Ave Albany, New York 12206 ...

Danker Florist Inc. 658

Danker Florist Inc. 658 Central Ave Albany, New

Central Ave Albany, New

Occasions

York 12206 ....

York 12206 ....

Flowers

#### Hours & Locations Click here for open hours & directions to Danker Florist in ...

#### **Our Affiliate Program**

Danker Florist is a local Albany florist located in City, ...

#### Find Address

Danker Florist is a local Albany florist located in City, ...

More results from dankerflorist.com »

#### https://www.yelp.com > ... > Flowers & Gifts > Florists

#### Danker Florist - 658 Central Ave, Albany, NY - Yelp

29 reviews of **Danker Florist** "I've never quite understood how ordering flowers online could work. You click a few buttons and the next day, or...

How is Danker Florist rated?	~
What days are Danker Florist open?	~

#### https://m.yelp.com > ... > Flowers & Gifts > Florists :

The Best 10 Florists near Danker Florist in Albany, NY - Yelp The Best 10 Florists near Danker Florist in Albany, NY ; 1.5 mi · 116



#### Danker Florist

Website Directions Save

#### 4.8 \* \* \* \* \* 67 Google reviews

Florist in Albany, New York

Service options: In-store shopping · In-store pickup · Delivery

Address: 658 Central Ave, Albany, NY 12206

Hours: Open · Closes 5PM · Updated by this business 2 weeks ago

#### Phone: (518) 489-5461

#### Suggest an edit · Own this business?

#### Know this place? Share the latest info

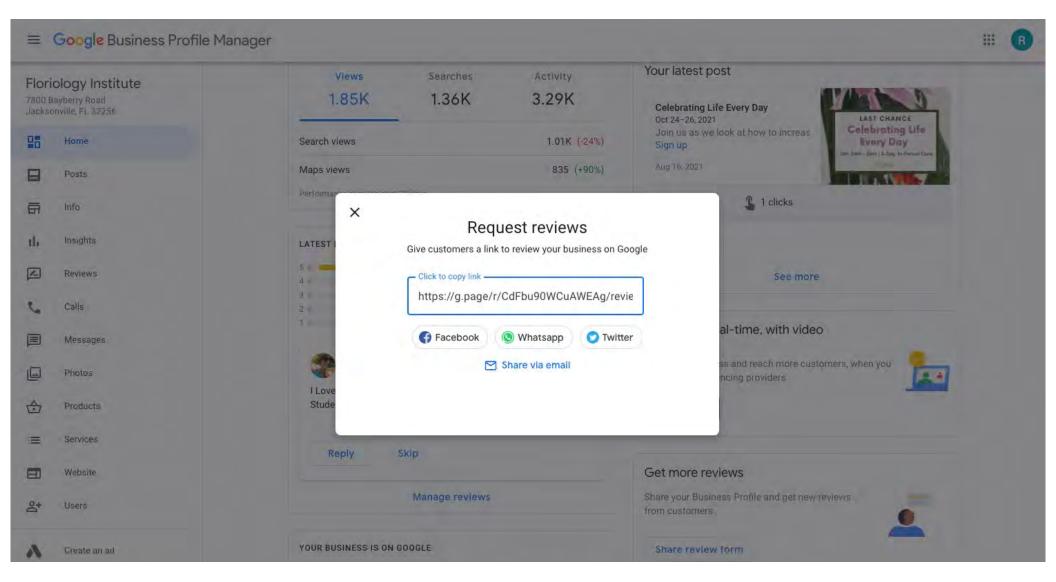
Questions & answe See all questions (		Ask a question	
⊕ Send to your p	hone	Send	
Reviews from the v	web		
Facebook	1	The Knot	
5/5	5/5 5/5		
13 votes	2	reviews	
Reviews 0	Write a review	Add a photo	
"The nicest, beautiful arra	most caring <b>peop</b> ngement."	ole and a	
"High quality exotic flowers	r, reasonably price s."	ed and they have	
G "Fair prices, e	excellent service.		
View all Google rev	views		



### Reviews

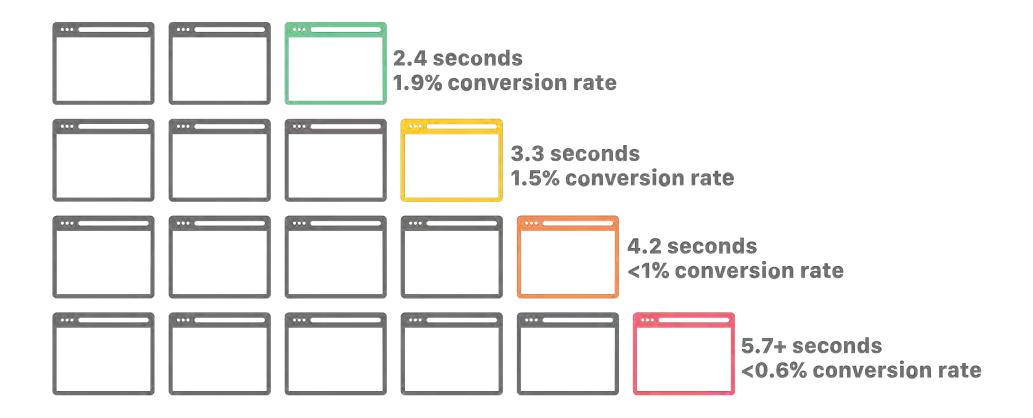
Actively entice customer reviews

- Through promos direct email, social, in-shop Make review submission easy using a link
- Google Business Profile: <u>https://business.google.com/</u>
- Log in with ACCOUNT YOU USE TO MANAGE Google My Business. Click Home > Share review form



## **Conversion Killers**

Test Website speed: <u>https://pagespeed.web.dev/</u>





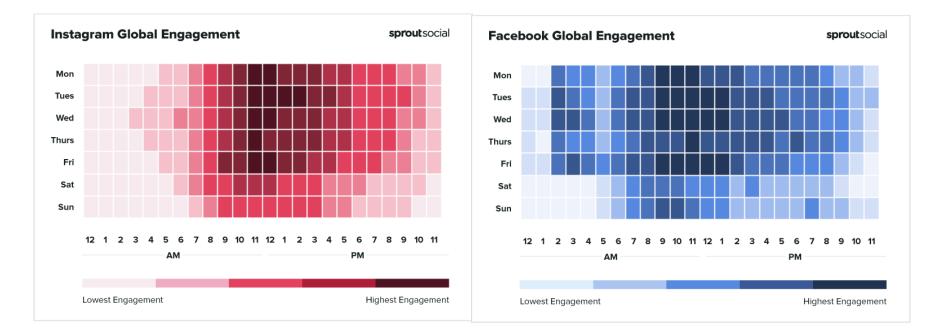
# **Conversion Killers**

Increase website load times

- Confirm speed with web host are you on the best bandwidth plan and can they guarantee fast load speed (SLA)?
- Reduce photo load/size (but maintain quality)
  - Use Google's WebP format lossless images are <u>26%</u> <u>smaller</u> in size compared to PNGs. WebP images are <u>25-34% smaller</u> than comparable JPEG images at equivalent <u>SSIM</u> quality index.
- Remove old javascript code (if not needed)



### Best times to post (based on data)



Best times: Tuesday 11 a.m.–2 p.m., Monday through Friday 11 a.m. Best day: Tuesday Worst day: Sunday Best times: Tuesday, Wednesday and Friday 9 a.m.–1 p.m.Best days: Tuesday, Wednesday, FridayWorst day: Saturday

https://sproutsocial.com/insights/best-times-to-post-on-social-media/



### **Strongly Consider Google Ads**



Google Ads

- PPC = pay per click. Your ad is shown for general searches "flower delivery Albany NY"
- Dominate the SERP and outbid OGs
- Protect the brand (because OGs leverage your brand's worth legally)
- Customers are lazy they type in your name vs URL and click first link
- Budgets vary per market larger markets = more \$\$
- A must for larger, more established florists
  - Immediate results (if SEO is strong on primary domain).
  - Better results if you apply SEO due to increased Google Ad "quality score"
- A must for small to medium florists to grow the brand
  - Builds SEO for new websites paying for in-bound clicks





### Send me the slides!







