Tricks and Tweaks to Optimize your Website Performance
Search rank 1
https://www.dankerflorist.com
Danker Florist | Flower Delivery Albany, NY Florist
We Deliver Flowers to Albany, Schenectady and Clifton Park, New York. We are a local Albany Florist for sending flowers, plants and gifts. As a...Flowers · Occasions · Hours & Locations · Local Flower Delivery

Search rank 2
https://www.enchantedfloristalbany.net
The Enchanted Florist: Albany Florist | Albany NY Flower Shop
Buy flowers from your local florist in Albany, NY - The Enchanted Florist will provide all your floral and gift needs in Albany, NY. Valentine's Day · Spring · Roses · Birthday

Search rank 3
https://www.hollandflowershop.com
Albany Florist - Flower Delivery by Holland Flower Shop LLC
Order flowers online from your florist in Albany, NY. Holland Flower Shop LLC, offers fresh flowers and hand delivery right to your door in Albany.

Search rank 4
https://www.pricechopper.com
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...

Search rank 5
https://www.nagengast.com
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...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 · What are people saying about florists in Albany, NY? What are some highly rated florists in Albany, NY?

Search rank 7
https://www.avaflorists.net
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...

Search rank 8
https://www.1stinflovers.com
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.

Search rank 9
https://www.ambiancelflorals.net
Ambiance Florals & Events: Flower Shop Albany | Florist in ...Buy flowers from your local florist in Albany, NY - Ambiance Florals & Events will provide all your floral and gift needs in Albany, NY.

Ad
https://www.maloneysflorist.com/ (518) 237-4622
Fresh Waterford Flowers - Maloneys Flower Shop
Maloney's Florist, offers fresh flowers and hand delivery right to your door in Waterford. Waterford Florist - Flower Delivery By Maloney's Florist. Yes We Can Florist. Birthday Flowers · Anniversary Flowers · Just Because · Everyday · Con...

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).

<table>
<thead>
<tr>
<th>Ad</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad 1</td>
<td>2.1%</td>
</tr>
<tr>
<td>Ad 2</td>
<td>1.6%</td>
</tr>
<tr>
<td>Ad 3</td>
<td>1.4%</td>
</tr>
<tr>
<td>Ad 4</td>
<td>1.2%</td>
</tr>
<tr>
<td>Search rank 1</td>
<td>39.6%</td>
</tr>
<tr>
<td>Search rank 2</td>
<td>18.4%</td>
</tr>
<tr>
<td>Search rank 3</td>
<td>10.1%</td>
</tr>
<tr>
<td>Search rank 4</td>
<td>7.6%</td>
</tr>
<tr>
<td>Search rank 5</td>
<td>5.1%</td>
</tr>
<tr>
<td>Search rank 6</td>
<td>4.7%</td>
</tr>
<tr>
<td>Search rank 7</td>
<td>3.5%</td>
</tr>
<tr>
<td>Search rank 8</td>
<td>2.9%</td>
</tr>
<tr>
<td>Search rank 9</td>
<td>2.2%</td>
</tr>
<tr>
<td>Search rank 10 (if present)</td>
<td>2.1%</td>
</tr>
</tbody>
</table>

- 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**

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Search Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>flower delivery</td>
<td>673k</td>
</tr>
<tr>
<td>florist near me</td>
<td>368k</td>
</tr>
<tr>
<td>flower shop</td>
<td>100k-1M</td>
</tr>
<tr>
<td>flower shop near me</td>
<td>100k-1M</td>
</tr>
<tr>
<td>flowers near me</td>
<td>100k-1M</td>
</tr>
<tr>
<td>send flowers</td>
<td>74k</td>
</tr>
<tr>
<td>flower delivery near me</td>
<td>74k</td>
</tr>
<tr>
<td>same day flower delivery</td>
<td>60.5k</td>
</tr>
<tr>
<td>birthday flowers</td>
<td>60.5k</td>
</tr>
<tr>
<td>funeral/sympathy flowers</td>
<td>100k</td>
</tr>
</tbody>
</table>
PUBLISH BLOGS TO BUILD RELEVANCE AND KEYWORD DENSITY

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

“flower delivery”
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

- 2x increase in clicks
- 20-30% increase in conversion
- 2-3x boost of Click Through Rate
- Better performance in paid ads
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!
Reviews

Actively entice customer reviews
• Through promos – direct email, social, in-shop
Make review submission easy using a link
• Google Business Profile: https://business.google.com/
• Log in with ACCOUNT YOU USE TO MANAGE Google My Business. Click Home > Share review form
Conversion Killers

• Test Website speed: [https://pagespeed.web.dev](https://pagespeed.web.dev/)
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 26% smaller in size compared to PNGs. WebP images are 25-34% smaller than comparable JPEG images at equivalent SSIM 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, Friday
**Worst day:** Saturday

https://sproutsocial.com/insights/best-times-to-post-on-social-media/
Strongly Consider 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
Q/A

Send me the slides!