

Frictionless E-Commerce: Secrets of High-Performing Websites

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SAF 2023

Disclaimers / My Background

- Attempting to make region agnostic
- Not intended to call out any solutions vendors or florists
- Small sample size to form some consumer assumptions
- Too much to cover
 - I'm mid-funnel down specialist BUT this talk biases to top of funnel
 - Quick note on economics of paid traffic (CAC, CLTV, Cohort Retention)
- I won't win any presentation awards

So what is the relation between cannabis and flowers . . .

Similarities

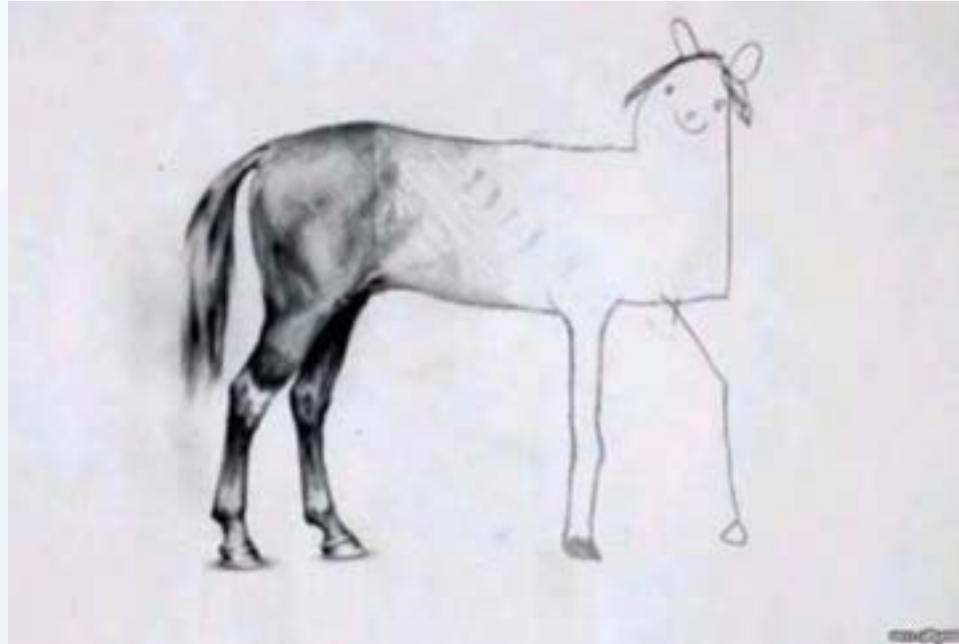
- Perishability
- Price::Quality
- Knowledge barriers/asymmetry
- Aroma matters
- Margin sensitivity
- Post-COVID hangover

Differences

- Cyclicity
- Interstate commerce
- Payments
- Stigma/perception
- Industry age
- Tech maturity / investment profile

Topics

- Top of Funnel SEO
- Top of Funnel On-Site
- Mid Funnel: Category Pages and Product Cards
- Bottom of Funnel: PDP and Checkout
- General Thoughts / Closing





Top of Funnel: Traffic Sources

Top of Funnel: SEO, Organic and Paid

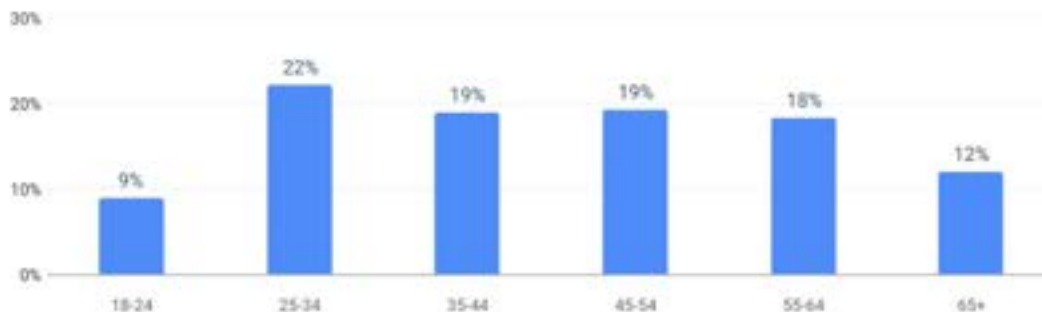
- “Organic Traffic” used for referring to the visitors that land on your website as a result of unpaid (“organic”) search result
- “Direct Traffic” used for referring to visitors that land on your website from directly navigating to the URL or using your native app
- “Paid Traffic” used for referring to traffic that is generated through paid means only.
 - Paid website traffic from search engines is directed to a website when a user clicks on an ad placed on a search engine results page for a particular search query.
 - NOTE! many types of paid outside of search engines (and Google)

Who is shopping currently

Gender distribution



Age distribution



For organic from social, this is current picture. But this doesn't match flower buyer age cohorts . . .

Social

Social makes up 1.08% of website traffic

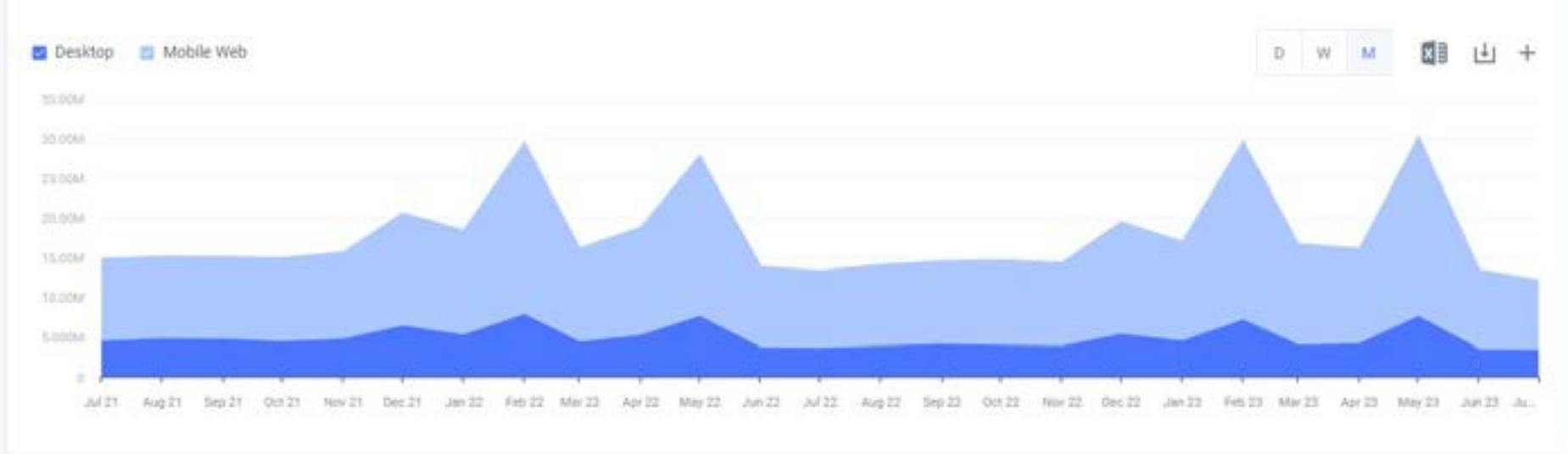
Social traffic

Jul 2021 - Jul 2023 Worldwide Desktop



[See full overview](#)

Floral ecommerce traffic industry-wide has remained relatively flat post-2020 . . .



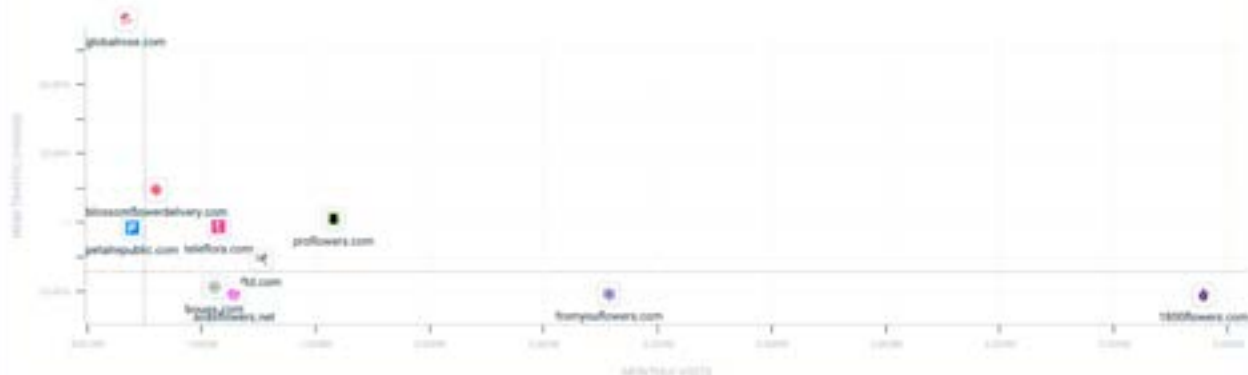
1800Flowers tops traffic in the B2C floral ecommerce space, but smaller companies are carving out their own niches and grabbing market share from the top.

Market Quadrant Analysis

May 2023 - Jul 2023 | Worldwide | All traffic

Show industry average

MoM traffic change vs. Monthly Visits



Top players

Jul 2023

Domain	Unique Visitors	Yearly Change
1800flowers.com	1,980M	+ 1.13%
fromyouflowers.com	955,432	+ 3.64%
proflowers.com	851,795	+ 28.68%
fity.com	834,796	+ 36.38%
axeflowers.net	517,605	+ 13.14%

Rising players

Jul 2023

Domain	Unique Visitors	Yearly Change
flsflorat.com	13,395	+ 41.35%
blossomflowerdelivery.com	254,580	+ 33.12%
globalrose.com	140,747	+ 28.85%
fityflowers.com	141,881	+ 22.27%
floumation.com	98,827	+ 17.56%

Common pattern of cross shopping across the online floral space, with prospects comparing products across multiple sites (that's good for you)

Audience Interests

	Domain (URL)	Interests	Global Rank	Revenue Share	Cross-visit	POP change	AdSense
1	logis.com/florists.com	Food and Drink - Groceries	-	100	14.60%	-	🔴
2	flowers.com	Lifestyle - Gifts and Flowers	#28,831	99	7.32%	-	🔴
3	fl.com	Lifestyle - Gifts and Flowers	#59,763	98	5.98%	-	🔴
4	100flowers.com	Lifestyle - Gifts and Flowers	#75,467	87	4.81%	-	🔴
5	proflores.com	Lifestyle - Gifts and Flowers	#52,622	87	4.36%	-	🔴
6	florist.com	Food and Drink - Groceries	#55,897	84	4.88%	-	🔴
7	urbanflowers.com	Lifestyle - Gifts and Flowers	#184,240	76	3.30%	-	🔴
8	florist.com	Lifestyle - Gifts and Flowers	#11,085	76	3.19%	-	🔴
9	ediblearrangements.com	Food and Drink - Groceries	#30,367	72	3.29%	-	🔴
10	100flowers.com	Lifestyle - Gifts and Flowers	#304,576	71	2.75%	-	🔴
11	100flowers.net	Lifestyle - Gifts and Flowers	#67,722	70	2.77%	-	🔴
12	100flowers.com	Lifestyle - Gifts and Flowers	#172,388	68	2.89%	-	🔴
13	florist.com	Food and Drink - Groceries	#111,300	68	2.88%	-	🔴
14	florist.com	Food and Drink - Groceries	#160,425	62	2.38%	-	🔴
15	florist.com	Food and Drink - Groceries	#195,770	60	2.34%	-	🔴

The floral ecommerce industry relies heavily on organic and paid search as their primary customer acquisition channels

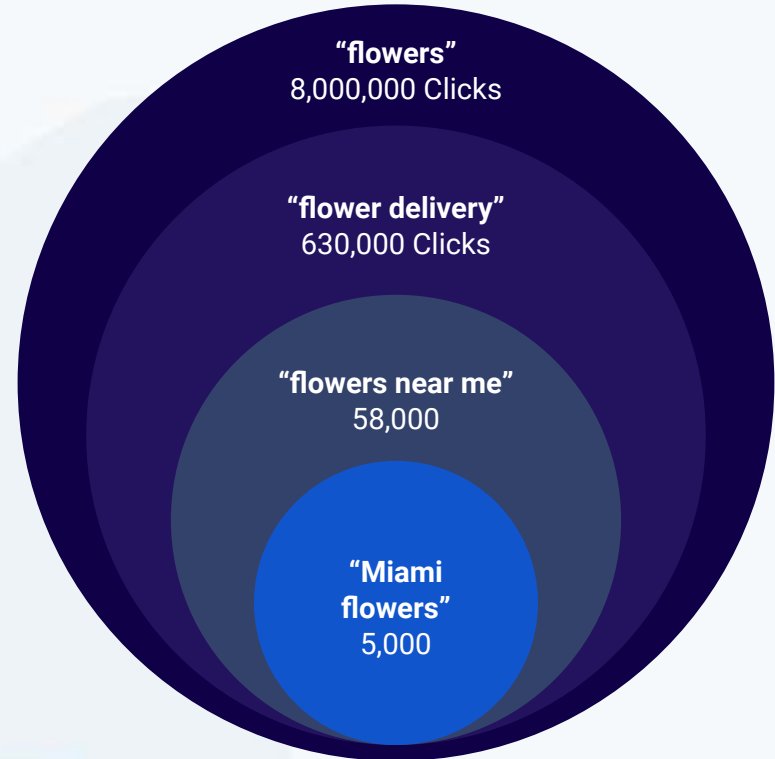


Direct, Google organic and Google paid search = 80% of floral ecommerce industry user acquisition

	Traffic Source (2,347)	Source Type	Initial Rank	↑ Traffic Share	Change	Industry	Address
1	Direct	Direct	-	34%	+ 1.57%	-	
2	Google Search	Search / Organic	#1	27%	+ 1.05%	Computers Electronics and Te...	
3	Google Search	Search / Paid	#1	17%	+ 4.30%	Computers Electronics and Te...	
4	DuckDuckGo	Search / Organic	#42	2%	+ 0.21%	Computers Electronics and Te...	
5	Yahoo Search	Search / Organic	#13	2%	+ 12.95%	News and Media	
6	Image Search	Search / Organic	-	2%	+ 7.42%	-	
7	Email	Email	-	2%	+ 26.21%	-	
8	Bing Search	Search / Organic	#30	1%	+ 14.23%	Computers Electronics and Te...	
9	Shopping Search	Search / Paid	-	1%	+ 4.98%	-	
10	Facebook	Social	#3	0.5%	+ 70.15%	Computers Electronics and Te...	
11	digitaljournal.com	Referral	#6,481	0.43%	+ 41.48%	Community and Society + Dec...	
12	Sponsored Search	Search / Organic	-	0.37%	+ 1.14%	-	
13	amazon.com	Display Ad	#132	0.28%	+ 225.94%	E-commerce and Shopping + ...	
14	amazon.com	Display Ad	#2,385	0.17%	+ 45.19%	Arts and Entertainment + Arts	
15	youtube.com	Display Ad	#2	0.17%	+ 10.34%	Arts and Entertainment + TV ...	
16	Youtube	Social	#2	0.16%	+ 7.11%	Arts and Entertainment + TV ...	
17	perispublics.com	Display Ad	#154,911	0.14%	+ 67.64%	Lifestyle + Gifts and Flowers	
18	hugoboss.com	Referral	#12,897	0.12%	+ 7.77%	Food and Drink + Groceries	

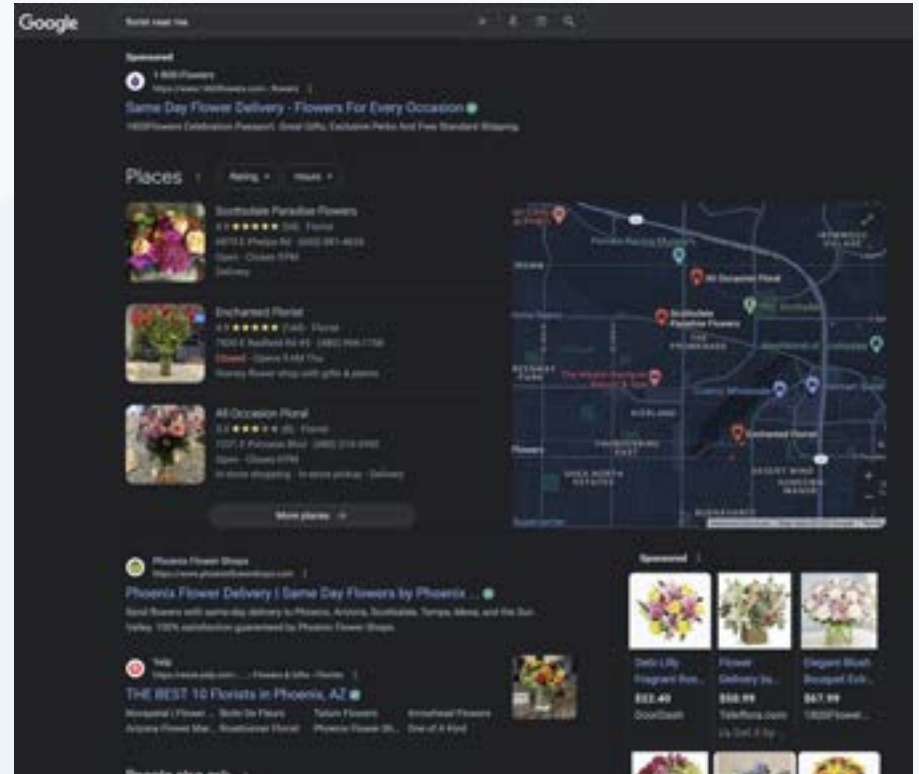
General to Geo Search Traffic

- Search traffic across the floral industry is massive and highly competitive
- Local and geo-specific searches have a relatively high volume of searches and remain
- Impacts website strategy when organic traffic is coming via “geo specific” search



Google 1-Box Changed SEO

- Maps results from Google for “Near me” searches
- Sponsored includes both products and sites
- Impact on organic traffic (. . . it’s lower)
- Solutions
 - Invest in google listing page management
 - Encourage google reviews
 - Enhance crawlability

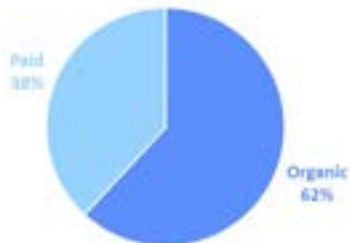




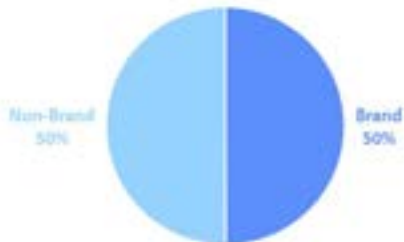
1800 SEO Strategy

SEO is not limited to just blog content, product SEO pages account for the 56% of 1800Flowers' Organic non-brand traffic

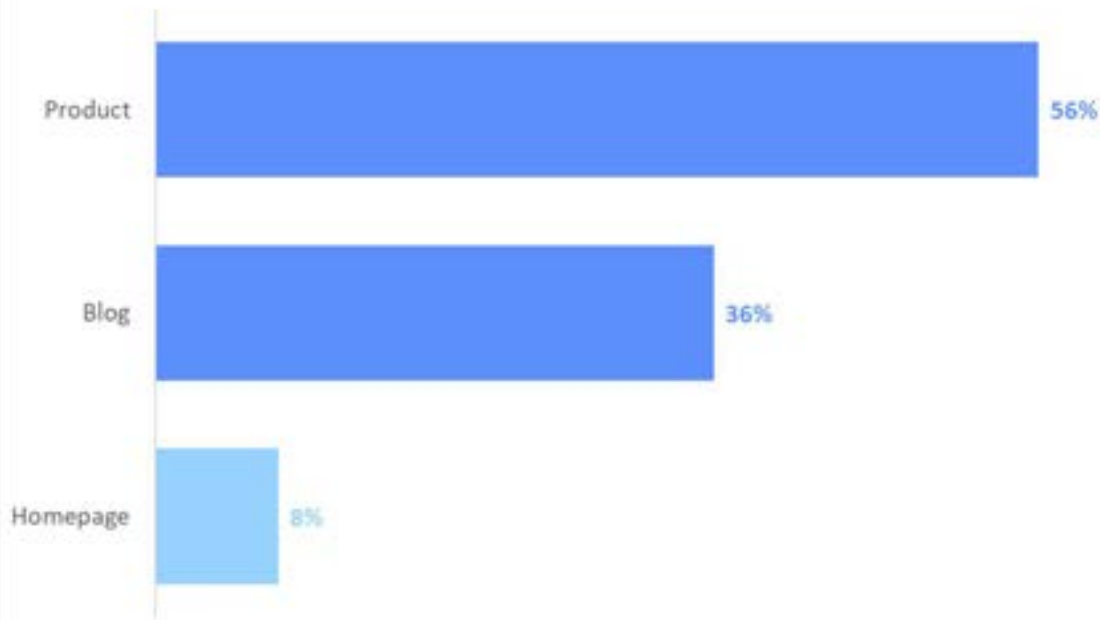
1800Flowers - Search Traffic by Channel



1800Flowers - Organic Traffic by Type



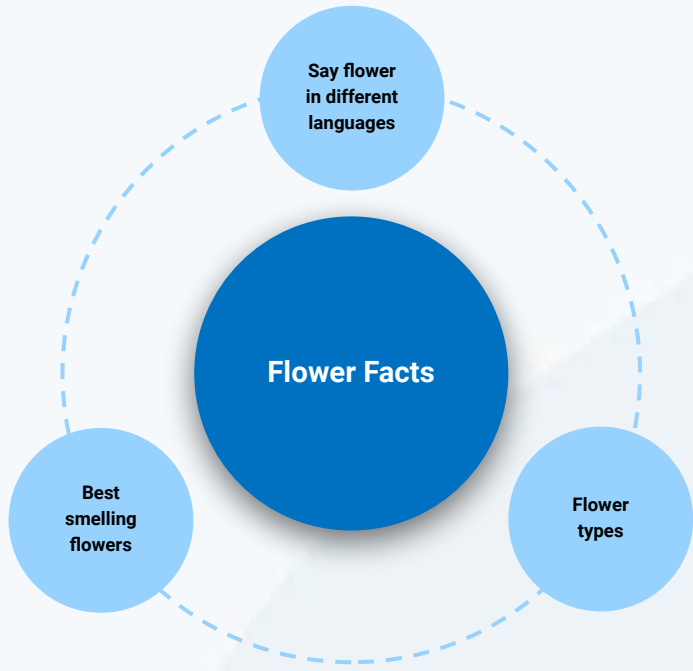
1800Flowers - Organic Search Traffic Share by Page Type



For 1800Flowers, their blog is an essential part of their content SEO strategy, driving a substantial amount of organic search traffic

	URL (URL)	Traffic share ↓	Traffic trend	Keywords	Top keyword
1	1800flowers.com	50.59%		53,764	1800 flowers
2	1800flowers.com/flowers-same-day-delivery	6.01%		11,267	flower delivery
3	1800flowers.com/blog/flower-facts/flower-types	3.10%		6,492	types of flowers
4	1800flowers.com/blog/everyday-moments/saying-with-loss/what-to-write-in-a-sympathy-card	2.92%		15,125	sympathy card messages
5	1800flowers.com/promo-codes	1.86%		3,446	1800 flowers promo code
6	1800flowers.com/sympathy	1.66%		2,499	1800 flowers
7	1800flowers.com/birthday-flowers-10155	1.29%		15,374	1800 flowers
8	1800flowers.com/blog/flower-facts/flower-color-meanings	1.25%		7,492	flowers
9	1800flowers.com/mothers-day-flowers	1.05%		1,522	mothers day flowers
10	1800flowers.com/samedaydelivery	0.88%		9,139	1800 flowers
11	1800flowers.com/vanillawholesy	0.85%		2,350	valentines day flowers
12	1800flowers.com/blog/everyday-moments/saying-with-loss/what-to-write-in-a-pet-sympathy-card	0.82%		2,242	condolence messages for dog owner
13	1800flowers.com/blog/formal-occasions/holidays/holiday/30th-birthday-ideas	0.72%		3,668	30th birthday ideas
14	1800flowers.com/allfuneralarrangements	0.72%		4,143	funeral flowers
15	1800flowers.com/blog/gift-ideas/typical-get-well-soon-messages	0.68%		5,442	get well soon message

1800Flowers uses pillar pages and topic clusters to improve topical authority and maximize organic reach across their blog content



The screenshot shows a Google Analytics report for "1800Flowers.com" filtered for "Organic Pages". The table below represents the data shown in the report.

Rank	Title	Traffic Share	Traffic Trend	Keyword	Top Keyword
1	1800Flowers.com/blog/flower-facts/flower-facts	0.79%	↑		types of flowers
2	1800Flowers.com/blog/annual-moments-to-share-with-your-loved-ones-for-the-most-beautiful-card	1.84%	↑		spring card messages
3	1800Flowers.com/blog/flower-facts/flower-color-meanings	1.18%	↑		flowers
4	1800Flowers.com/blog/seasonal-moments-to-share-with-your-loved-ones-for-the-most-beautiful-card	1.38%	↑		card messages for dog breed
5	1800Flowers.com/blog/flower-facts/seasonal-flower-facts-for-every-season	0.85%	↑		with holiday ideas
6	1800Flowers.com/blog/flower-facts/what-does-it-mean-to-say-i-love-you	0.88%	↑		wedding flowers
7	1800Flowers.com/blog/flower-facts/seasonal-plant-gift-ideas	0.47%	↑		seasonal flower meanings
8	1800Flowers.com/blog/gift-ideas-how-to-get-the-most-out-of-your-gift	0.81%	↑		get well soon message
9	1800Flowers.com/blog/flower-facts/the-cultural-history-and-symbols-of-roses	0.34%	↑		flowers flower symbolism
10	1800Flowers.com/blog/flower-facts/rose-quotes	0.32%	↑		quotes about roses
11	1800Flowers.com/blog/flower-facts	0.31%	↑		1800 flowers
12	1800Flowers.com/blog/flower-facts/how-to-say-i-love-you-in-different-languages	0.28%	↑		ways to say i love you in different languages
13	1800Flowers.com/blog/flower-facts/how-to-say-i-love-you-in-different-languages	0.27%	↑		flowers in different languages
14	1800Flowers.com/blog/flower-facts/flower-color-meanings	0.27%	↑		July
15	1800Flowers.com/blog/flower-facts/flower-color-meanings	0.23%	↑		flower colors

Google heavily favors local listings in broad floral searches - optimizing for long tail geo-specific intent is crucial

The image shows a Google search for "online flowers" with three local listings. Annotations point to specific elements:

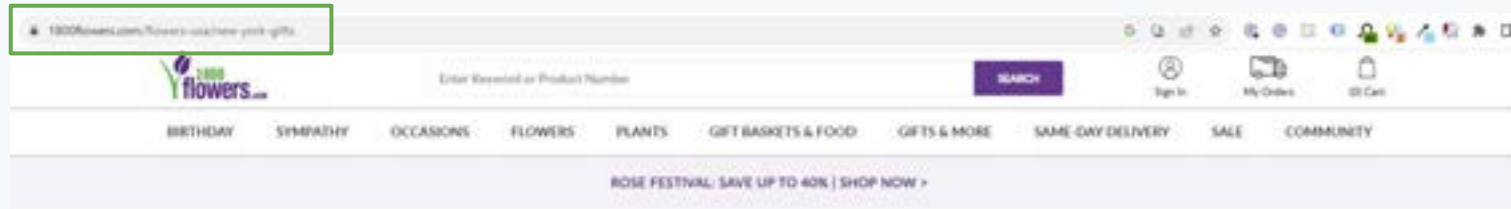
- SEO-friendly URL matches local intent:** Points to the URL `https://www.1800flowers.com/new-york-gifts` for the first listing.
- Local-specific title tag:** Points to the title `Send Flowers to New York | NY Flower Delivery`.
- Unique meta description with local language:** Points to the meta description `Get same day flower delivery to NYC from our local New York florists or order gift baskets, plants and more to be sent to their home.`

The listings include:

- 1-800-Flowers:** URL: `https://www.1800flowers.com/new-york-gifts`; Title: `Send Flowers to New York | NY Flower Delivery`; Description: `Get same day flower delivery to NYC from our local New York florists or order gift baskets, plants and more to be sent to their home.`
- 1-800-Flowers.com:** URL: `https://www.1800flowers.com`; Title: `1-800-Flowers.com: Flowers | Flower Delivery | Fresh Flowers ...`; Description: `Send flowers and send a smile! Discover fresh flowers online, gift baskets, and florist-designed arrangements. Flower delivery is easy at 1-800-Flowers.com.`
- Floom:** URL: `https://www.floom.com/same-day-flower-delivery-n...`; Title: `Same Day New York Flower Delivery`; Description: `Order by 1pm for same day flower delivery New York (Mon-Sun). Hand crafted and delivered to your door by 5pm with free delivery on your first...`
- The Bouqs Co.:** URL: `https://bouqs.com`; Title: `Send Flowers Online - The Bouqs Co.`

Cat. pages segmented by intent / customized to rank Long Tail SEO keywords

Granular site architecture



Content breadcrumbs

Home > New York Flower Delivery

<h1> tag matches title tag

New York Same-Day Local Florist Delivery

Send Flowers, Plants & Gift Baskets to New York!
Start spreading the news! Sending flowers and gifts throughout New York State is simple with your statewide and national florists 1-800-FLOWERS.COM! New York is where 1-800-FLOWERS.COM was born, so you can rest assured that your online flower order is in good hands with our florists who know NYS inside and out, all year round. [Read more](#)

Unique local-specific page content prevents duplicate content issues

13 Results

FIND AVAILABLE PRODUCTS
WITH DELIVERY CODE OR ADDRESS

LOCATION TYPE
Residence

GO

STATE FACTS: NEW YORK
New York State Flower: Rose
New York State Capital: Albany
New York State Nickname: The Empire State
Number of Counties: 62
Top Landmarks: Ellis Island & The



PASSPORT ELIGIBLE
Blooming Love™
\$74.99 - \$89.99



PASSPORT ELIGIBLE
Your Best Smile Bouquet®
Fruit Bouquets
\$49.99 - \$59.99



PASSPORT ELIGIBLE
Rose Elegance™ Premium Long Stem Red Roses
\$69.99 - \$89.99

Highlighting top-sellers

Unique local-specific page content prevents duplicate content issues

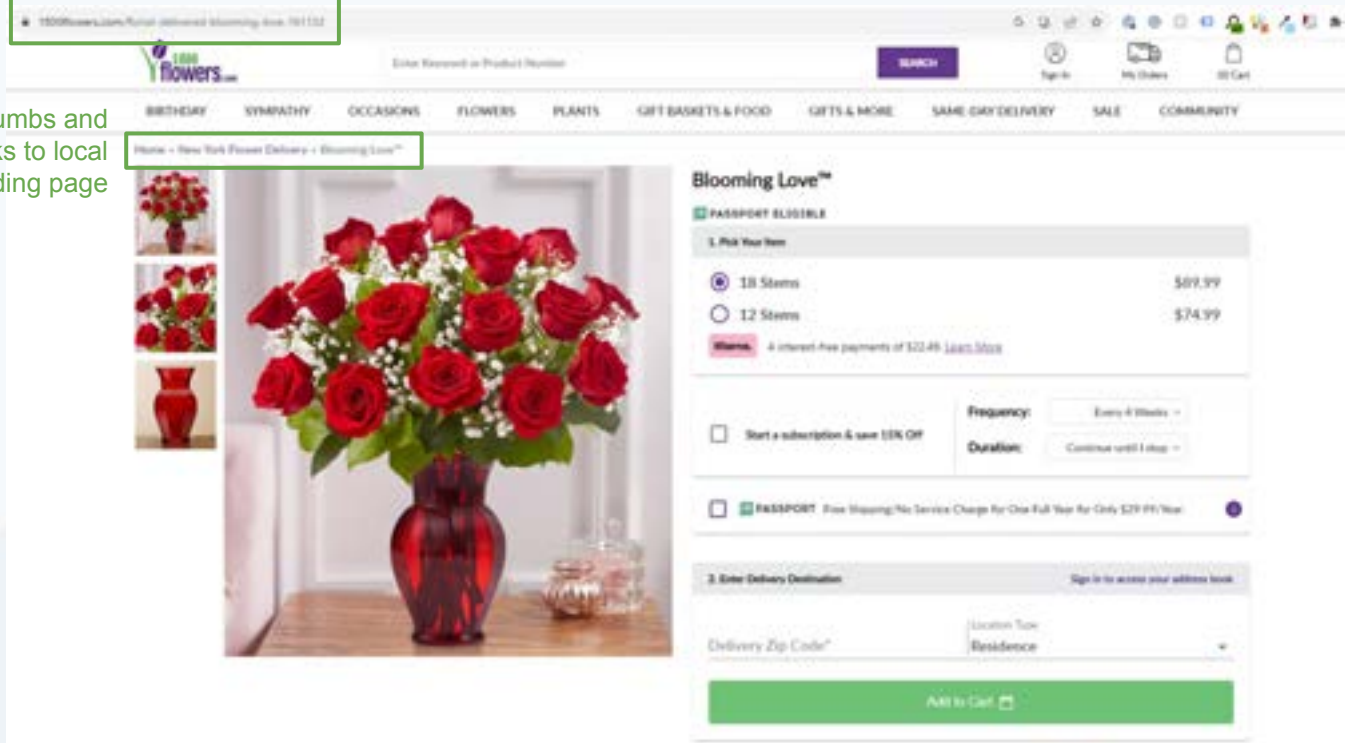
Individual product pages use short SEO-friendly URLs along with a strong internal linking system to rank well for long-tail local terms

Short,
human-friendly
product page URL

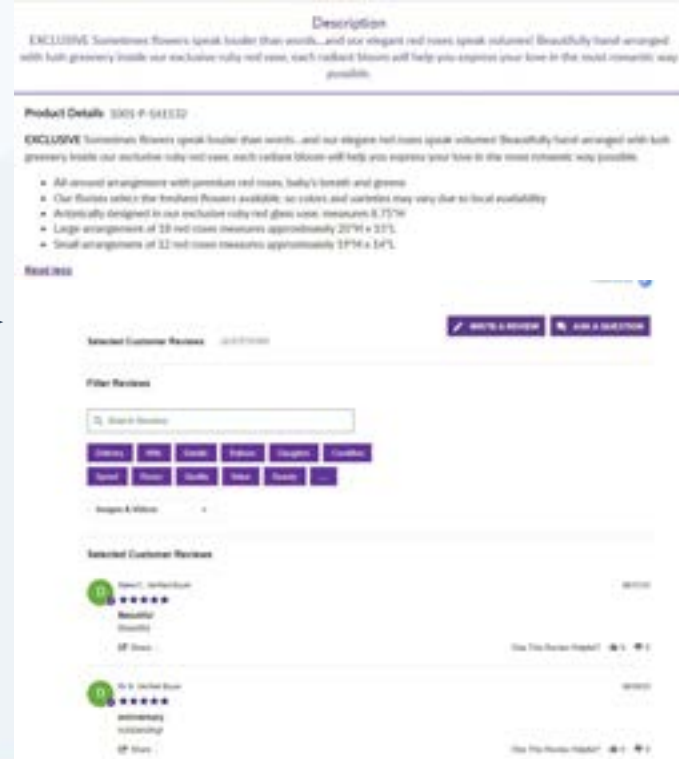
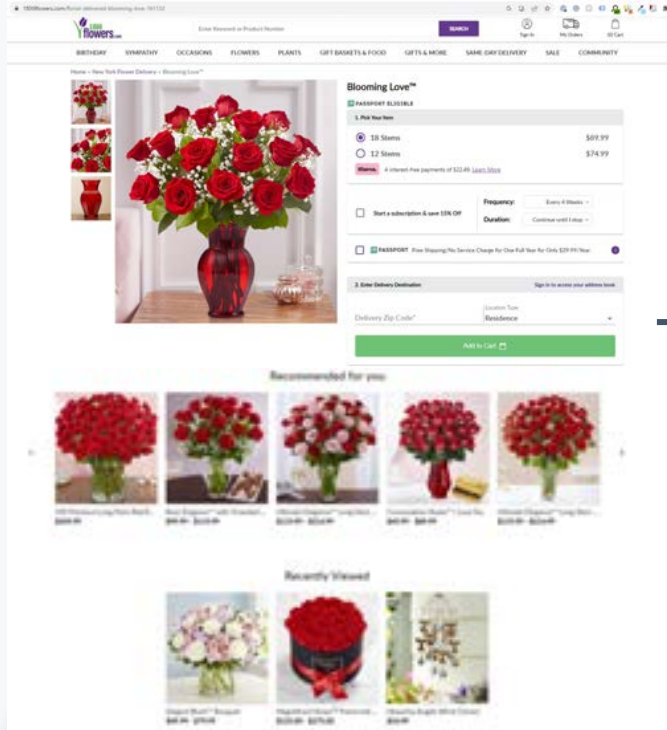
1000flowers.com/local-delivered-blooming-love-761132

Breadcrumbs and
backlinks to local
landing page

Home > New York Flower Delivery > Blooming Love™



Optimized product listing pages have detailed and unique descriptions, strong internal links, and social proof





Exercise: Does My Website Seem SEO/Local Optimized

- How is your sites crawlability/indexability (SEMRUSH, etc.)
- Are you branching pages by geo
- Do you have product reviews or other hooks for relevance/activity
- Do you have logical breadcrumb trails (backlinks, etc.) or do pages look like they exist in a vacuum?
- Are your product pages including relevant product information

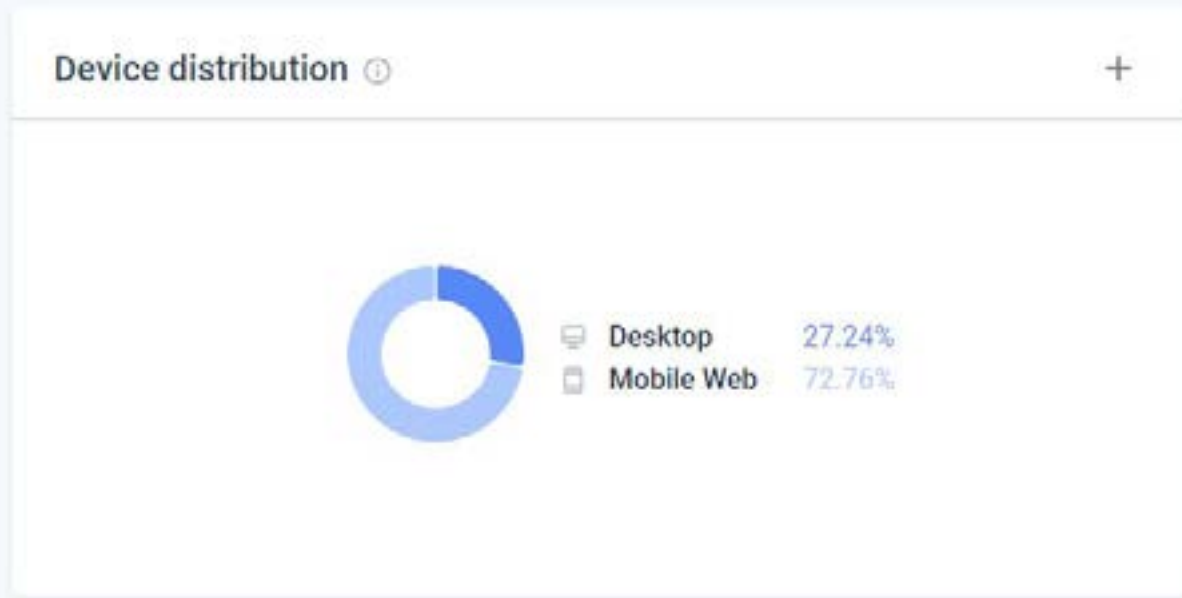


Top of Funnel: Landing Page

Landing Page Strategy

- Know your target
- Service their intent
- Engage to reduce bounce

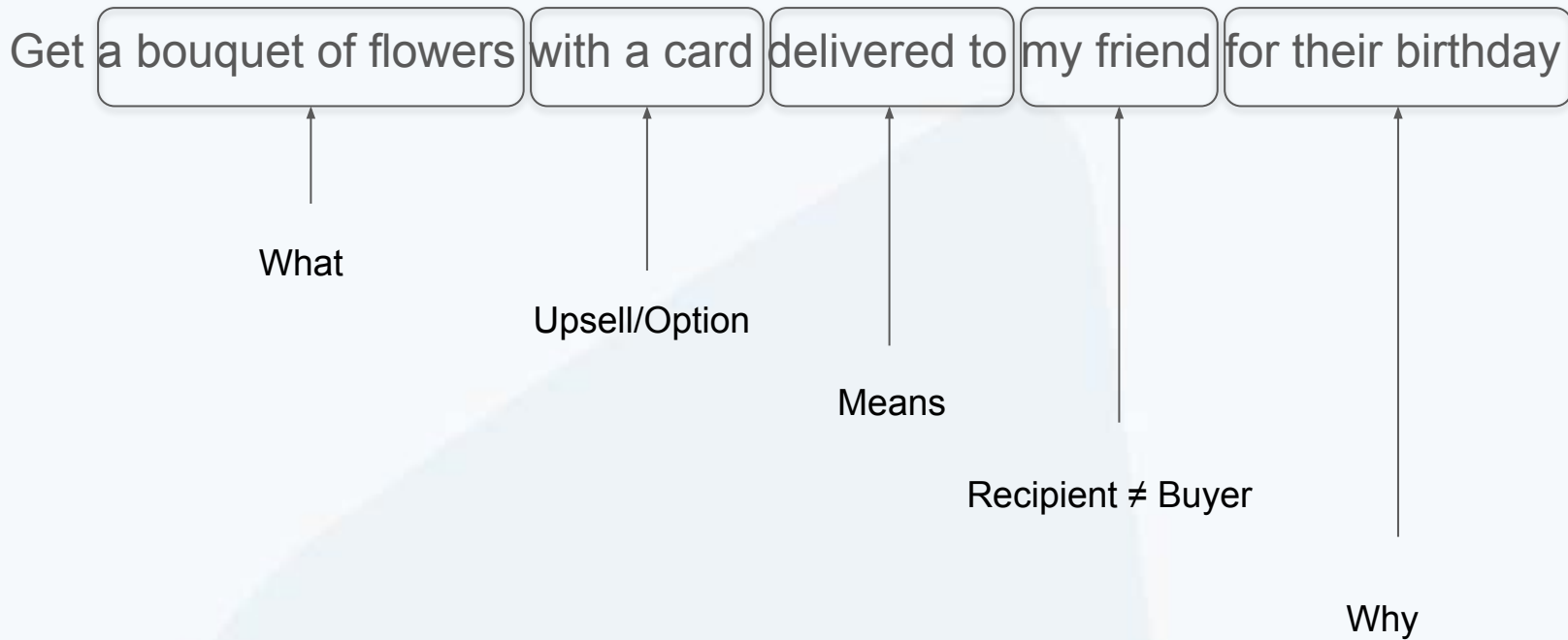
On the web, floral ecommerce is primarily mobile first.
Stop using your desktop to see if your site works.



(Don't be me
with this
presentation)



Don't confuse "why" with "what"



The Hierarchy of “What” aka Attribute Taxonomy

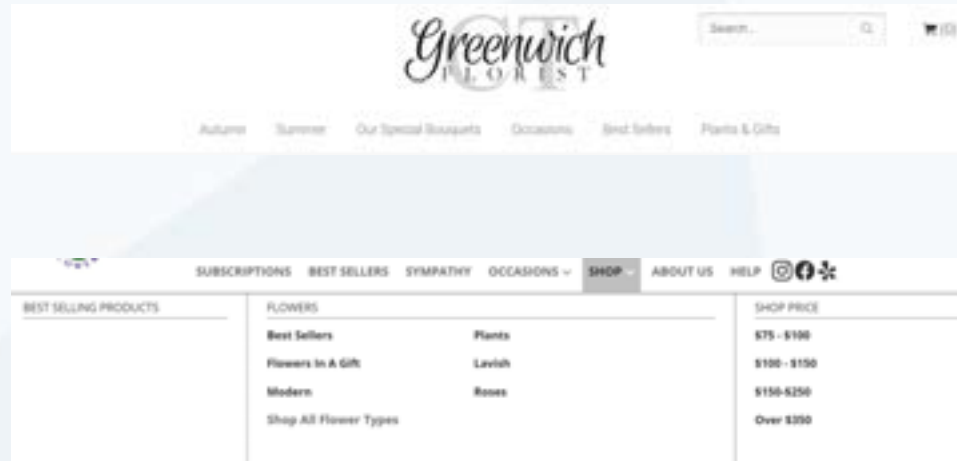
Cannabis

- Price
- Form
- Cannabinoids (Potency)
- Brand
- Effect
- Strain
- Aroma

Floral (Guess-timated)

- Price / Discount
- Availability/Timeliness
- Size (arrangement)
- Ancillary (Hardgoods) / Form Factor (Casket Topper)
- Color
- Flower type
- Longevity / Freshness
- ?? Scent ??
- Event Type

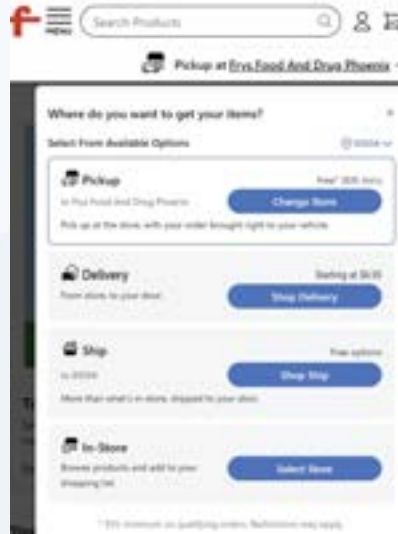
What: Navigation Should Match Hierarchy



The screenshot shows the website for Greenwich Florist. At the top, there is a search bar and a shopping cart icon. Below the logo, a horizontal navigation bar contains the following links: Autumn, Summer, Our Special Bouquets, Occasions, Best Sellers, and Plants & Gifts. A secondary navigation bar below that includes: SUBSCRIPTIONS, BEST SELLERS, SYMPATHY, OCCASIONS, SHOP (highlighted), ABOUT US, and HELP. Below the secondary navigation bar, there are three columns of links:

BEST SELLING PRODUCTS	FLOWERS	SHOP PRICE
	Best Sellers	\$75 - \$100
	Flowers in a Gift	\$100 - \$150
	Modern	\$150-\$250
	Shop All Flower Types	Over \$250

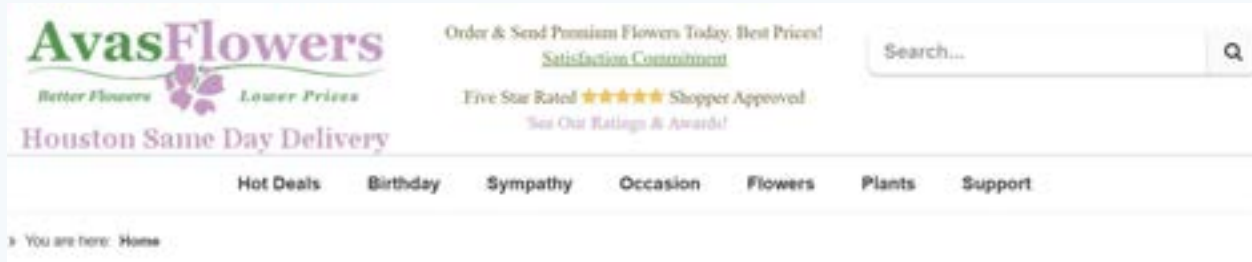
Means: Non-Floral Top of Site Funnel



Enter an address ▼

Search for food, convenience, alcohol...

Means: Floral Top of Site Funnel



Despite search volume for “cheap flowers near me”, individual flower shops are completely absent from those results

<input type="checkbox"/>	Keywords (14)	↓ 28 Days Volume	Yearly Trend
<input type="checkbox"/>	1 cheap flowers near me	648	
<input type="checkbox"/>	2 cheapest flowers near me	579	
<input type="checkbox"/>	3 flowers near me cheap	276	
<input type="checkbox"/>	4 cheap place to buy flowers near me	116	
<input type="checkbox"/>	5 cheap fresh flowers near me	90	
<input type="checkbox"/>	6 cheap bouquet of flowers near me	72	
<input type="checkbox"/>	7 cheap funeral flowers near me	66	
<input type="checkbox"/>	8 cheapest place to buy flowers near...	63	
<input type="checkbox"/>	9 fresh flowers near me cheap	61	
<input type="checkbox"/>	10 cheap wedding flowers near me	44	
<input type="checkbox"/>	11 cheap flowers plants near me	43	
<input type="checkbox"/>	12 cheapest fresh flowers near me	43	
<input type="checkbox"/>	13 cheap artificial flowers near me	40	
<input type="checkbox"/>	14 cheap real flowers near me	39	

The screenshot shows Google search results for the query "cheap flowers near me". The top results are:

- Wep**: "Top 10 Best Cheap Flowers in New York, NY" with a sub-heading "Top 10 Best Cheap Flowers Near New York, New York - Scotts Flowers NYC 3.2 mi - (327 reviews) - Confucius Florist 3.7 mi - (54 reviews) ...".
- Petal Republic**: "15 Best Florists for Cheap Flower Delivery in NYC (2023)" with a sub-heading "Jan 6, 2022 - The Best Florists for Cheap Flower Delivery in NYC: 1) From You Flowers. Fresh same-day delivered flower arrangements start at just \$20.".
- Reddit**: "Where can I get cheap flowers in Manhattan? : r/AskNYC" with a sub-heading "Jul 8, 2020 - Where can I get cheap flowers in Manhattan? Nothing fancy. Just looking for a good corner store with some options.".
- Time Out**: "The 15 best online stores for flower delivery in NYC" with a sub-heading "Aug 14, 2023 - Best NYC flower deliveries: 1. Flowerix 2. Ode & Co. 3. TheFlowers 4. The Gift 5. The Bouquet Co. 6. From You Flowers 7. ...".

Exercise: Top to Mid Funnel Role Playing

- Think of a shopping persona and shopping example
- Ex: “I’m sitting down in the evening and just realized I need to buy flowers for my co-worker’s goodbye party tomorrow. I want to get a vase of flowers with a Goodbye/congrats card delivered to the office tomorrow. I like them, but not that much, so I want to get them a vase of flowers that costs less than \$75 and where the vase would be pretty to keep afterwards.”
- How conducive is your site to the exercise? Does it work well on phone and desktop? Do you need your wallet or can you use Apple Pay/Paypal?



Mid Funnel: Category and Product Pages

Category Page Strategy

- Match hierarchy of shopping intent
- Enable search
- Think about filters and rendering results
- Product imagery and form of display (density, card vs. row)
- Capture means of fulfillment to determine display

Example: Amazon . . . Fishing Rods

- Ordered by engagement (generally)
- Biased towards Amazon preferred monetization pathways
- Individually based - profile & behavior
- Amazon advertising has impacted

1-16 of over 5,000 results for "fishing rod"

Eligible for Free Shipping

Free Shipping by Amazon

Get FREE Shipping on eligible orders shipped by Amazon

Department

Fishing Rod & Reel Combos
Fishing Rods & Accessories
Fishing Rods

Customer Reviews

★★★★★ & Up

★★★★☆ & Up

★★★☆☆ & Up

★★☆☆☆ & Up

Brands

Zebco
 Ugly Stik
 PENN
 Sougayilang
 Berkley
 PLUSINNO
 OKUMA

▼ See more

Sports & Outdoor Price

Up to \$25
\$25 to \$50
\$50 to \$100
\$100 to \$200
\$200 & above

Deals & Discounts

All Discounts
Today's Deals

Fishing Type

Baitcasting
 Fly Fishing
 Ice Fishing
 Spincasting
 Spinning

Hand Orientation

Right-Handed
 Left-Handed
 Ambidextrous

Business Type

Small Business

Fishing Rod & Reel Combo Material

Carbon Fiber
 Acrylonitrile Butadiene Styrene
 Alloy Steel
 Aluminum
 Carbon Steel
 Ethylene Vinyl Acetate
 Fiberglass

▼ See more

Category Page Filters

- Sort by hierarchy/engagement
- Make adding/removing filters easy
- Top vs. Side Filtering

Same Day Delivery

Autumn

Baby

Sympathy

Orchids

Plants

Rose Collection

Succulents

Scottsdale Paradise Flowers

FILTER BY

Paired With Vase

CATEGORY

Mixed Bouquets

Single Stem Bouquets

PRICE RANGE

Under \$45

\$46 - \$55

\$56 - \$65

\$66 - \$85

\$86 - \$99

\$100 - \$149

\$150+

COLOR



OCCASIONS

Anniversary

Birthday

Show bouquets available in your recipient's area.

Recipient Zip Code

Delivery Date

GO

Shop by:

EVERYDAY ARRANGEMENTS

Filter Your Results

PRICE RANGES +

FLOWER +

COLOR +

Product Cards



1 ct +



\$1.55

Little Salad Bar Flat Leaf Spinach
8 oz bag

Many in stock



Black Bear Diner
★ 4.6 (126) • American
\$1.99 delivery 25-35 min

Sponsored @

HANDING Magic L Fishing Rod 30T+2 Rod for Bass, Trout,Walleye,Catfishin


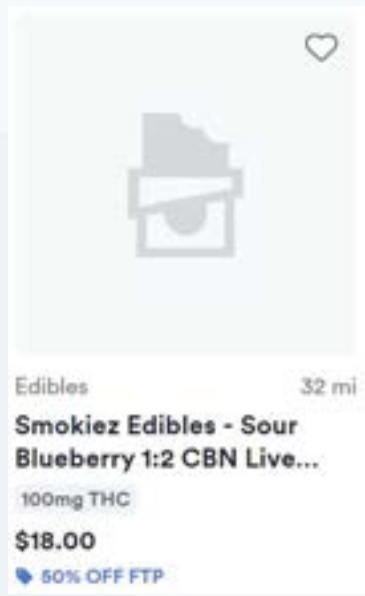
★★★★★ (51)

Save 54%

\$32.99 Typical: \$49.99
Lowest price in 30 days

prime

FREE delivery **Mon, Sep 18** on \$35 of items shipped by Amazon
Or fastest delivery **Fri, Sep 15**



Edibles 32 mi

Smokiez Edibles - Sour Blueberry 1:2 CBN Live...

100mg THC

\$18.00

50% OFF FTP



THE UTILITY SHIRT
by Olive & Lux Herringbone
9125

XS - 36 S - 38 M - 40 L - 42 XL - 44 XXL - 46

Product Cards

- Relevant information
- Avoid click-in click-out flows
- Drive urgency
- Match the intent of how consumer got to page



\$115.00

HALF OFF SPECIAL!! Four Dozen
Red Roses By BloomNation™

Next-day Delivery



LOCAL FLORIST DESIGNED

PASSPORT ELIGIBLE

One of a Kind Bouquet | Local Florist Designed
~~\$42.99 - \$89.99~~ \$39.99 - \$89.99

Example PDP

Clear Image

Upsell Options

Delivery Clarity

Payments Info

In-Flow Info, CTA

Not Shown: Reviews, SEO Description, Similar Items

The screenshot shows a Product Detail Page for a flower bouquet. At the top, there is a navigation bar with links: Deal of the Day, Summer, Occasions, Birthday, Sympathy and Funeral, Flowers, Plants & Gifts, and Our Shop. The main heading is "Lovely Lavender - Overflowing Purple Roses and Asters". Below the heading is a large image of the bouquet in a dark purple vase. To the right of the image, there is a section titled "Pick your perfect gift:" with three options: Premium (\$100.95), Deluxe (\$85.95), and Standard (\$73.95). Below this, there is a section titled "When do you need it?" with options for Delivery and Pick Up, and a calendar showing dates from Today (Sep 4) to Wed (Sep 6). A prominent orange "Select Gift" button is located below the calendar. To the right of the button, there is a "Guaranteed SAFE Checkout" section with logos for Visa, Mastercard, American Express, and Discover. At the bottom, there is a dark banner with the text "BEST REASONS TO ORDER FROM US 100% FLOREST-DESIGNED & HAND-DELIVERED". A timer shows "In a Hurry? Next Day Delivery ends in: 40 : 17 : 33".

Going back to 1800 example

1800flowers.com/Normal/selected-blooming-love-181132

1800flowers.com

Enter Keyword or Product Number

SEARCH

Sign In My Orders My Cart

BIRTHDAY SYMPATHY OCCASIONS FLOWERS PLANTS GIFT BASKETS & FOOD GIFTS & MORE SAME DAY DELIVERY SALE COMMUNITY

Home - New York Flower Delivery - Blooming Love™

Blooming Love™

PASSPORT ELIGIBLE

1. Pick Your Item

<input checked="" type="radio"/> 18 Stems	\$89.99
<input type="radio"/> 12 Stems	\$74.99

Financing 4 interest-free payments of \$22.49 [Learn More](#)

Start a subscription & save 15% OFF

Frequency: Every 4 Weeks

Duration: Continue until I stop

PASSPORT Free Shipping/No Service Charge for One Full Year for Only \$29.99/Year

2. Enter Delivery Destination

Sign in to access your address book

Delivery Zip Code*

Location Type: Residence

ADD TO CART



Step 41 - Birthdays



The Luna

\$70

SENDING TO

Suzanne, AZ

DELIVERY DATE

Tomorrow

WHAT NEW

A BUNCH TOGETHER

BUNDLE

In The Works

Jan 18

SINGLE

In Stock

Jan 18

DESCRIPTION

View Instructions

Here's all the beauty of a month's summer sky with shades of deep blue, purple, and green. This fragrant profusion of roses, delphiniums, snapdragons, and thistles is accented by deep green leaves. It's as much of a treat in a sophisticated looking vase as your customer's favorite bouquet and makes a great birthday or wedding gift. Or get one for yourself for a birthday and congratulatory treat!

WHAT'S INCLUDED

PART 01

PART 02

Roses, Delphiniums, Snapdragons, Thistles, and Herbs

PAIR WITH

View Products



Price

The Sun
\$15The Sun-Set
\$15

COMPLETE YOUR GIFT



GET 20% OFF

Upsell starts on the product page

Fall Roses and Calla Lily Bouquet

Product Code: RCBF-X

★★★★★ (7)

1 - SELECT A PRODUCT OPTION

9 STEMS **Sale Price: \$79.99**

9 STEMS

Sale Price: \$79.99

12 STEMS

Sale Price: \$89.99

AS SHOWN

Sale Price: \$99.99

 ADD TO CART

SAFETY

REVIEWS






...lilies and roses is sure to be a
...excites, and impresses your
recipient, the Fall Roses and Calla Lilies Bouquet is an easy choice!

Upsell can multi-tier

2. LET'S PERSONALIZE YOUR ORDER

Would you like to make this delivery more personal? We recommend a greeting card, and maybe something else to help you convey your sentiments.

Recommended

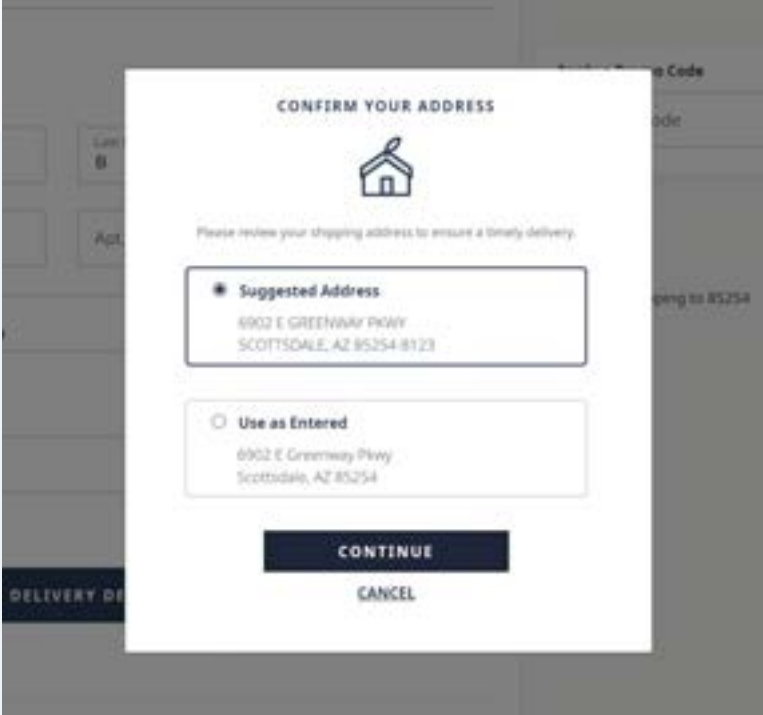
				
Greeting Card \$4.99 each	Mylar Balloon \$6.99 each	Latex Ball \$2.00 each	Chocolates-Small \$17.99 each	Stuffed Animal-Small \$17.99 each
ADD TO CART	<input type="text" value="Select Balloon"/> ADD TO CART	ADD TO CART	ADD TO CART	ADD TO CART



Bottom of Funnel

Checkout

- Payments
- Location Accuracy
- Ease of entering information (autofill)
- Expectation management



The image shows a 'CONFIRM YOUR ADDRESS' dialog box overlaid on a checkout page. The dialog box has a white background and a dark border. At the top, it says 'CONFIRM YOUR ADDRESS' in bold, uppercase letters. Below this is a house icon with a leaf on top. Underneath the icon, it says 'Please review your shipping address to ensure a timely delivery.' There are two address options, each in a rounded rectangle. The first option is 'Suggested Address' with a radio button that is selected. The address is '6902 E GREENWAY PKWY SCOTTSDALE, AZ 85254-8123'. The second option is 'Use as Entered' with an unselected radio button. The address is '6902 E Greenway Pkwy Scottsdale, AZ 85254'. At the bottom of the dialog box, there are two buttons: 'CONTINUE' in a dark blue box and 'CANCEL' in a white box with a dark border. The background of the checkout page is dimmed and shows a 'DELIVERY DE' button and some text like 'Shipping to 85254'.

Cardinal Rule: Don't take your customer out of checkout



You can spend more to acquire customers IF you can get them to shop again (1.x inflection point)

- Do
 - Delivery updates
 - Loyalty
 - Email list
 - CRM
 - Subscription offerings
 - Reminders
 - Social Sign-on (Google, Facebook, Apple)
 - Account creation
- Don't
 - App install
 - Eliminate guest checkout
 - Force list signup

Avoid Dead End Loops

- Click-in and Click-Out flows
- Landing a customer on products before you land on intent/what
- Missing Customer Time/Delivery Needs
- Forcing customers to back click to adjust cart or add quantity
- Not offering options you would offer over the phone (e.g. deals)
- Anything that exits from checkout screen



Closing

Other Observations

- Lack of adequate “Florist Choice” intake
- Hardgood support
- Missing “smell, feel, freshness”
- Uneven subscription posture
- Upsell on checkout
- Delivery/Pickup Status
- Matching Delivery to economics - minimum purchase size; upcharge for expedited; delivery radii/zones
- Florists often don’t add their branding/name to package

Product/Marketing Suggestions

- Marketing
 - Leverage Tik Tok and non-facebook social media
 - Venture outside of Google for ads
 - Analog is ok for smaller geos: Door stuffing, print ad
- Product configurator / Florist Choice Handling
- Status update / expectation management framework
- Lifecycle marketing (e.g. cart abandonment, customer reactivation)
- API's to fulfillment networks
- Interlinking of master product catalog to PDP data
- Customer reactivation



Design Your Custom Arrangement
TELL US YOUR NEEDS. WE'LL CUSTOMIZE YOUR BOUQUET WITH OUR FRESHEST FLOWERS.

Please select a delivery date.
Select Delivery Date

Please select an occasion.
Select Occasion

Please select a recipient type.
Select Recipient Type

Please select a desired price and size.
Price

Requests (optional)

Some homework

- Think through exercises
- Shop your site from your phone
- Change your font size and shop from your phone again
- Think about relationship between
 - SaaS fees for website embed
 - Outsourced website maintenance fees
 - Take rate on referred orders (who pays, are they referred orders)
 - Take rate on organic/self-originated orders (don't do it)
- Consider if product photography good and accurate?
- Survey some customers



Helping floral companies grow.