



AMELIA 26 ISLAND 26

The Ritz-Carlton Amelia Island, FL
August 18-20, 2026

Dominate Your Local Flower Market Online

Mark Subel & Ryan Whiteside | Two Wheels Marketing | TwoWheelsMarketing.com/Flowers



Today's Game Plan

Pillar 1: Paid Advertising - Google, Microsoft, Meta

Pillar 2: Organic - non-Paid Traffic

Pillar 3: AI-Future Proofing Your Flower Shop

Protecting Your Brand + Your 30-day Plan



Google Ads



Bing ads

Meta
Ads



This Plan Works - Real Life

PPC-FUELED GROWTH SINCE 2023



+100%

WEBSITE SALES

\$252K → \$505K

2022 to 2023



\$1.24M

TOTAL SALES IN 2024

\$878K in 2022

\$1M milestone reached in October



25% → 41%

REVENUE FROM ONLINE SALES

A much stronger digital sales mix

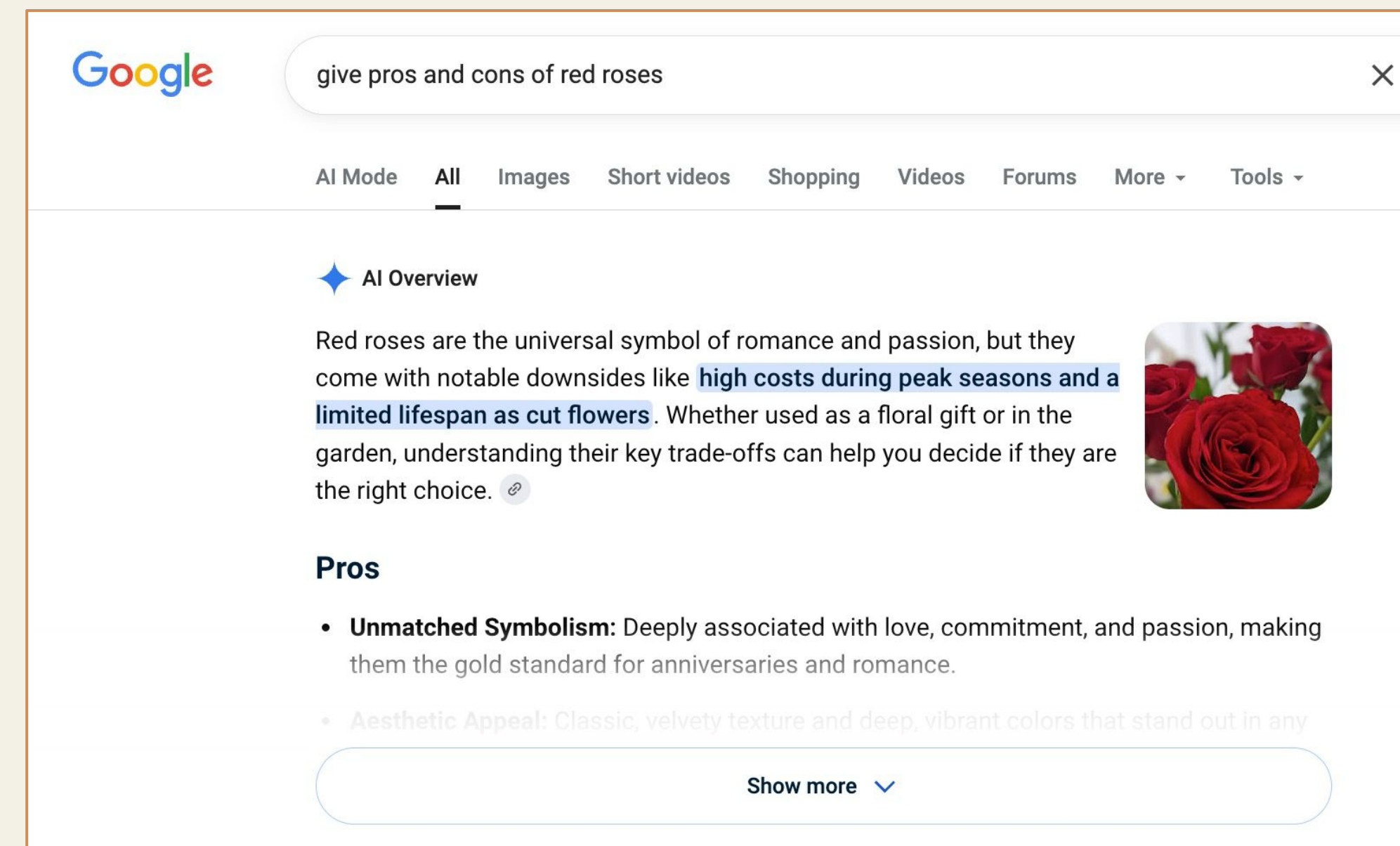
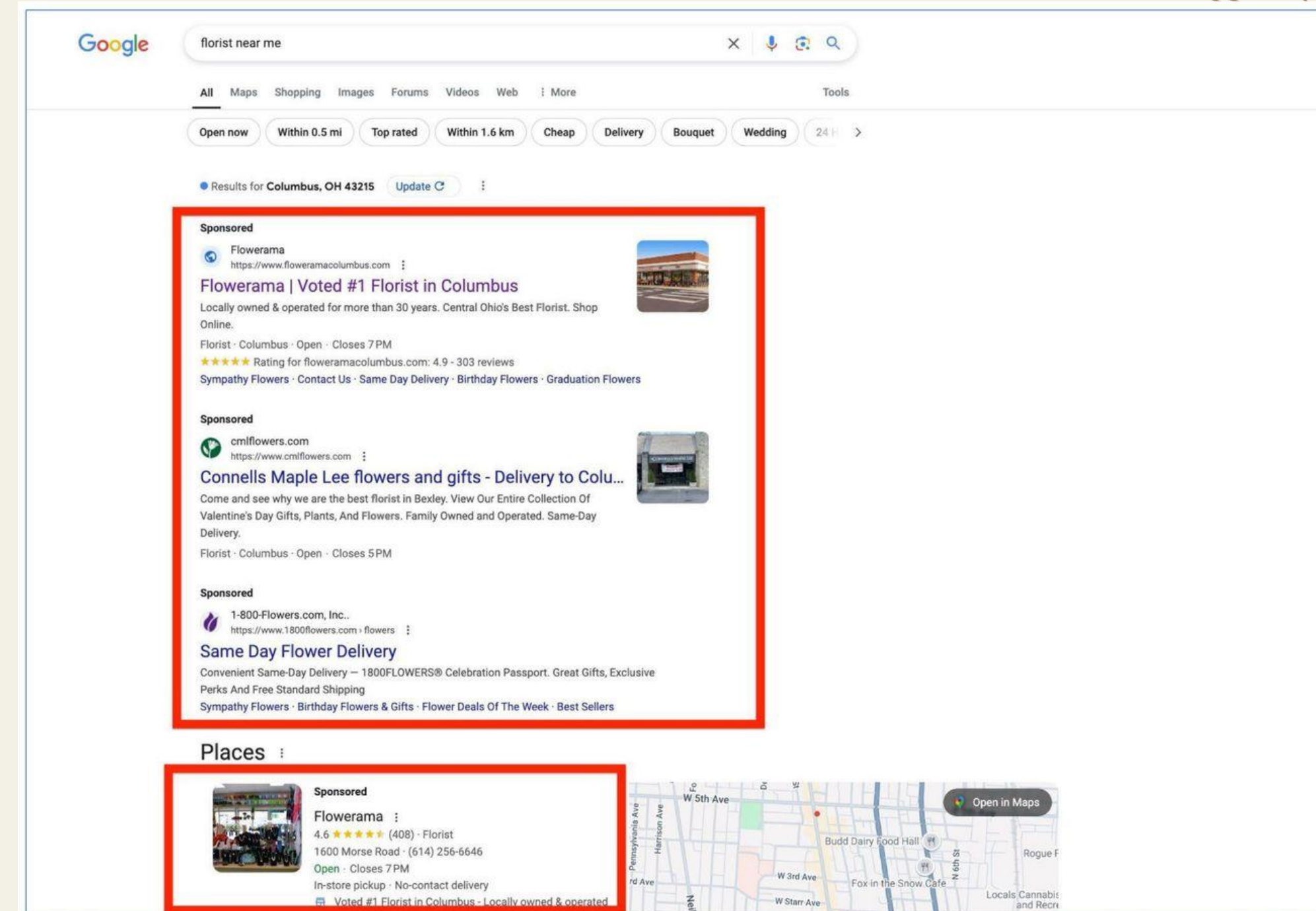


GROWTH UNLOCKED A SECOND KANSAS CITY-AREA LOCATION

All A'Bloom expanded with support from the campaigns.

Who Shows Up First?

- Ads, map pack, organic
- And now AI Overviews and AI Mode
- Goal: your shop, everywhere they look



Paid vs. Organic SEO

Sponsored results

Longmont Florist
<https://www.longmontflorist.com> · longmont · florist
Voted Best Florist In Longmont | Family...
 Florist · 614 Coffman Street · Open · Closes 5:30 PM
 4.9 ★★★★★ (1,094)
 Family-Owned In **Longmont** Since 1969. Gorgeous, Fresh Flowers Delivered Daily. Beautiful, Fresh...
 Same Day Flower Delivery · Same Day Delivery Available · Sympathy Flowers · Birthday Flowers

Sophie Stems
<https://www.sophiestems.com> · local-florist · free-delivery
Longmont Co Florist | Shop Local for Free Delivery
 Fresh, beautiful flowers from neighborhood florists who know your community best. Beautiful blooms crafted locally...
 45% off Free Same-Day Delivery · Longmont Co Florist · Birthday Flowers · Best Sellers at Sophies
Summer Sale: 10% off Summer Sales Now! · Code ROSES10

Flowers By Nora
<https://www.flowersbynora.com>
Family Owned-Operated Florist - Florist Longmont Co
 Your neighborhood florist. Shop local flowers for every moment. Same day flower delivery. Elevate Every Occasion with...

Organic SEO

Places

Sponsored

Longmont Florist
 4.9 ★★★★★ (1.1K) · Florist
 614 Coffman Street · (303) 776-2804
 Open · Closes 5:30 PM
 In-store shopping · In-store pickup · No-contact delivery
 Family Owned Since 1969 - Order Stunning & Fresh Flowers For Same Day Delivery In Frederick. Give Us a Call Today!

Longmont Florist
 You manage this Business Profile
 4.9 ★★★★★ (1.1K) · Florist
 614 Coffman St · (303) 776-2804
 Open · Closes 5:30 PM
 In-store shopping · In-store pickup

A florae
 4.9 ★★★★★ (163) · Florist
 464 Main St · (720) 680-0046
 Open · Closes 6 PM

Map

CommonSpirit Longmont United Hospital
 Plume & Furrow
 Longmont Florist
 A florae
 Flower Wild (Longmont)

TwoWheelsMarketing.com/Flowers



The image is a screenshot of a Google search for "florist longmont co". At the top, the Google logo and search bar are visible. Below the search bar, the "Sponsored results" section is displayed, featuring three listings: "Longmont Florist", "Sophie Stems", and "Flowers By Nora". Each listing includes a profile picture, name, website URL, address, hours, and a brief description. A red arrow points from the text "Paid PPC Traffic" to this section. Below the sponsored results, a button labeled "Hide sponsored results" is visible. The "Organic SEO" section follows, showing a list of "Places". The first three organic results are for "Longmont Florist", "Longmont Florist" (marked as "You manage this Business Profile"), and "A florae". A red arrow points from the text "Organic SEO" to this section. To the right of the organic results is a map showing the locations of the florists in Longmont, Colorado. At the bottom of the image, the URL "TwoWheelsMarketing.com/Flowers" is displayed.

Where the Traffic Actually Comes From

- Real florist client - last 28 days
- Paid 41%
- Direct 19%
- GBP (Google Business Profile) 9%
- Organic 7%
- google / gbp = Business Profile clicks (UTM-tagged) - it beats organic!

Session source / medium		↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events
☒	Total	5,411 100% of total	3,187 100% of total	58.9% Avg 0%	2m 31s Avg 0%	11.57 Avg 0%	62,587 100% of total	507.00 100% of total
☒	1 google / cpc	2,229 (41.19%)	1,542 (48.38%)	69.18%	2m 47s	13.11	29,227 (46.7%)	247.00 (48.72%)
☒	2 (direct) / (none)	1,023 (18.91%)	441 (13.84%)	43.11%	1m 16s	7.63	7,801 (12.46%)	52.00 (10.26%)
☒	3 google / gbp	495 (9.15%)	374 (11.74%)	75.56%	3m 21s	16.71	8,271 (13.22%)	79.00 (15.58%)
☒	4 google / organic	391 (7.23%)	237 (7.44%)	60.61%	1m 58s	11.01	4,304 (6.88%)	34.00 (6.71%)
☒	5 facebookads / ppc	390 (7.21%)	83 (2.6%)	21.28%	13s	4.58	1,786 (2.85%)	2.00 (0.39%)
☐	6 bing / cpc	279 (5.16%)	197 (6.18%)	70.61%	5m 03s	15.92	4,443 (7.1%)	42.00 (8.28%)
☐	7 promotional / email	212 (3.92%)	122 (3.83%)	57.55%	1m 24s	9.14	1,938 (3.1%)	19.00 (3.75%)
	8 (not set) ⚠	80 (1.48%)	15 (0.47%)	18.75%	2m 11s	9.70	776 (1.24%)	7.00 (1.38%)
☐	9 bing / organic	55 (1.02%)	29 (0.91%)	52.73%	21m 09s	12.80	704 (1.12%)	5.00 (0.99%)
☐	10 manage.eflorist.com / referral	33 (0.61%)	20 (0.63%)	60.61%	36s	6.91	228 (0.36%)	2.00 (0.39%)

Google

florist longmont co

×

🔊

🔄

🔍

Sponsored results

Longmont Florist

https://www.longmontflorist.com · longmont · florist

Voted Best Florist In Longmont | Family...

Florist · 614 Coffman Street · Open · Closes 5:30 PM

4.9 ⭐⭐⭐⭐⭐ (1,094)

Family-Owned In Longmont Since 1969. Gorgeous, Fresh Flowers Delivered Daily. Beautiful, Fresh...

Same Day Flower Delivery · Same Day Delivery Available · Sympathy Flowers · Birthday Flowers

Sophie Stems

https://www.sophiestems.com · local-florist · free-delivery

Longmont Co Florist | Shop Local for Free Delivery

Fresh, beautiful flowers from neighborhood florists who know your community best.

Beautiful blooms crafted locally...

45% off Free Same-Day Delivery · Longmont Co Florist · Birthday Flowers · Best Sellers at Sophies

Summer Sale: 10% off Summer Sales Now! · Code ROSES10

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Open · Closes 5:30 PM

In-store shopping · In-store pickup

A floriae

4.9 ⭐⭐⭐⭐⭐ (163) · Florist

464 Main St · (720) 680-0046

Open · Closes 6 PM

Map

Open in Maps

TwoWheelsMarketing.com/Flowers

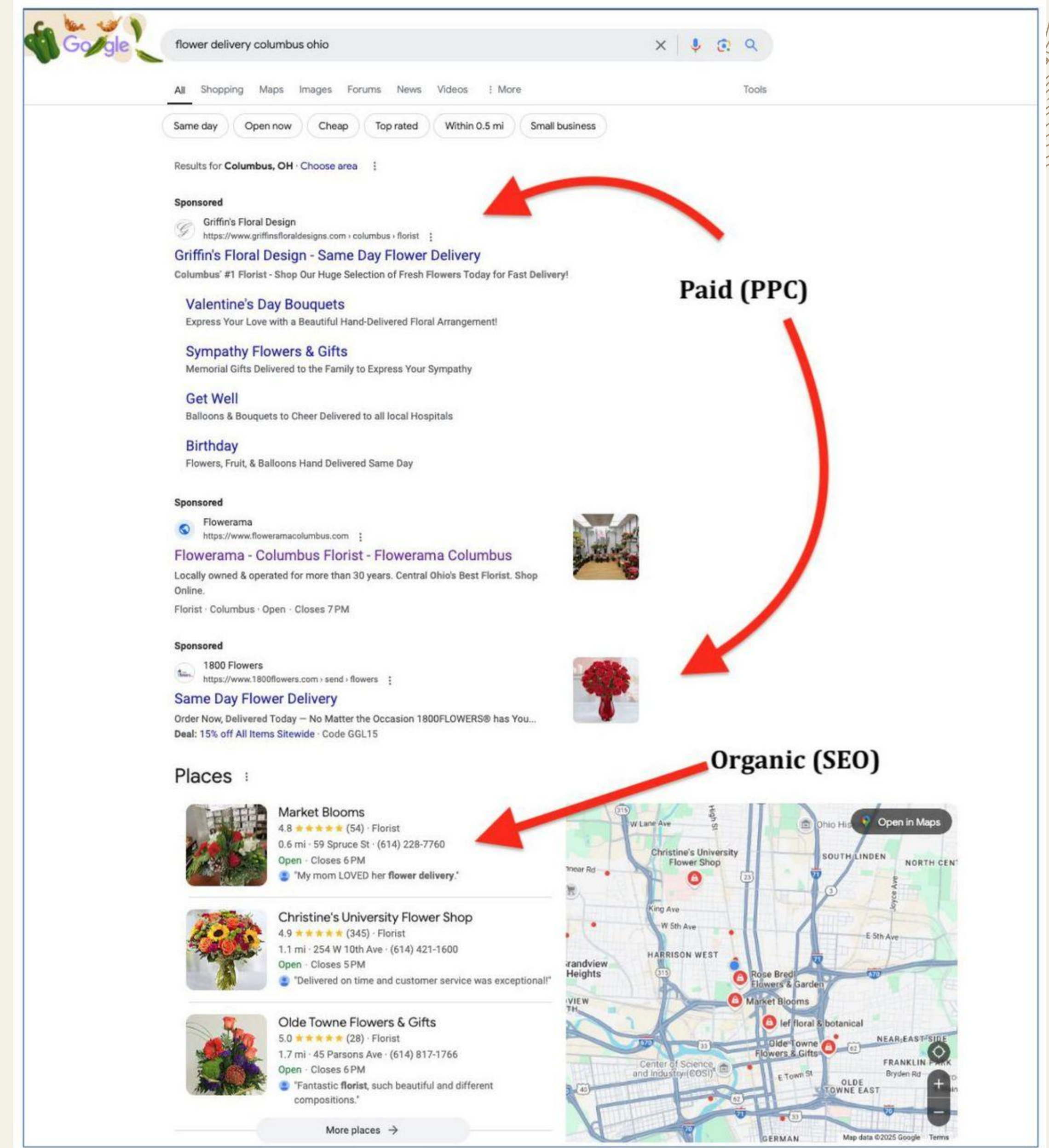


Pillar 1: Paid Advertising: Google, Microsoft & Meta



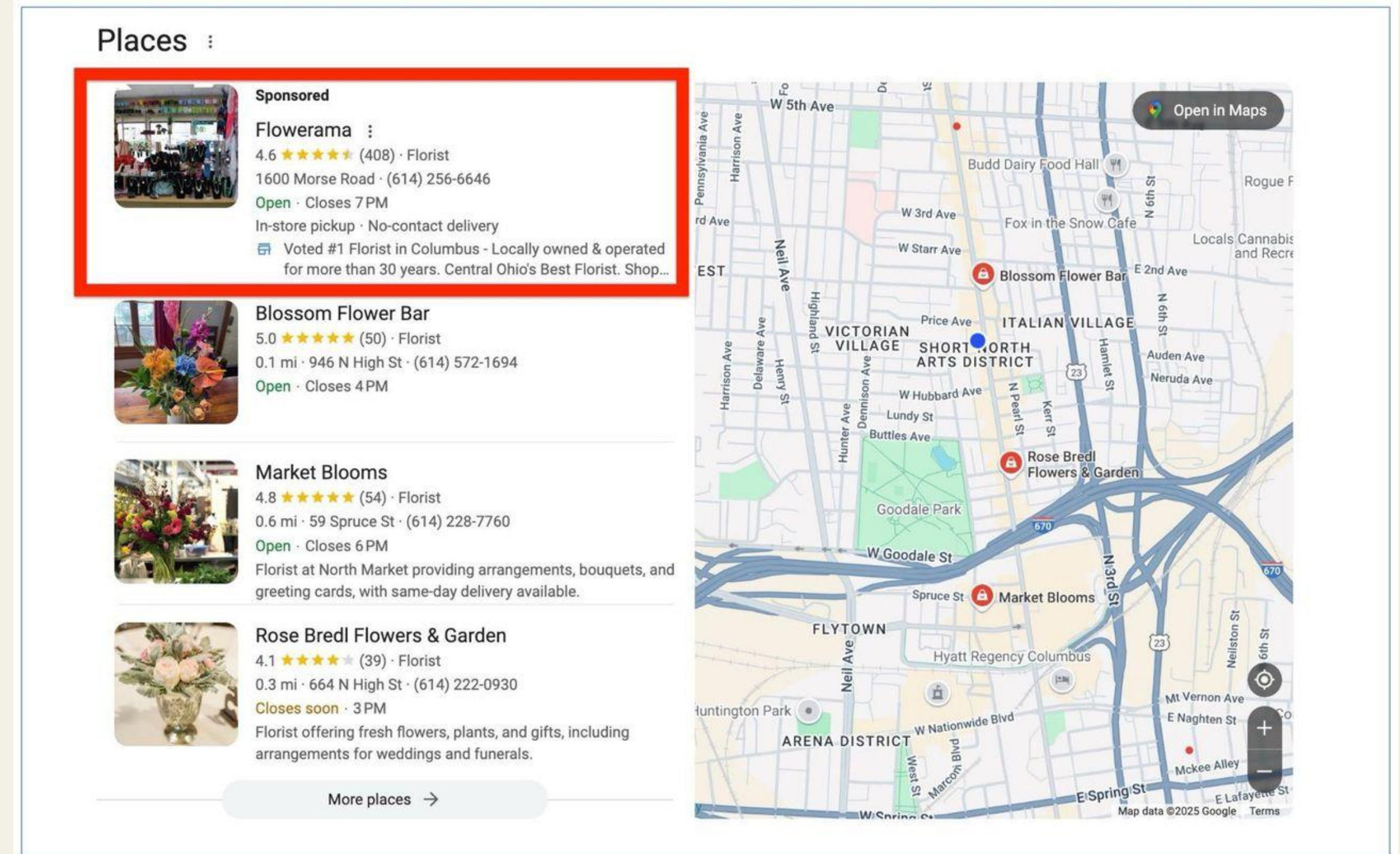
What is PPC?

- Pay only when someone clicks
- Prioritize high-intent searches
- Up to 4 paid spots per search
- Paid + Organic SEO: 2 ways onto page 1



The Map Pack Has a Paid Spot

- One sponsored pin above everyone else
- On the map instantly - before SEO catches up





Why PPC Works for Flower Shops



**Visibility
within hours**



**High-intent
buyers, actively
searching**



**You control
budget & position**



**Every dollar
measurable
(\$ Revenue, ROAS)**



How Do You Get Started with PPC?

- You can start with small ad budgets and grow = \$10/day
- Sign up for an Ads account.
- Google Ads: <http://ads.google.com>
- Microsoft Bing Ads: <https://ads.microsoft.com/>

Sponsored



www.jerrysflowers

<https://www.jerrysflowers/Evanston> ▼

Evanston Flower Delivery | Made Fresh In Our Shop | Order From Real Florist

Locally owned Chicagoland florist for 80+ years. Fresh flowers delivered fast. Same day & express flower delivery across Evanston. Call or shop online!

Keyword Themes That Win



**Cities & suburbs
you deliver to**



Occasions

Sympathy, Birthday,
Anniversary



Flower Types

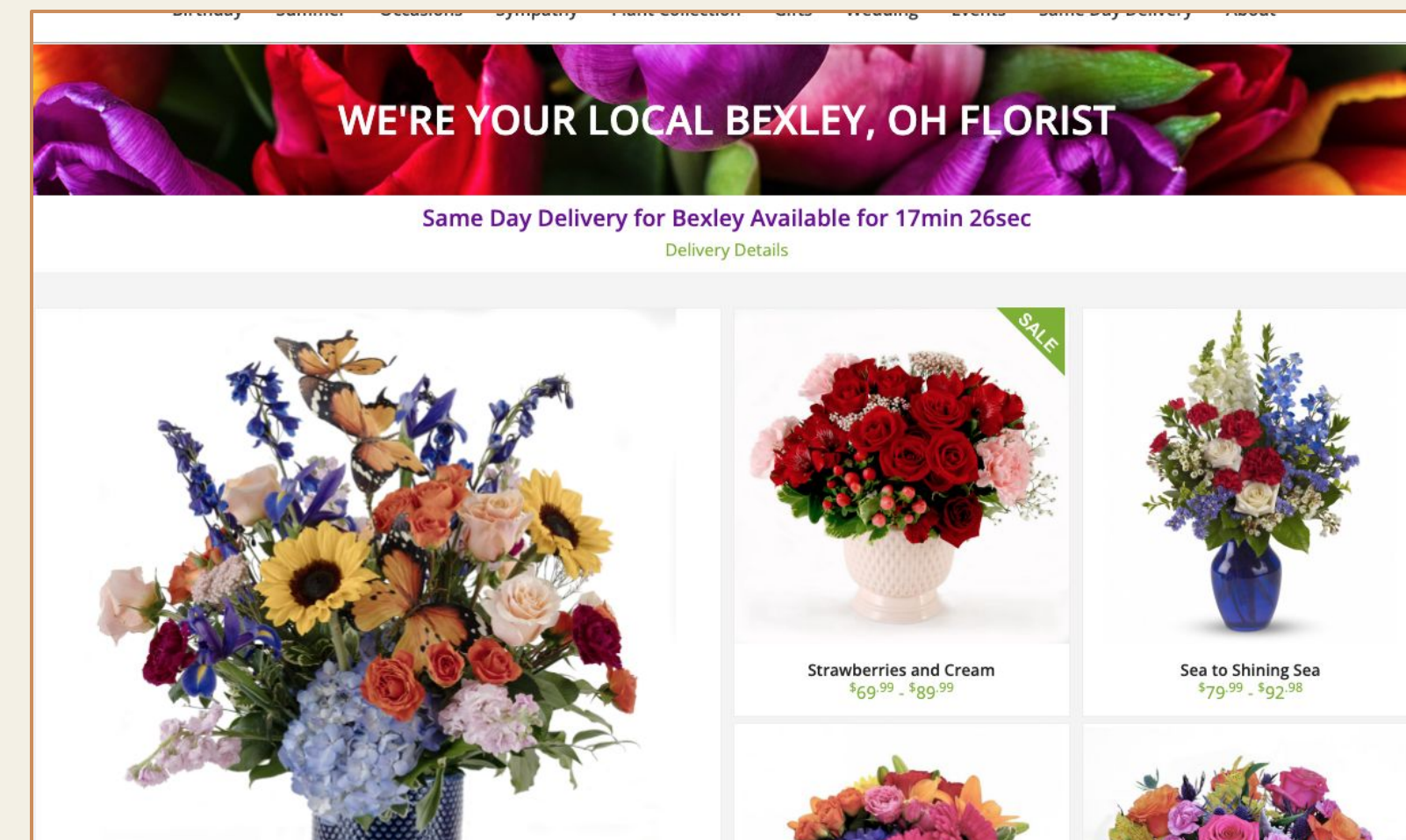
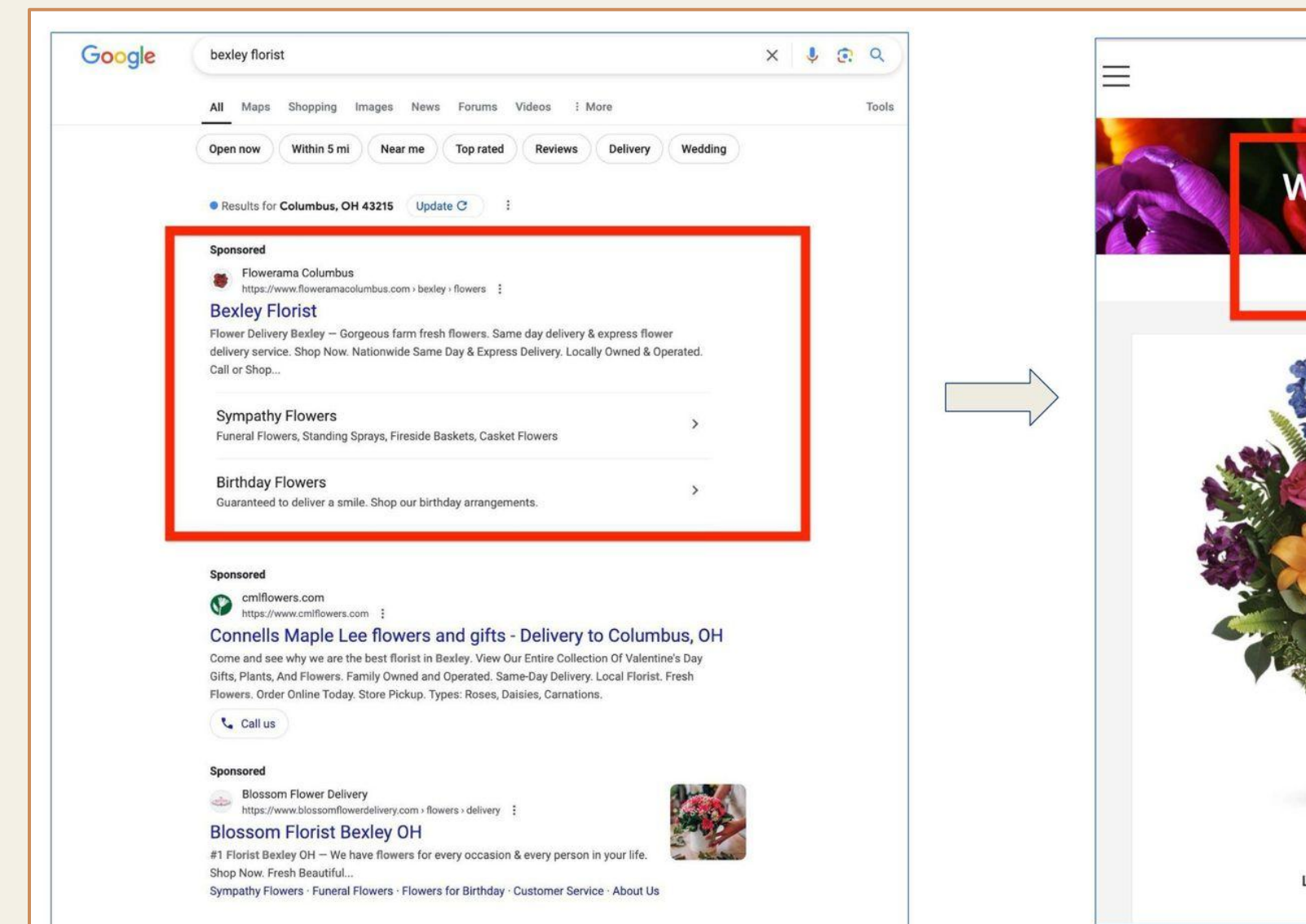
Roses, Lilies, Orchids



**Your own brand
(shop) name**

Bid on Every City You Deliver To

- Not just your home zip
- Each ad lands on its own city page



Ad Copy That Wins the Click

- Match the keyword theme
- Lead with what makes YOU different
- Clear call to action - Shop Now
- Use “localized” ad copy to differentiate from deceptive advertisers:
 - Order from a Real Florist
 - Trusted in Our Community
 - Designed in Our Shop.
 - Serving Baltimore Since 1924

Sponsored

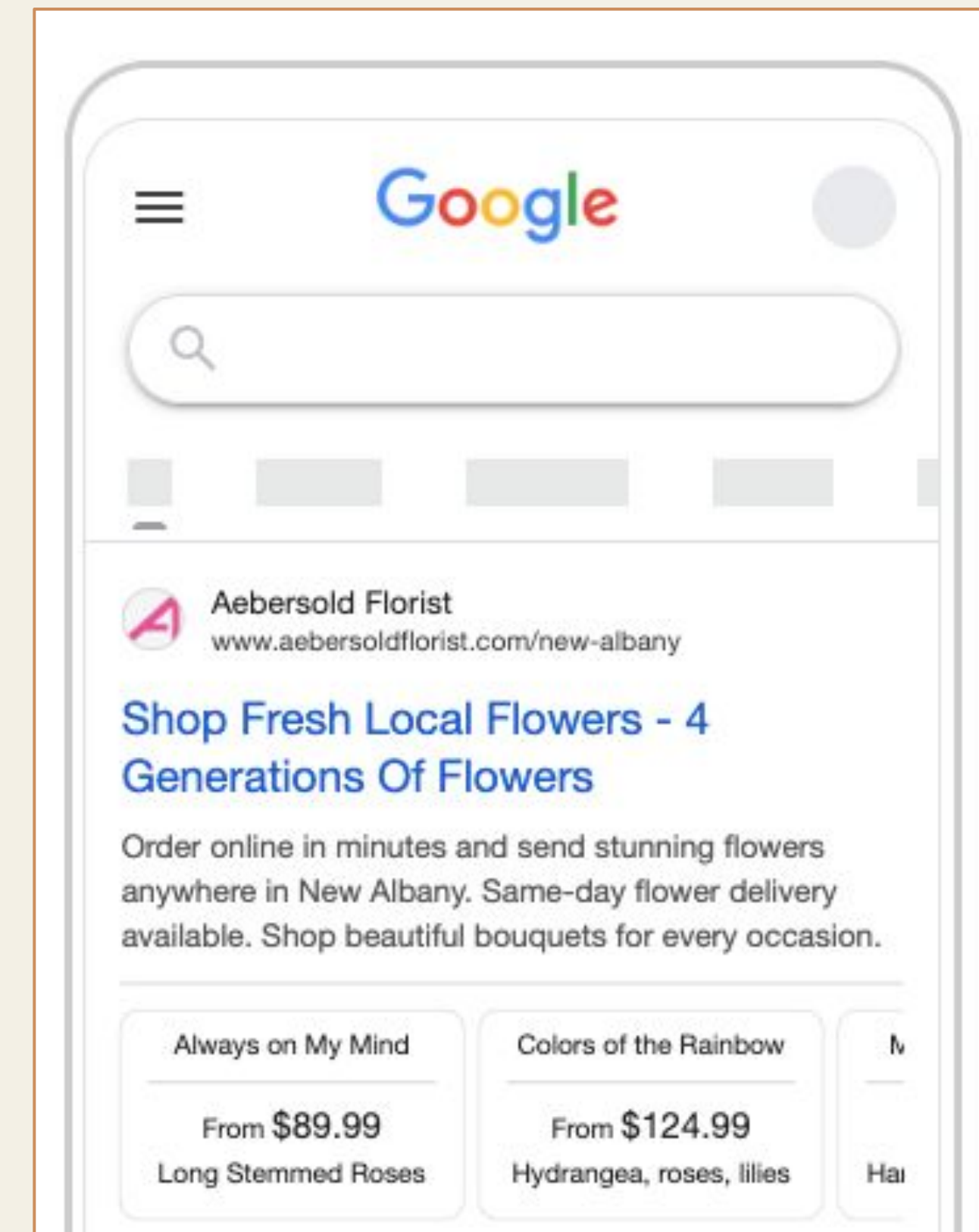


www.localflorist.com

<https://www.localflorist.com/columbus> ▼

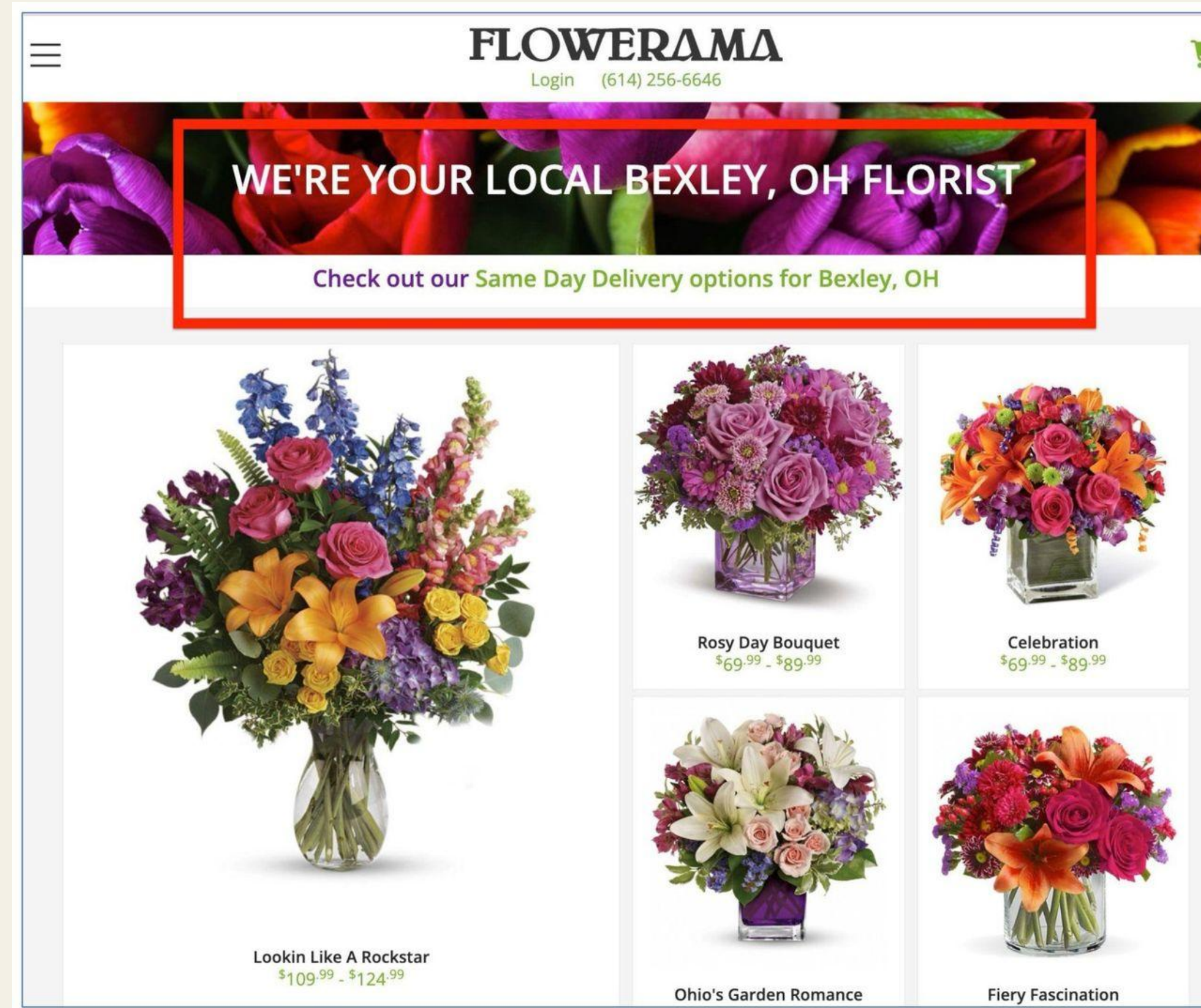
Flower Delivery in Columbus | Local Shop. Real Flowers | Local Delivery Drivers

Farm-fresh flowers handcrafted & delivered same day from our shop in Columbus. Family-owned florist offering same-day flower delivery throughout Columbus. Shop Today!



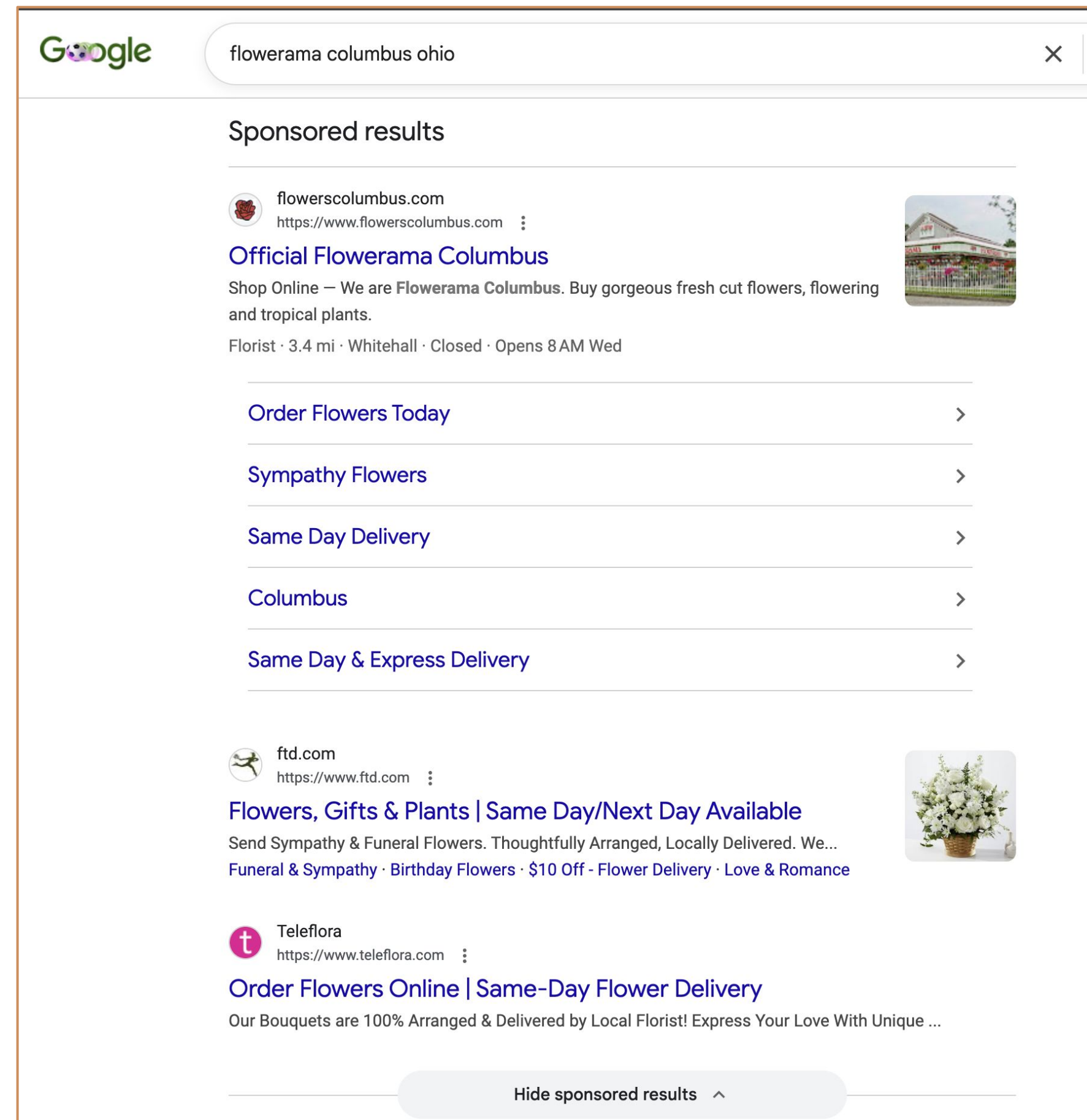
Ads + City Pages = Message Match

- "Bexley Florist" Ad -> Bexley page
- Better Quality Score, cheaper clicks



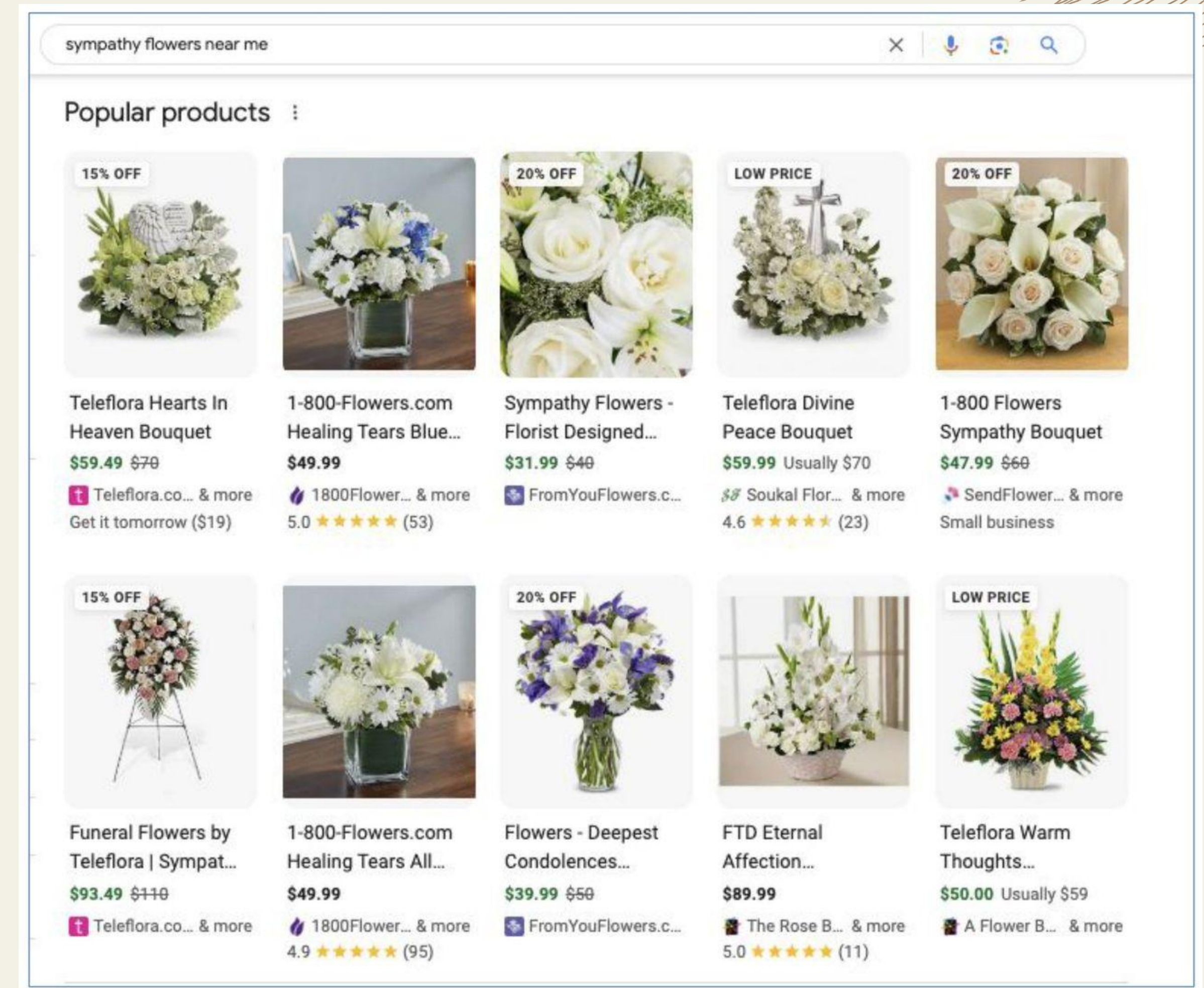
Run a Brand Campaign

- Protect your brand from other advertisers
- Top result for your name = your message
- Split brand vs. non-brand budgets



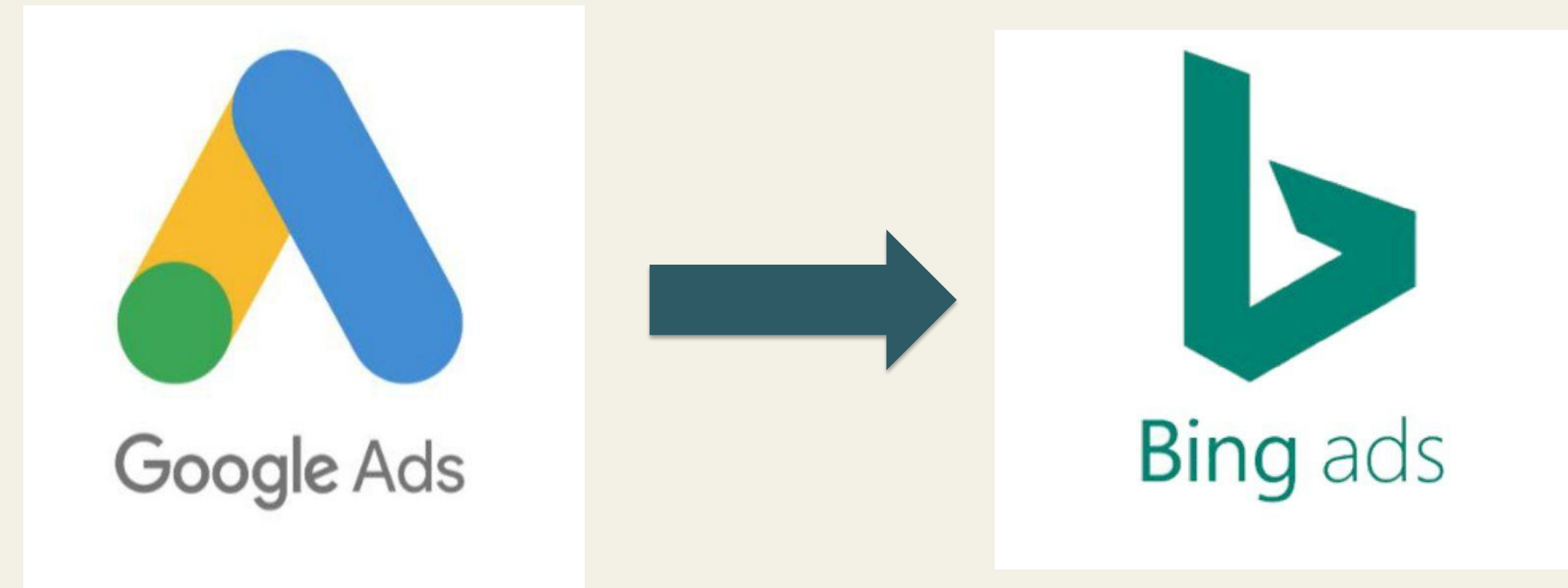
Google Shopping

- Your arrangements, prices & photos in results.
- Free organic + ppc
- **Google Merchant Center (GMC) - Free to setup.**



Don't Skip Microsoft Ads

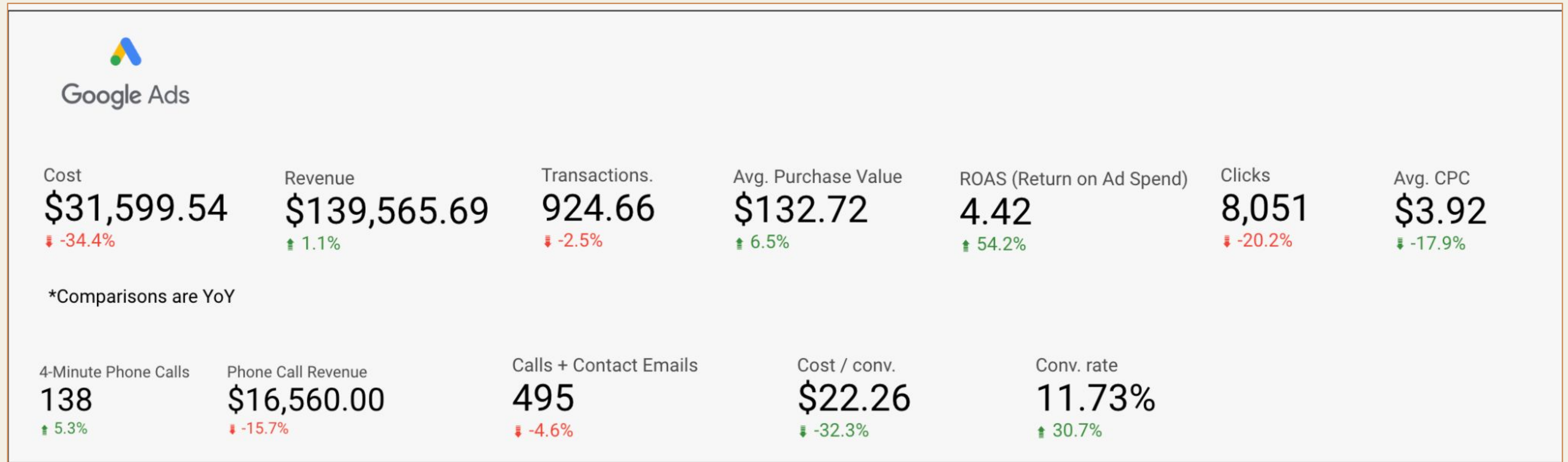
- Import Google campaigns in minutes
- Lower cost per click, less competition
- Older demographic on Bing



One-click import: Google Ads -> Microsoft Ads

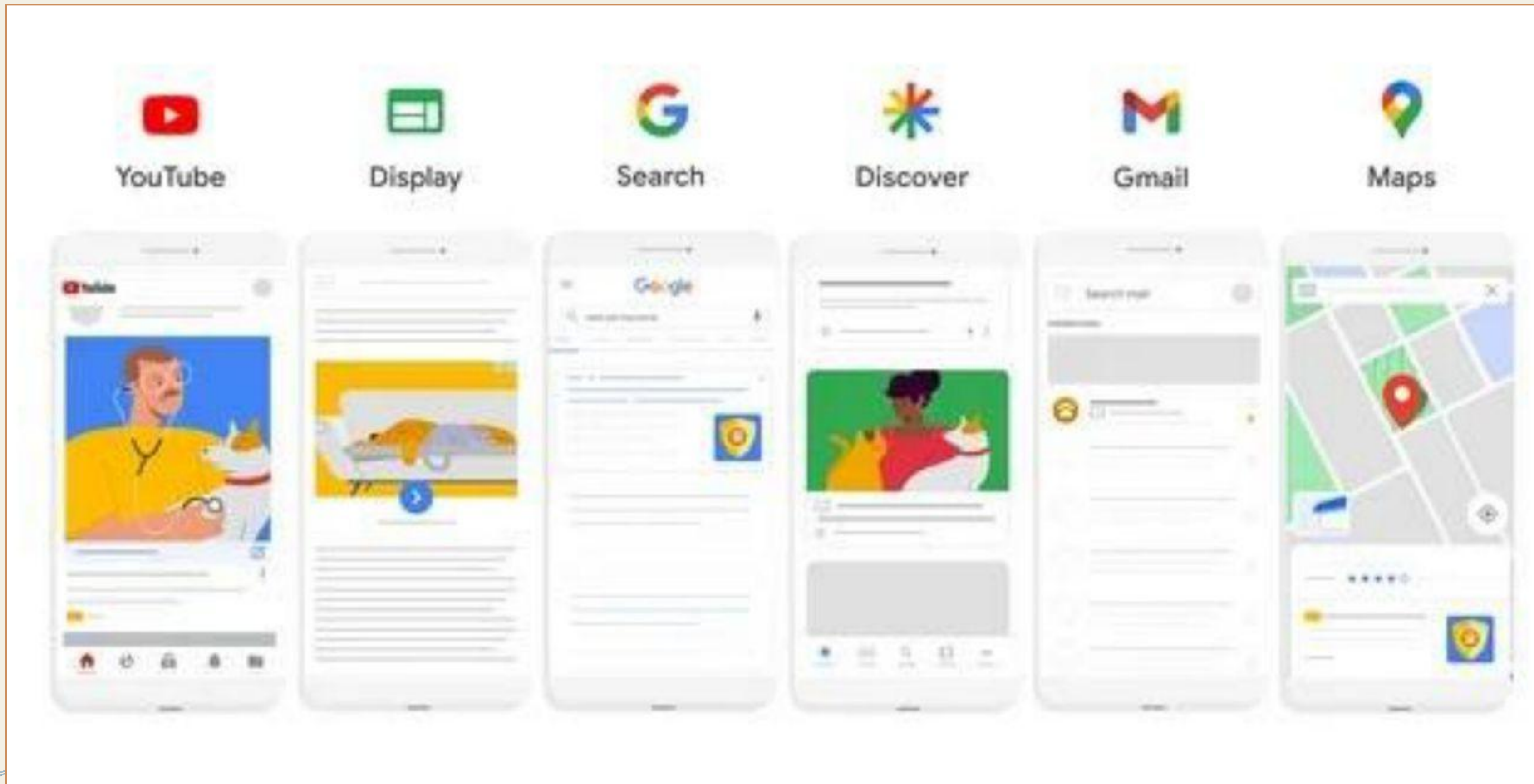
Track Orders, Not Clicks

- Orders & Calls = Your KPI's



Performance Max

- One campaign, every Google platform
- Asset groups per occasion & holiday (Mother's Day, Sympathy)



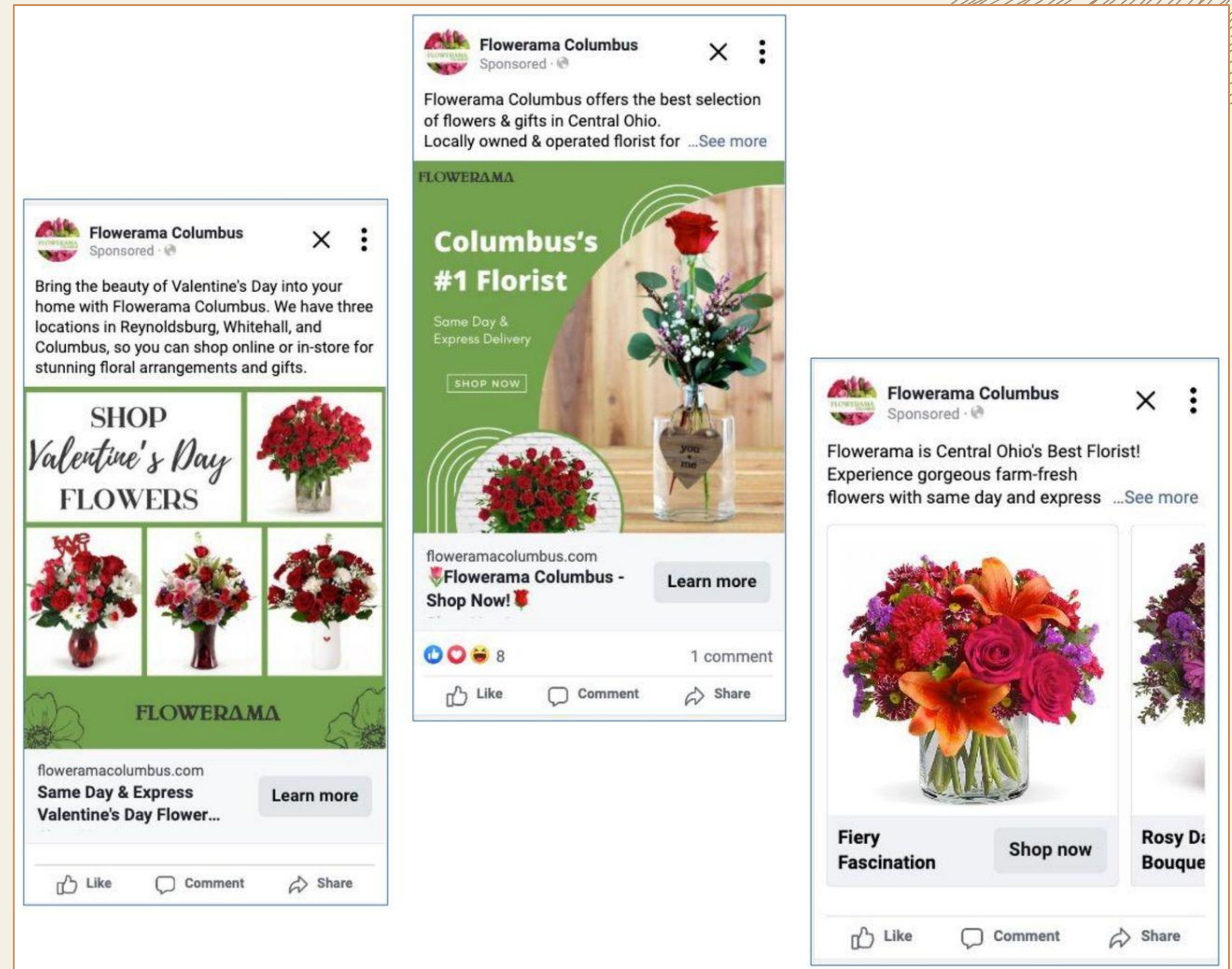
Remarketing: Stay Top of Mind

- Re-engage visitors who did not order
- Small budget, high return
- Great with Meta Ads



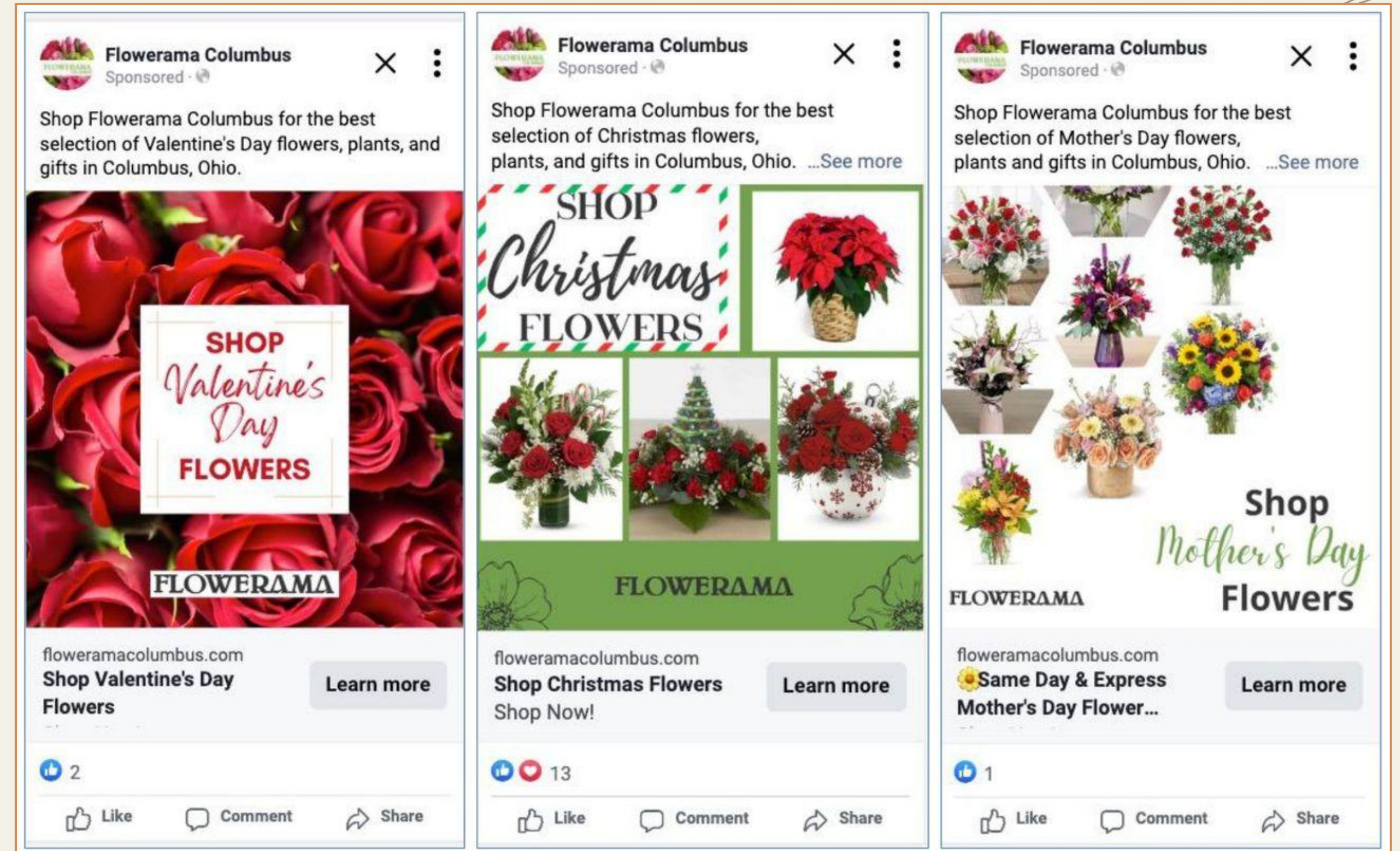
Meta Ads (Facebook & Instagram)

- Reach people before they search + Build Your Brand
- More Control on Audience. Boosting vs. Regular Ads.
- Formats built for flowers (catalog)



Seasonal Pushes

- Valentine's Day, Mother's Day, Christmas, Admin Professionals Day
- Launch 3-4 weeks prior



Great for Promos

- Flash Sales
- Bundle Offerings (flowers, chocolates, stuffed animal)
- Gift Baskets





Pillar 2: Organic non-Paid Traffic



Pop Quiz: What's Wrong With This Homepage Headline?

Free delivery on orders over \$75 • 100% Satisfaction Guarantee

Rose & Wren Floral Co.

[Home](#) [Shop All](#) [Weddings](#) [Sympathy](#) [Gifts](#) [About](#) [Contact](#)

Beautiful Flowers,
Handcrafted with Love

Stunning arrangements for every occasion. Same-day delivery available. Family owned & operated.

Shop Best Sellers

Order Now



 Same-Day Delivery

 Farm-Fresh Blooms

 5,000+ Happy Customers

 (555) 213-8890



Birthday

From \$49



Anniversary

From \$59



Sympathy

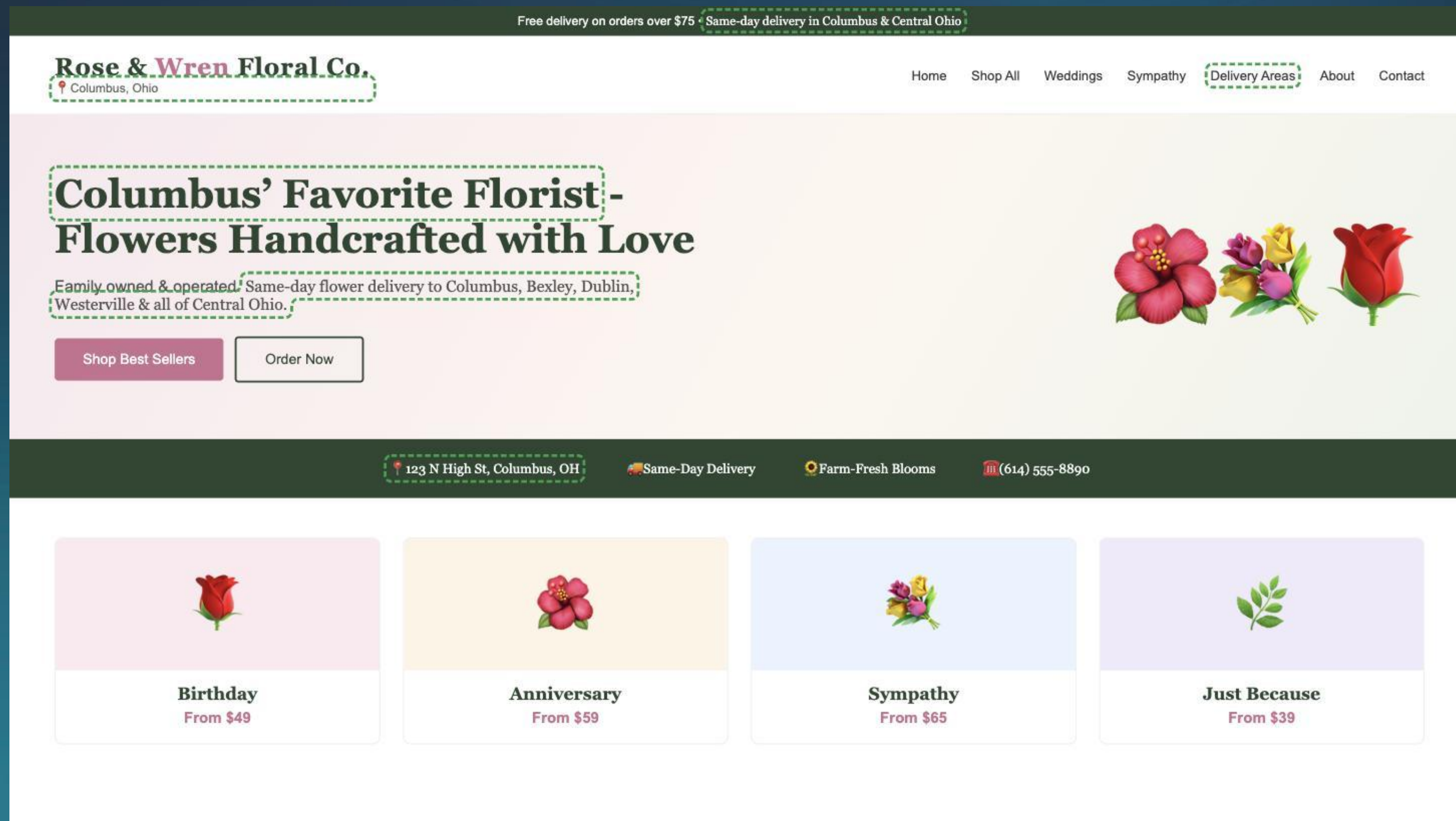
From \$65



Just Because

From \$39

The Answer: Tell Them Where You're Located



The Answer: Example Homepage

🚚 Same-day delivery in Monroe, MI & nearby towns — order by 3:00 PM today · Call (734) 242-6565

Monroe Florist
MONROE, MICHIGAN · SINCE 1976

[Shop](#) [Why Us](#) [Areas We Serve](#) [FAQ](#) [Same-Day](#)

(734) 242-6565
Mon-Sat 8:30-6

Shop Now

YOUR LOCAL MONROE, MICHIGAN FLORIST

Fresh Flowers, *Hand-Delivered* Across Monroe, MI

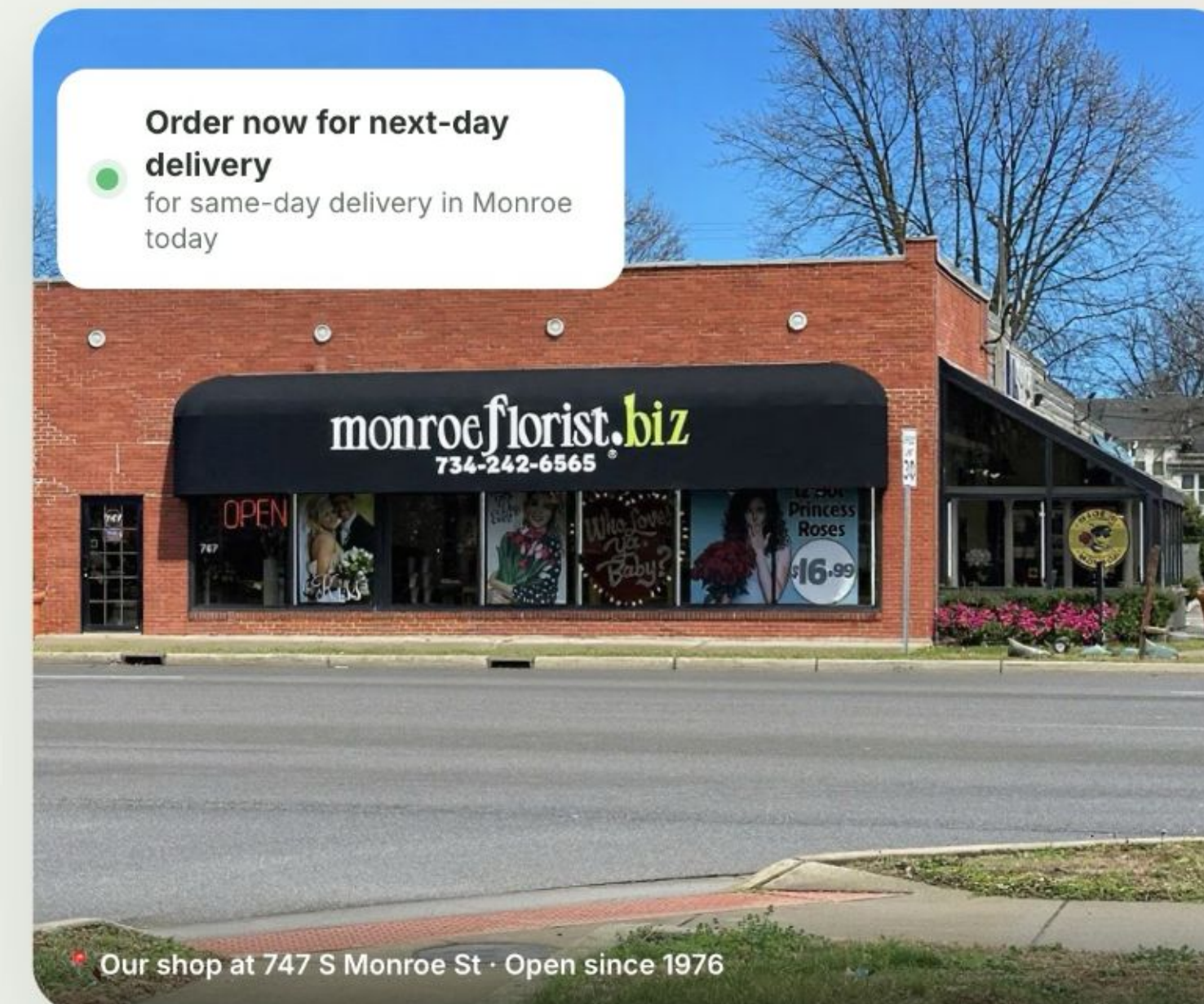
For nearly 50 years, Monroe Florist & Flower Delivery has hand-designed bouquets right here in Monroe, Michigan — and delivered them the same day to homes, hospitals, and businesses across Monroe County. No plain shipping boxes. Just beautiful flowers, made and delivered by your neighbors.

Shop Same-Day Flowers

📞 Call to Order

★★★★★ Voted #1 Florist in Monroe 🕒 100% Satisfaction Guarantee

☆ Real Local Florist Since 1976



- One page per city you serve



What Makes a City Page Work

- Unique content per location
- Local landmarks, venues, delivery details
- Your arrangements, delivered there

DEL SUR, CA FLOWER DELIVERY

We're a local florist providing same day flower delivery to Del Sur, CA and surrounding areas with the largest selection of fresh flowers, plants and planter gardens. Our staff hand picks every flower and plant in the store providing your loved one a unique experience. A local family owned operation since 1974!



Sydney Bouquet

From: \$79.99 – \$119.99



Moonlight Beach

From: \$129.99 – \$149.99



By The Sea

From: \$84.99 – \$114.99



Sunny Days Bouquet

From: \$65.99 – \$105.99

Experience the tranquil charm of Del Sur, CA, with premier flower delivery services from Four Seasons Flowers. We are delighted to bring a touch of vitality and sophistication to your celebrations in this beautifully planned community, set against the backdrop of Rancho Bernardo. Our floral arrangements are thoughtfully designed to reflect the unique blend of modern living and natural landscapes that define Del Sur.

Trust Factors That Convert

- 3 reasons why.
- Testimonials. Badges.
- Local phone + delivery cutoff time



Why Bedford Village Flower Shoppe for Premium Floral Design & Arrangements in Armonk, NY?

REASON #1

World-Class Designers

Our quality starts with our owner and lead designer, Lauren Chillemi, EMC, one of the few Master European Floral Designers in the entire world. Lauren achieved her certification through extensive knowledge of hundreds of flowers, plants, and foliage, including their care, blooming times, and design integration.

She personally trains all our designers at Bedford Village Flower Shoppe, emphasizing quality control and design mechanics through a rigorous 4-level curriculum. Achieving the highest level of certification requires at least a year of dedicated training under Lauren's guidance.



REASON #2

Premium Flower Quality

Lauren, who oversees flower purchasing for our shop, prioritizes quality and has established solid connections with wholesalers, distributors, and local farms to ensure access to the highest quality flowers. Depending on the need, flowers are sourced from as far as Italy or as close as upstate New York and Westchester County, showcasing our commitment to excellence and variety.



REASON #3

Customer-Obsessed

We have a strong commitment to our customer satisfaction. The owners, Lauren and Anthony Chillemi, are in the shop all week (we live five miles away) and handle any customer concerns. We ensure that anyone who orders flowers with us is happy with their arrangement, or we are happy to provide a full refund, no questions asked.

We have a 96-hour guarantee. We believe in building long-lasting relationships with our customers. This starts with listening to the customer's needs, aligning expectations, and delivering on our promises.



Weddings	Events	Sympathy	Plants	Blog
OCCASIONS > Anniversary > Birthday > Sympathy > Get Well > Just Because > New Baby UNIVERSITY FLOWER DELIVERY > Arcadia University > Drexel University > La Salle University > Saint Joseph's University > Temple University > Thomas Jefferson University > University of Pennsylvania MIDDLE SCHOOL FLOWER DELIVERY > Austin Meehan Middle School > Barnatt Middle School > Conwell Middle School > Dimmer Middle School > TGen. Harry Labrum Middle School > Mayfair Middle School > SEE MORE WE SERVICE ELEMENTARY SCHOOL DELIVERY > Copper Beach Elementary School > Glenside Elementary School > Conwell Middle School > North Hills Elementary School > SEE MORE WE SERVICE	LOCAL FLOWER DELIVERY > Abington Flower Delivery > Ambler Flower Delivery > Audubon Flower Delivery > Blue Bell Flower Delivery > Bryn Mawr Flower Delivery > Collegeville Flower Delivery > Conshohocken Flower Delivery > Downingtown Flower Delivery > Eagleville Flower Delivery > Glenside Flower Delivery > Harleysville Flower Delivery > Hatfield Flower Delivery > King of Prussia Flower Delivery > Lansdale Flower Delivery > Norristown Flower Delivery > North Wales Flower Delivery > Philadelphia Flower Delivery > Phoenixville Flower Delivery > Wayne Flower Delivery HIGH SCHOOL FLOWER DELIVERY > Lankenau High School > Methacton High School > Norristown Area High School > Northeast High School > Perkiomen Valley High School > Phoenixville Area High School > Upper Merion Area High School > SEE MORE WE SERVICE	SYMPATHY FLOWERS > Casket Flowers > Funeral Flower Baskets > Funeral Service Bouquets > Fruit & Gift Baskets > Sympathy Flowers > Standing Sympathy Sprays > Sympathy Plants > Sympathy URN's & Tributes FUNERAL HOME DELIVERY > Bacchi Funeral Home > Baldi Funeral Home > Boyd-Horrox Funeral Home > Burns Funeral Home > Campbell Family Funeral Home > Caramenico Funeral Home > Chadwick & McKinney Funeral Home > Ellis Len E. Funeral Home > Emmanuel Johnson Funeral Home > The Oliver H. Bair Co. > Raffeo Diococo Memorial Home > Terry Funeral Home > Volpe Funeral Homes > Vraim Funeral Homes > William R. May Funeral Home > SEE MORE WE SERVICE	HOSPITAL FLOWER DELIVERY > Bryn Mawr Hospital > Chestnut Hill Hospital > Norristown State Hospital > Roxborough Memorial Hospital > Suburban Community Hospital > University of Pennsylvania Hospital > SEE MORE WE SERVICE CHURCH FLOWER DELIVERY > Calvary Baptist Church > Christ Church of Philadelphia > Christ Community Church > Christ Church of the Valley > Church of the Redeemer > First Presbyterian Church of Norristown > First Presbyterian Church Of Philadelphia > Freedom Church Center City > Holy Savior Church > Proclamation Presbyterian Church > St. Patrick's Church > Valley Forge Baptist Church Collegeville > Zion Baptist Church of Philadelphia > SEE MORE WE SERVICE	CUSTOMER SERVICE > About Us > Contact Us > Customer Order > Customer Service > Reward Points Program > Help/FAQ > Our Guarantee > News & Media > Privacy Policy > Return, Refund, Substitution > Sitemap > Special Events > Custom Order > Employment > My Account > Testimonials > View Cart > International Orders > Visit Our Blog > Visit Our Wedding Site > Shop EasyRibbons.com > Member TeleFlora Network > Member Philadelphia Chamber > SAF Member

- Common SEO Mistake:
A Page for Everything
- A separate page for every funeral home, school & church
 - Hundreds of thin pages that don't rank - and clutter your site
 - Real example: our client's footer, before

Weddings	Events	Sympathy	Plants	Blog
OCCASIONS > Anniversary > Birthday > Sympathy > Get Well > Just Because > New Baby SCHOOLS	LOCAL FLOWER DELIVERY > Abington Flower Delivery > Ambler Flower Delivery > Audubon Flower Delivery > Blue Bell Flower Delivery > Bryn Mawr Flower Delivery > Collegeville Flower Delivery > Conshohocken Flower Delivery > Downingtown Flower Delivery > Eagleville Flower Delivery > Glenside Flower Delivery > Harleysville Flower Delivery > Hatfield Flower Delivery > King of Prussia Flower Delivery > Lansdale Flower Delivery > Norristown Flower Delivery > North Wales Flower Delivery > Philadelphia Flower Delivery > Phoenixville Flower Delivery > Wayne Flower Delivery	SYMPATHY FLOWERS > Casket Flowers > Funeral Flower Baskets > Funeral Service Bouquets > Fruit & Gift Baskets > Sympathy Flowers > Standing Sympathy Sprays > Sympathy Plants > Sympathy URN's & Tributes FUNERAL HOME DELIVERY	HOSPITAL FLOWER DELIVERY CHURCH FLOWER DELIVERY	CUSTOMER SERVICE > About Us > Contact Us > Customer Order > Customer Service > Reward Points Program > Help/FAQ > Our Guarantee > News & Media > Privacy Policy > Return, Refund, Substitution > Sitemap > Special Events > Custom Order > Employment > My Account > Testimonials > View Cart > International Orders > Visit Our Blog > Visit Our Wedding Site > Shop EasyRibbons.com > Member TeleFlora Network > Member Philadelphia Chamber > SAF Member

The Fix: Consolidate & Redirect

- One strong category page per type: /schools, /funeral-homes
- 301-redirect the old pages to their category
- Same footer, after: clean & focused



Pillar 3: AI SEO, AEO/GEO + Google Business Profile

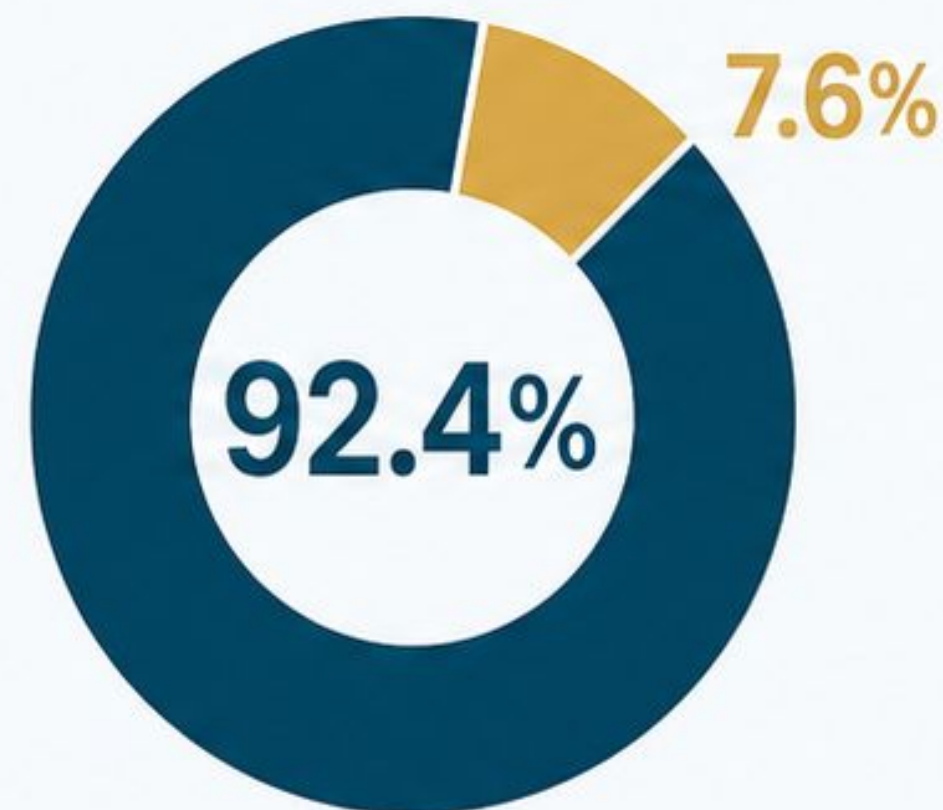


Latest Stats on AI Search



AI referrals are growing rapidly

AI-driven traffic has increased 9.9x since late 2024. (*Previsible*)



ChatGPT dominates AI referrals

ChatGPT generates 92.4% of trackable AI traffic; all other assistants share 7.6%.

Latest Stats on AI Search



AI still trails organic search

AI accounts for 0.5% of U.S. website visits versus 18% from organic search—about 1 AI visit per 36 organic visits. (*Sensor Tower*)



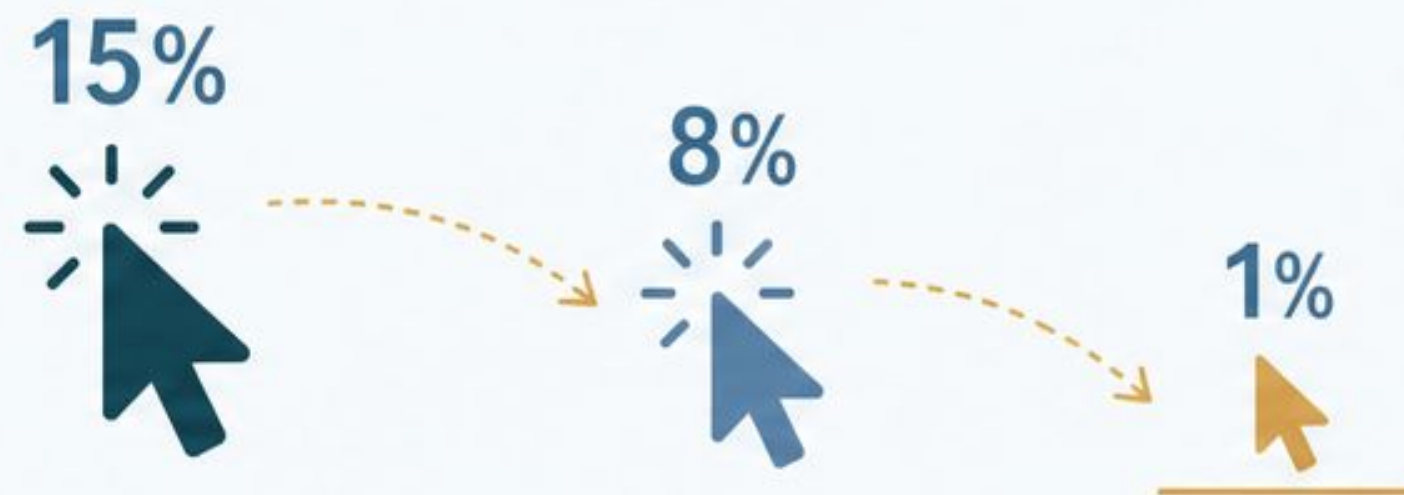
Less traffic, but more qualified

It excludes delayed visits, Google AI Overview traffic, and searches completed without a click. ChatGPT produces an outbound click in only 5.2% of sessions.

Why Less Organic?

1 Google generates fewer clicks

AI summaries cut result clicks from 15% to 8%; only 1% click a cited source. (*Pew*)



2 Search is shifting to AI assistants

ChatGPT answers most questions directly, producing outbound clicks in only 5.2% of sessions.



5.2%

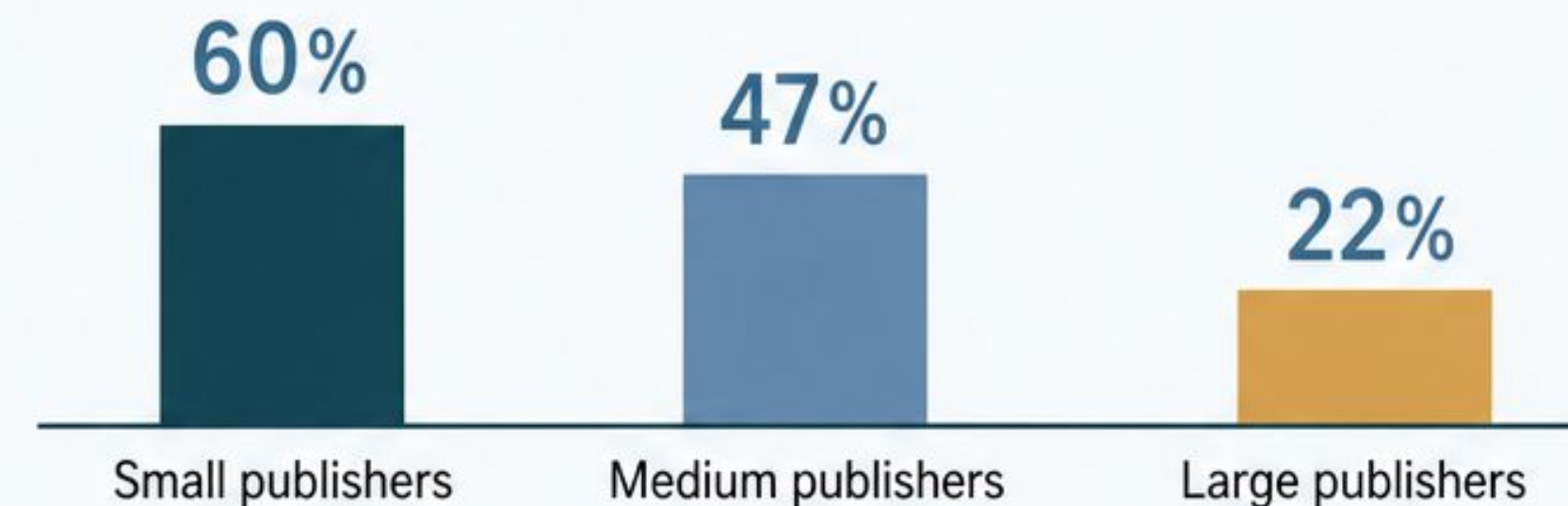
3 Informational content is most vulnerable

AI easily summarizes definitions, comparisons, how-tos, and basic troubleshooting.



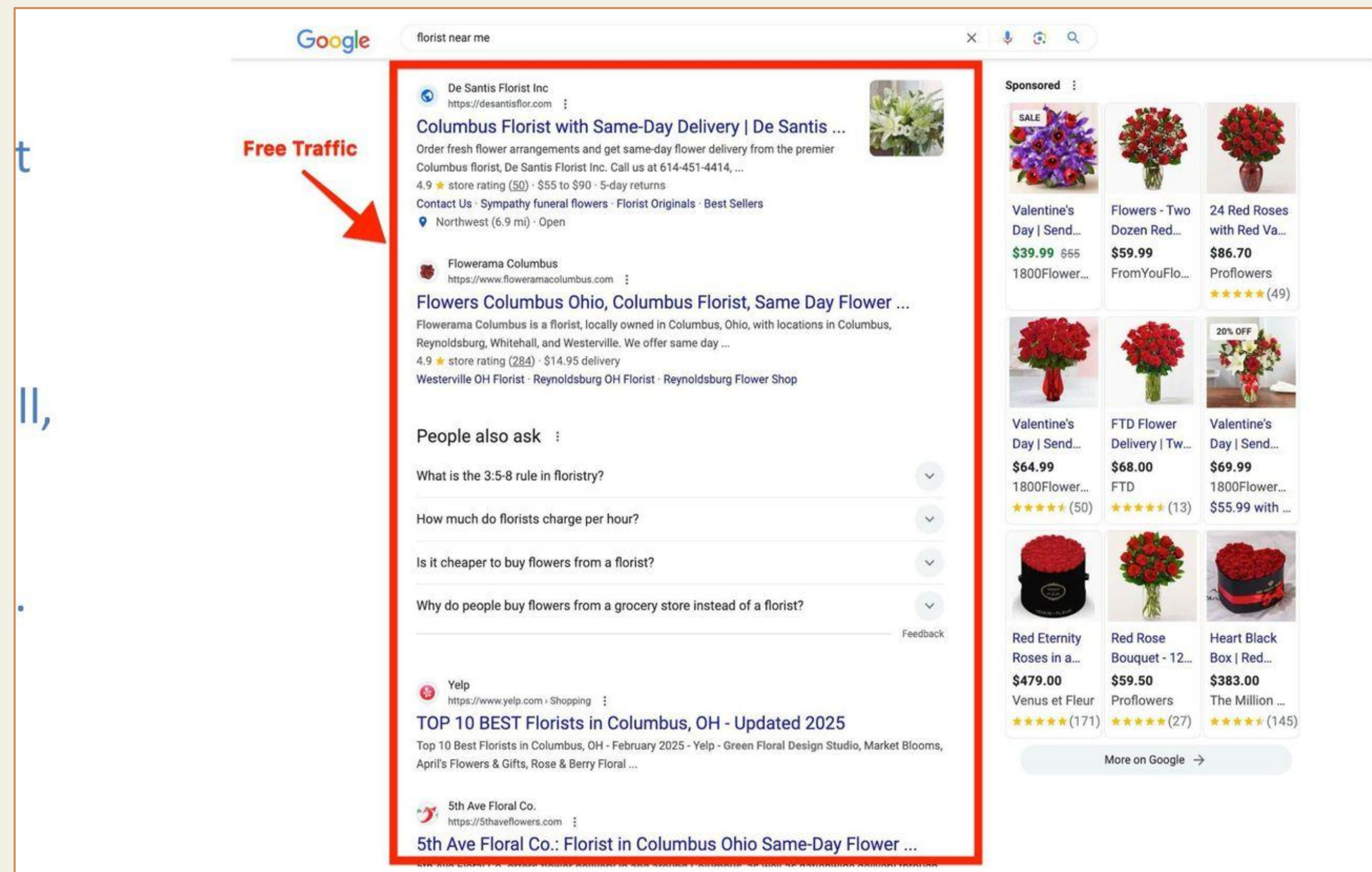
4 Strong brands are better protected

Search referrals fell 60% for small publishers, 47% for medium publishers, and 22% for large publishers. (*Chartbeat*)



SEO: Free, Compounding Traffic

- Top organic spots = free orders
- Keep earning without paying per click





GBP Your Google Business Profile

Get listed in the “map pack”



Own the Map: Google Business Profile

- Complete every field (Categories, Description, Services)
- Photos, posts, products, Q&A
- Claim Bing Places too

← Business information

About

Contact

Location

Hours

More

About your business

Business name

Dottie's Flowers & Plants

Business category

Florist **PRIMARY**

Gift shop

Balloon store

Flower market

Flower delivery

Flower designer

Delivery service

Greeting card shop

Corporate gift supplier

Description

For 40 years, this third-generation family-owned florist in Los Angeles has been the go-to destination for flower enthusiasts of all tastes and budgets. Our extensive collection of fresh cut flowers includes roses, exotics, tropicals, blooming and green plants, and more, alongside a vast range of vases, balloons, greeting cards, and gift items. Our expert design staff can create any floral arrangement you desire, with a range of styles and designs to suit any occasion. We are open every day of the year and offer same-day delivery throughout Los Angeles, with our primary flower shop located in Reseda, California.

Opening date

February 5, 1985

Contact information

How the Map Pack Ranks



Sawmill Florist

4.7 ★★★★★ (136) · Florist

7370 Sawmill Rd Ste G · (614) 798-0063

Open · Closes 6 PM

"Absolutely beautiful work, quality flowers and excellent service!"



Carriage House Of Flowers

4.6 ★★★★★ (135) · Florist

4923 W Broad St · (614) 878-6423

Closes soon · 5 PM

"Fresh beautifully cut flowers, delivered in a timely manner...class act!"



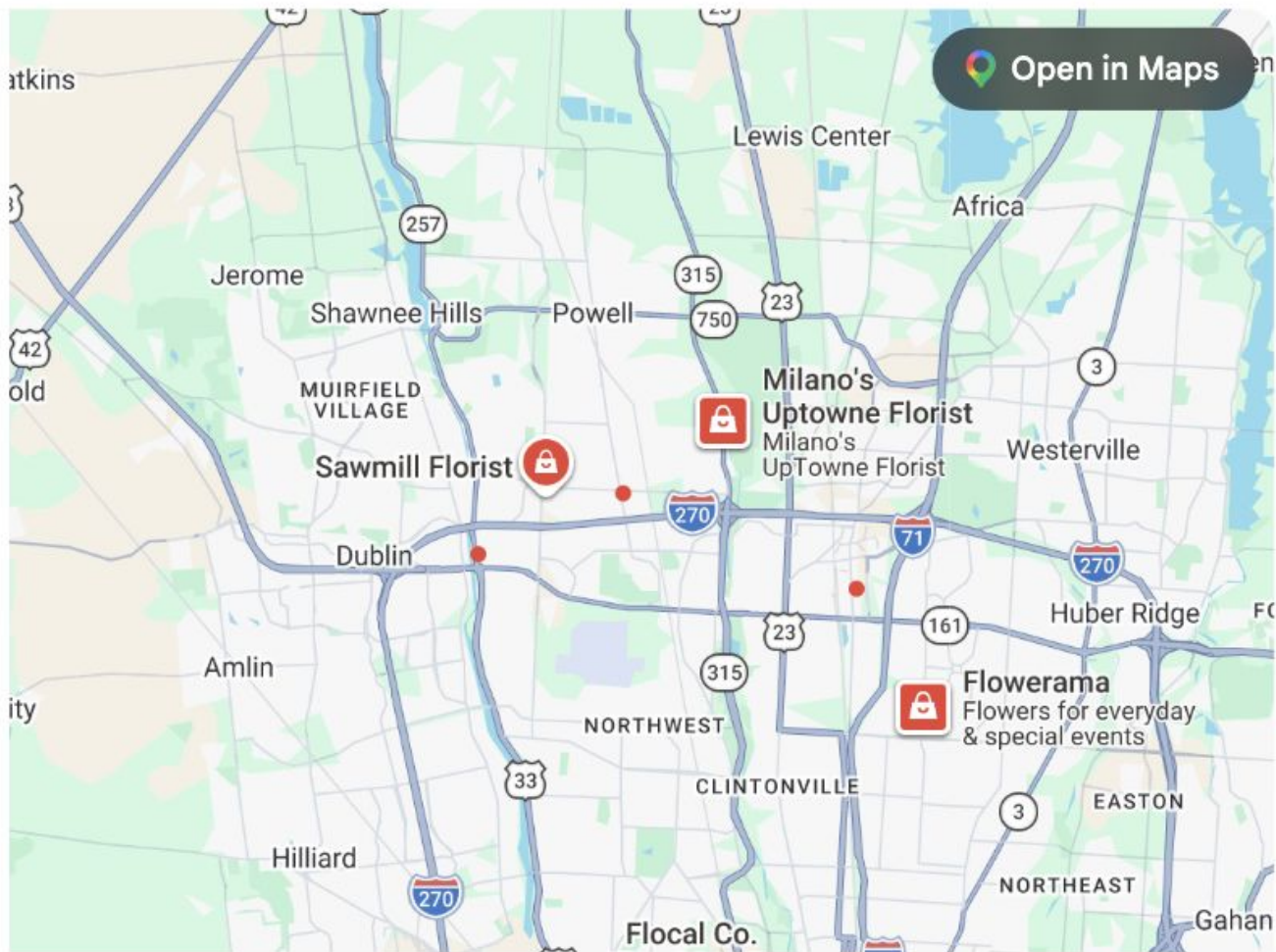
April's Flowers & Gifts

4.7 ★★★★★ (100) · Florist

1195 W 5th Ave · (614) 488-5949

Open · Closes 6 PM

"A beautiful arrangement, curated and delivered by amazing"

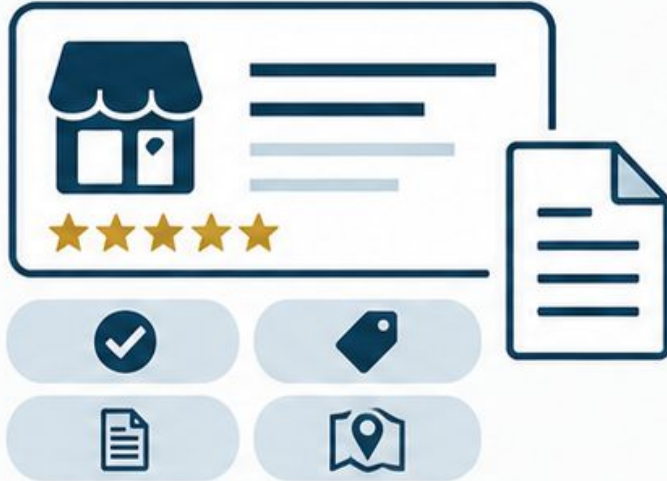


Open in Maps



Proximity

how close you are to the searcher



Relevance

complete profile, correct categories, city pages



Prominence

reviews, links, citations, mentions

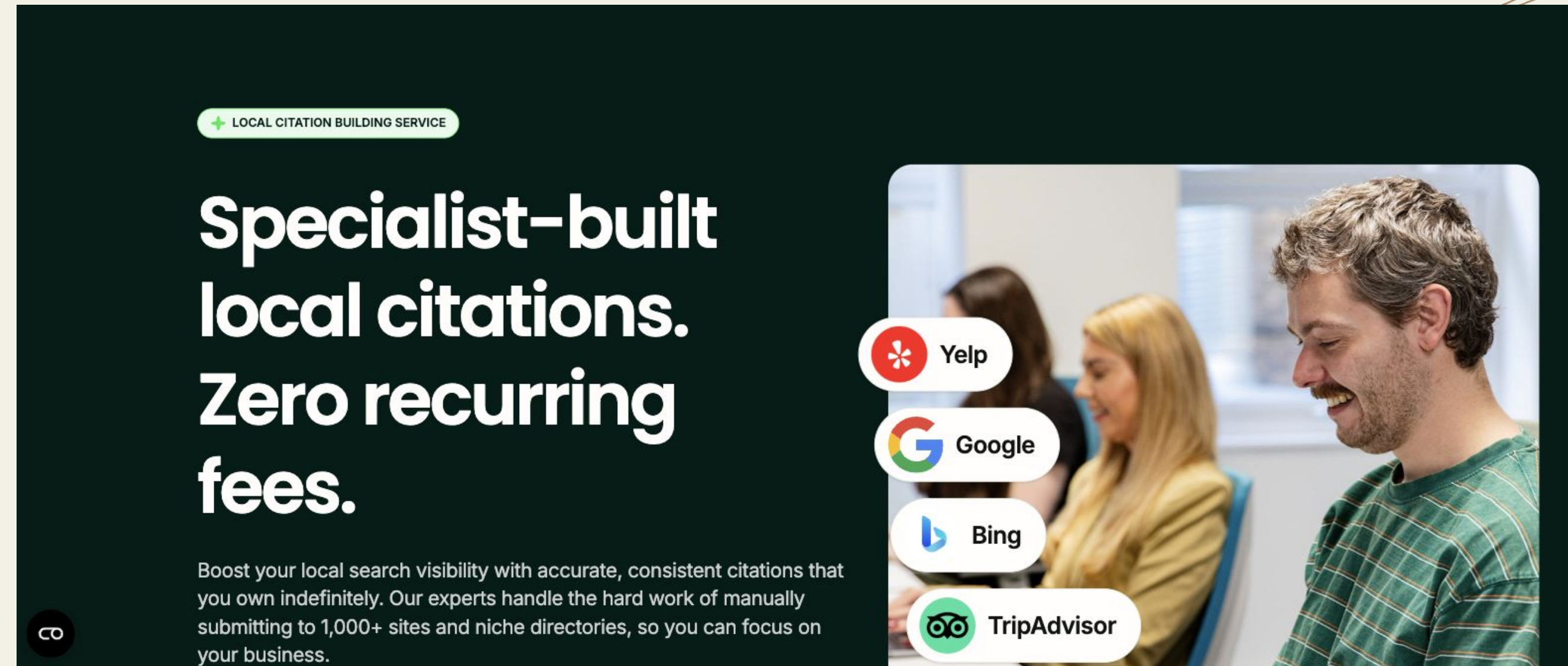


You can't change #1. **You control #2 and #3.**



Citations: Be Everywhere Google & AI Look

- Citation = your name, address & phone on another site
- Key ones: Google, Yelp, Bing, Apple Maps, Facebook, Nextdoor
- Exact same NAP everywhere - mismatches erode trust with search engines.



LOCAL CITATION BUILDING SERVICE

Specialist-built local citations. Zero recurring fees.

Boost your local search visibility with accurate, consistent citations that you own indefinitely. Our experts handle the hard work of manually submitting to 1,000+ sites and niche directories, so you can focus on your business.

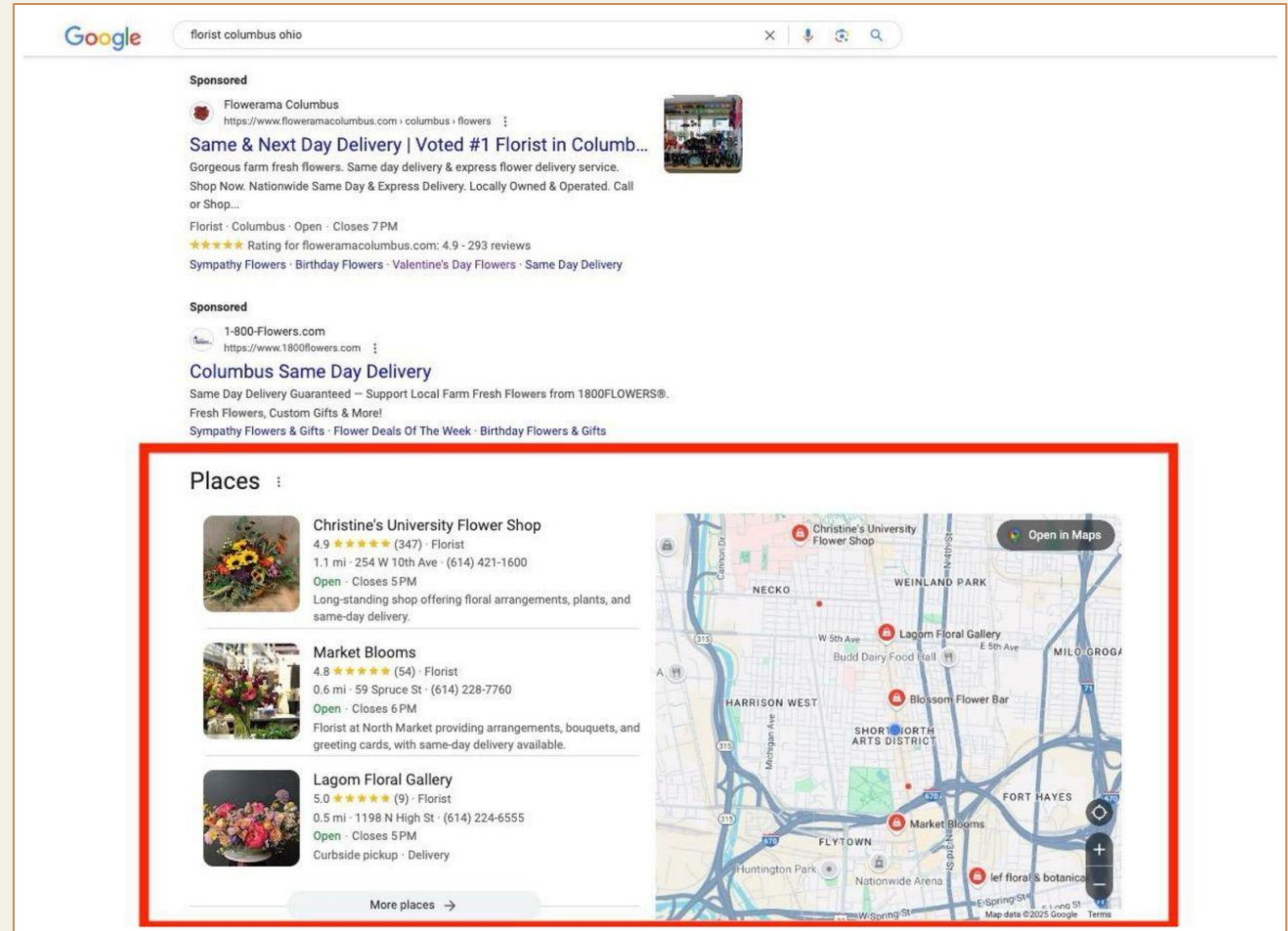
Yelp
Google
Bing
TripAdvisor

TwoWheelsMarketing.com/Flowers

The advertisement features a dark green background with white text. On the right, there is a photograph of three people (two women and one man) smiling and looking at a screen. Overlaid on the image are four circular icons with logos for Yelp, Google, Bing, and TripAdvisor. The text is arranged in a clear, professional layout, emphasizing the service's benefits and the company's website.

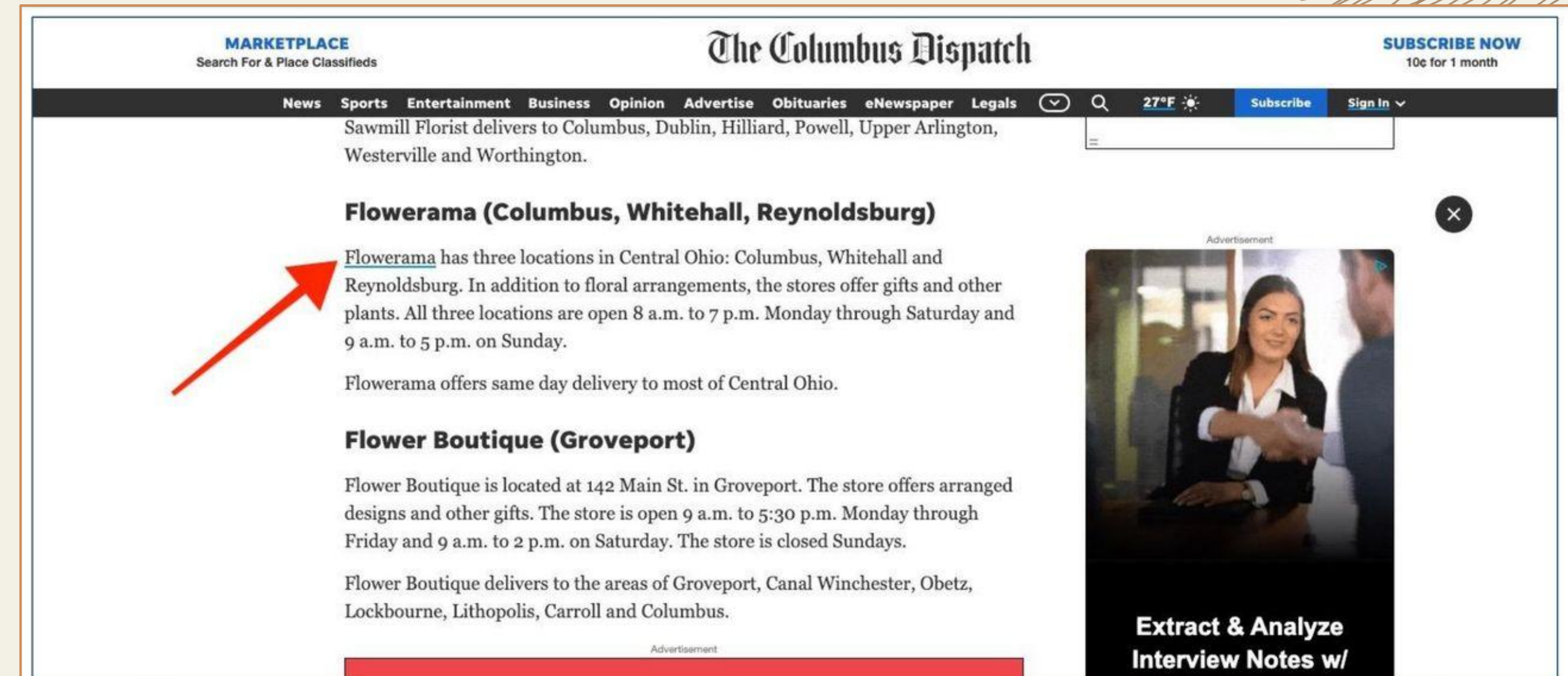
Reviews: Your #1 Local Signal

- Ask every happy customer
- Respond to every review



Local Links & Authority

- Funeral homes, wedding planners, venues
- Sponsor local - even string quartets :)



MARKETPLACE
Search For & Place Classifieds

The Columbus Dispatch

SUBSCRIBE NOW
10¢ for 1 month

News Sports Entertainment Business Opinion Advertise Obituaries eNewspaper Legals

Sawmill Florist delivers to Columbus, Dublin, Hilliard, Powell, Upper Arlington, Westerville and Worthington.

Flowerama (Columbus, Whitehall, Reynoldsburg)

Flowerama has three locations in Central Ohio: Columbus, Whitehall and Reynoldsburg. In addition to floral arrangements, the stores offer gifts and other plants. All three locations are open 8 a.m. to 7 p.m. Monday through Saturday and 9 a.m. to 5 p.m. on Sunday.

Flowerama offers same day delivery to most of Central Ohio.

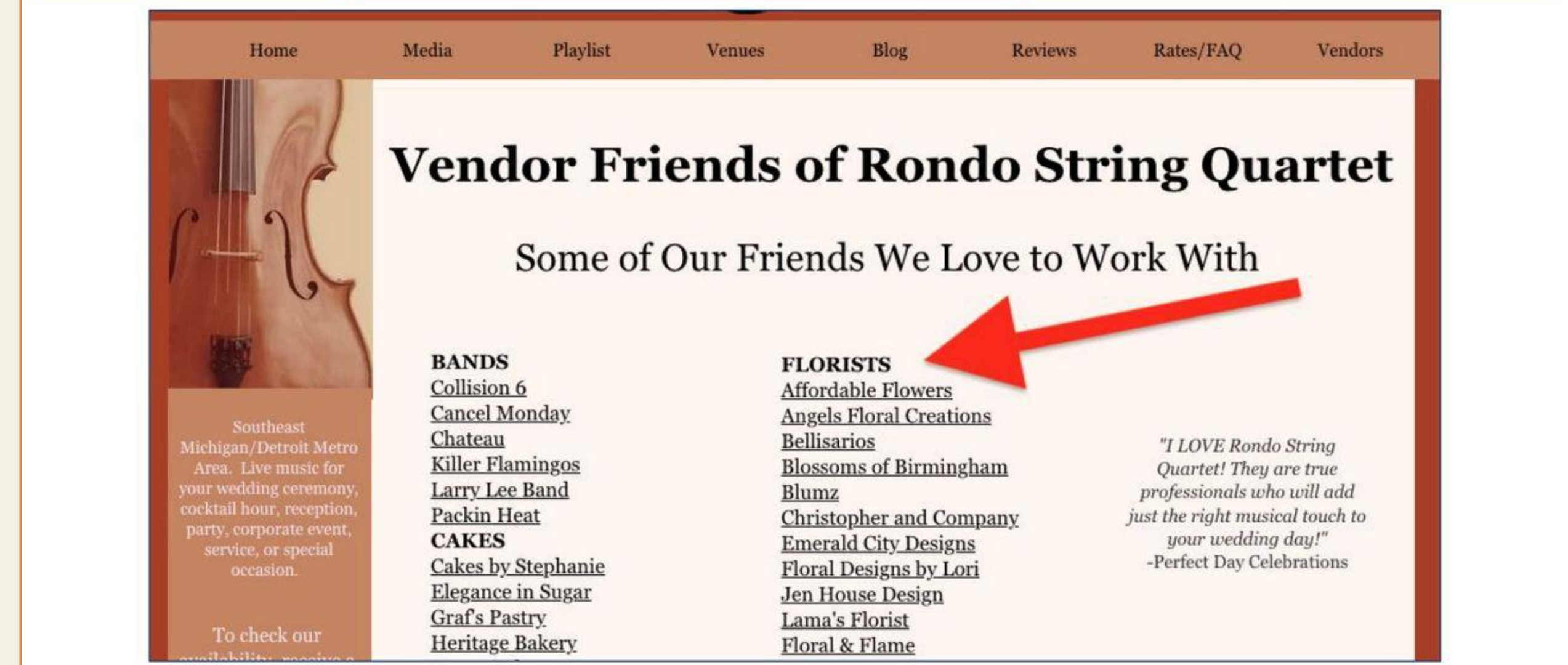
Flower Boutique (Groveport)

Flower Boutique is located at 142 Main St. in Groveport. The store offers arranged designs and other gifts. The store is open 9 a.m. to 5:30 p.m. Monday through Friday and 9 a.m. to 2 p.m. on Saturday. The store is closed Sundays.

Flower Boutique delivers to the areas of Groveport, Canal Winchester, Obetz, Lockbourne, Lithopolis, Carroll and Columbus.

Advertisement

Extract & Analyze Interview Notes w/



Home Media Playlist Venues Blog Reviews Rates/FAQ Vendors

Vendor Friends of Rondo String Quartet

Some of Our Friends We Love to Work With

BANDS
[Collision 6](#)
[Cancel Monday](#)
[Chateau](#)
[Killer Flamingos](#)
[Larry Lee Band](#)
[Packin Heat](#)

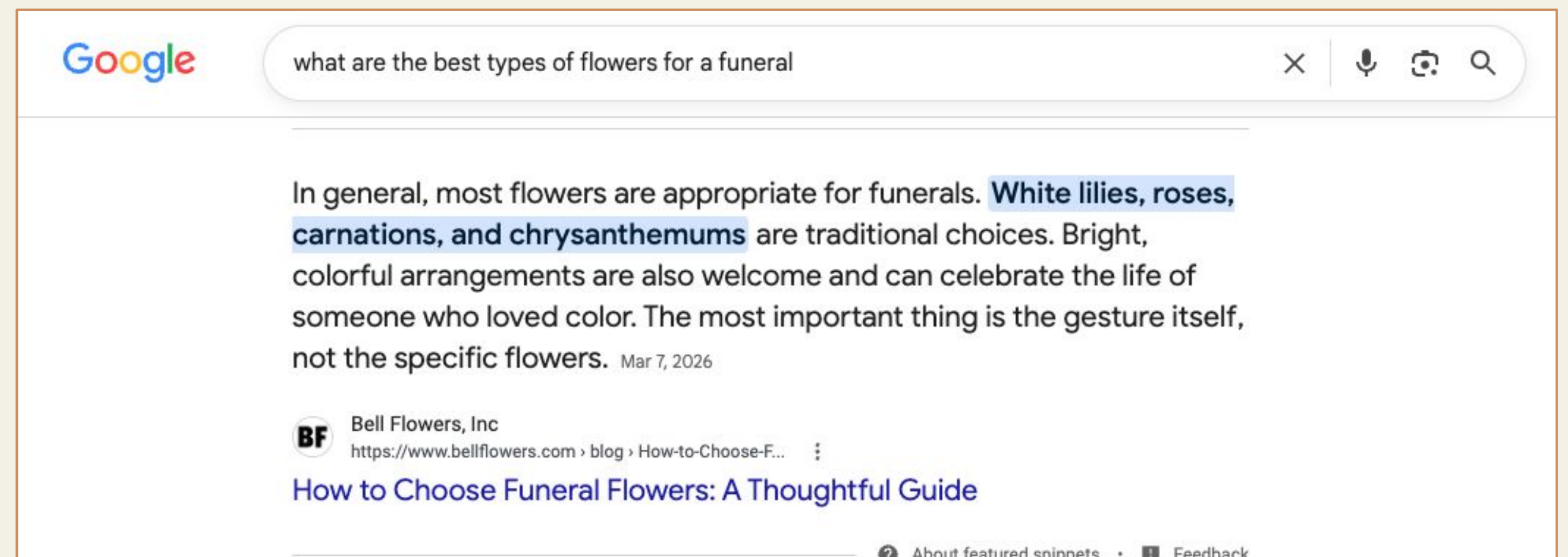
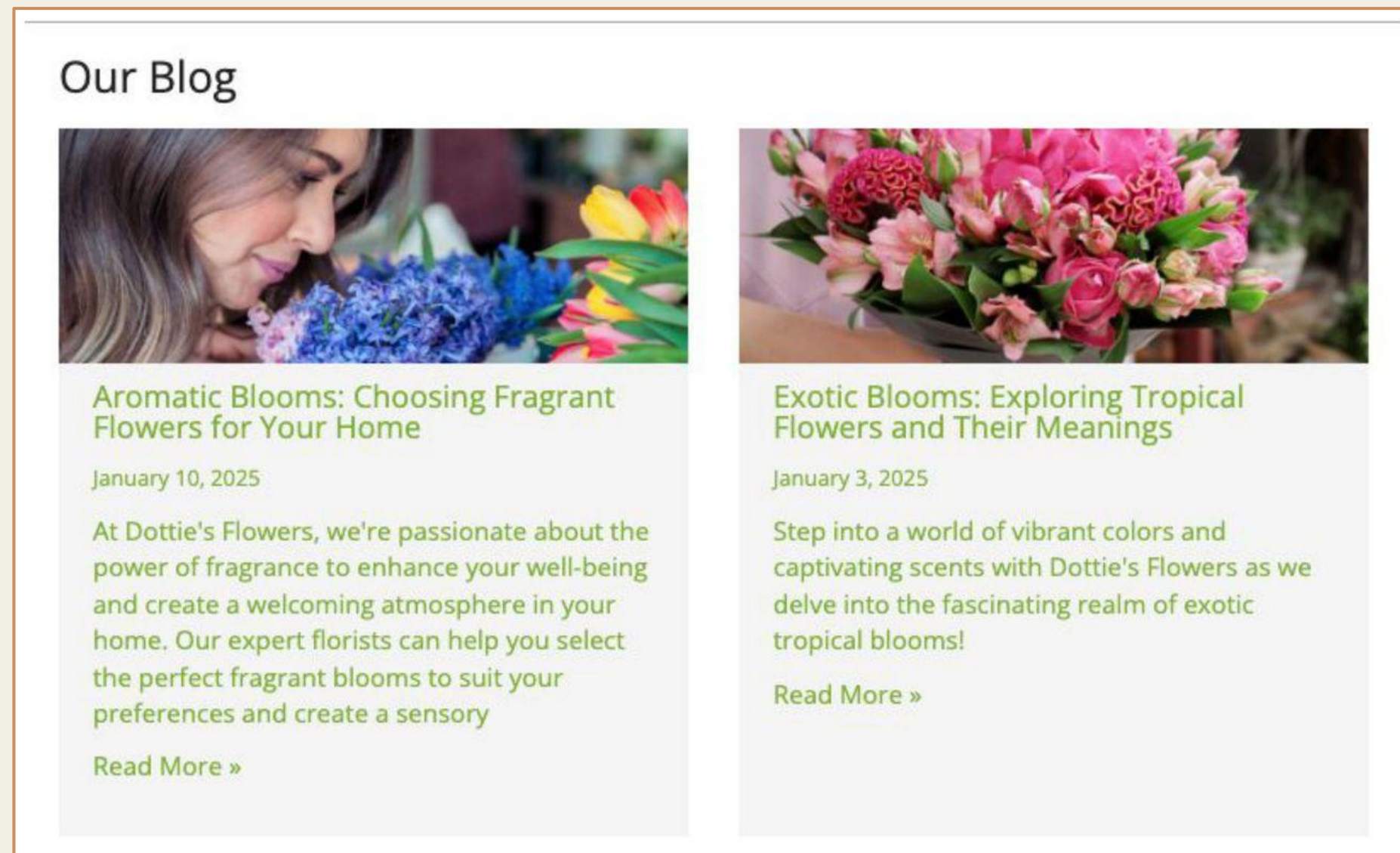
CAKES
[Cakes by Stephanie](#)
[Elegance in Sugar](#)
[Graf's Pastry](#)
[Heritage Bakery](#)

FLORISTS
[Affordable Flowers](#)
[Angels Floral Creations](#)
[Bellisarios](#)
[Blossoms of Birmingham](#)
[Blumz](#)
[Christopher and Company](#)
[Emerald City Designs](#)
[Floral Designs by Lori](#)
[Jen House Design](#)
[Lama's Florist](#)
[Floral & Flame](#)

"I LOVE Rondo String Quartet! They are true professionals who will add just the right musical touch to your wedding day!"
-Perfect Day Celebrations

Content Keeps You Growing - Blogs

- Active sites rank for more searches
- Shows up in AI results
- Original & Useful = can attract links. Internally link.



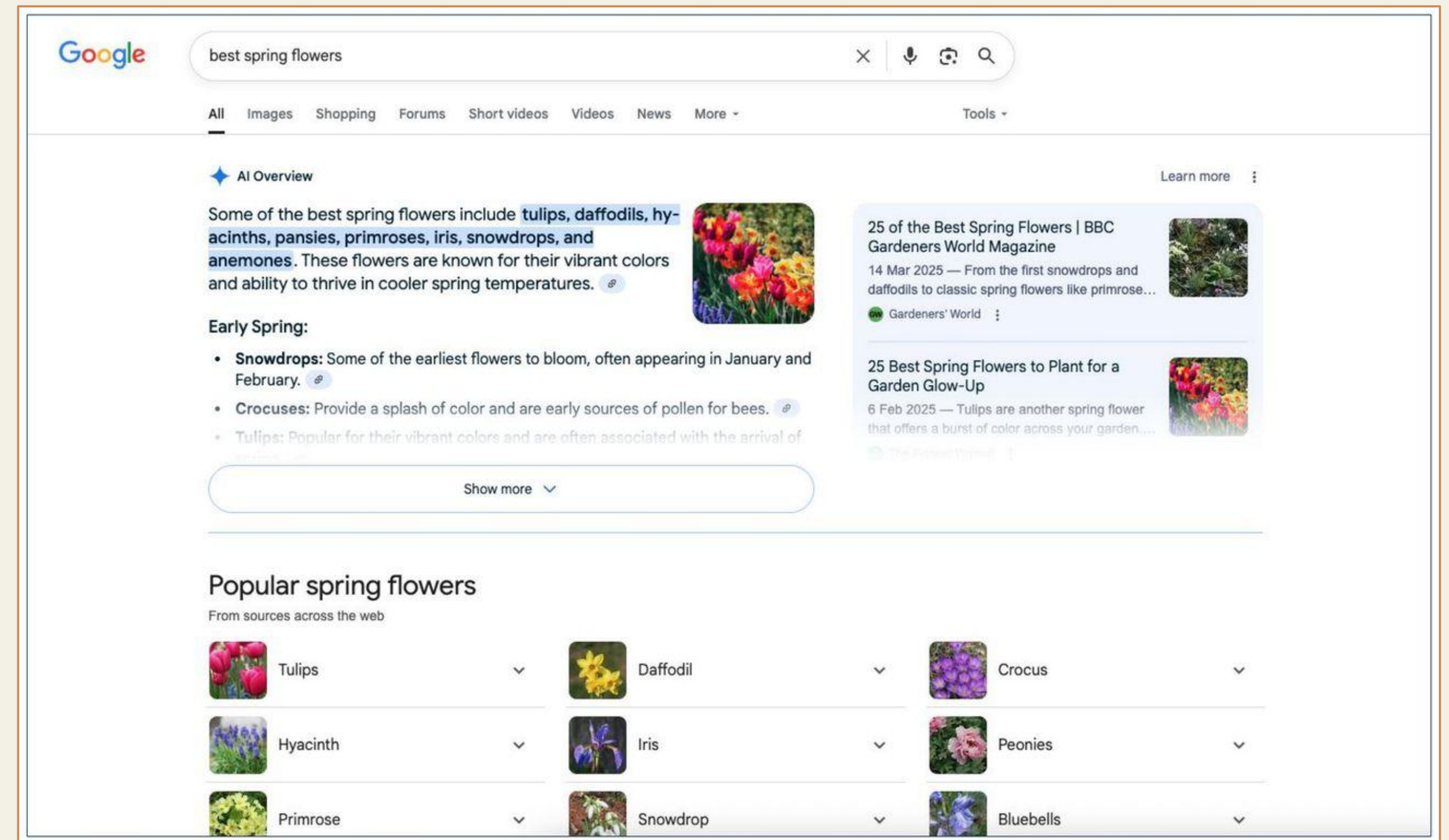


AI Optimizations for Florists



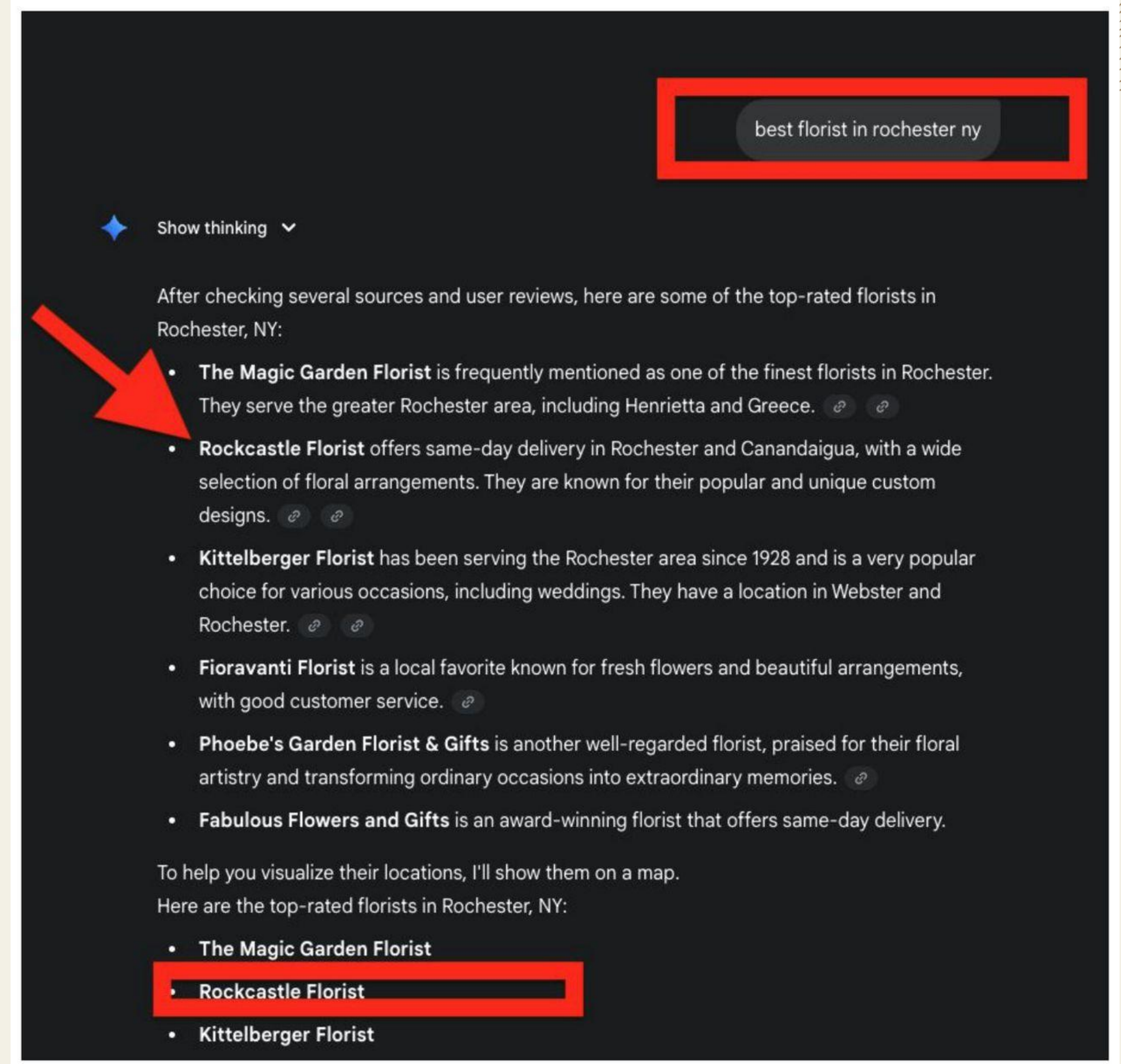
AEO & GEO: The New Front Page

- AI now answers florist relevant queries
- Same signals: reviews, GBP, city pages and good content.



SEO Fundamentals Still Win

- "Best florist Rochester NY" - our client, cited
- No separate AI strategy needed





Write What AI Loves to Cite

- Answer real customer questions
- FAQ blocks on every city page

Frequently Asked Questions — Collegeville, PA Flower Delivery

Does Penny's by Plaza Flowers deliver to Collegeville, PA?

+

Can I get same-day flower delivery in Collegeville?

+

What types of flowers and gifts can I order for delivery in Collegeville?

+

Does Penny's by Plaza deliver flowers to Ursinus College or local businesses in Collegeville?

+

What is Penny's by Plaza's satisfaction guarantee for Collegeville flower delivery?

+



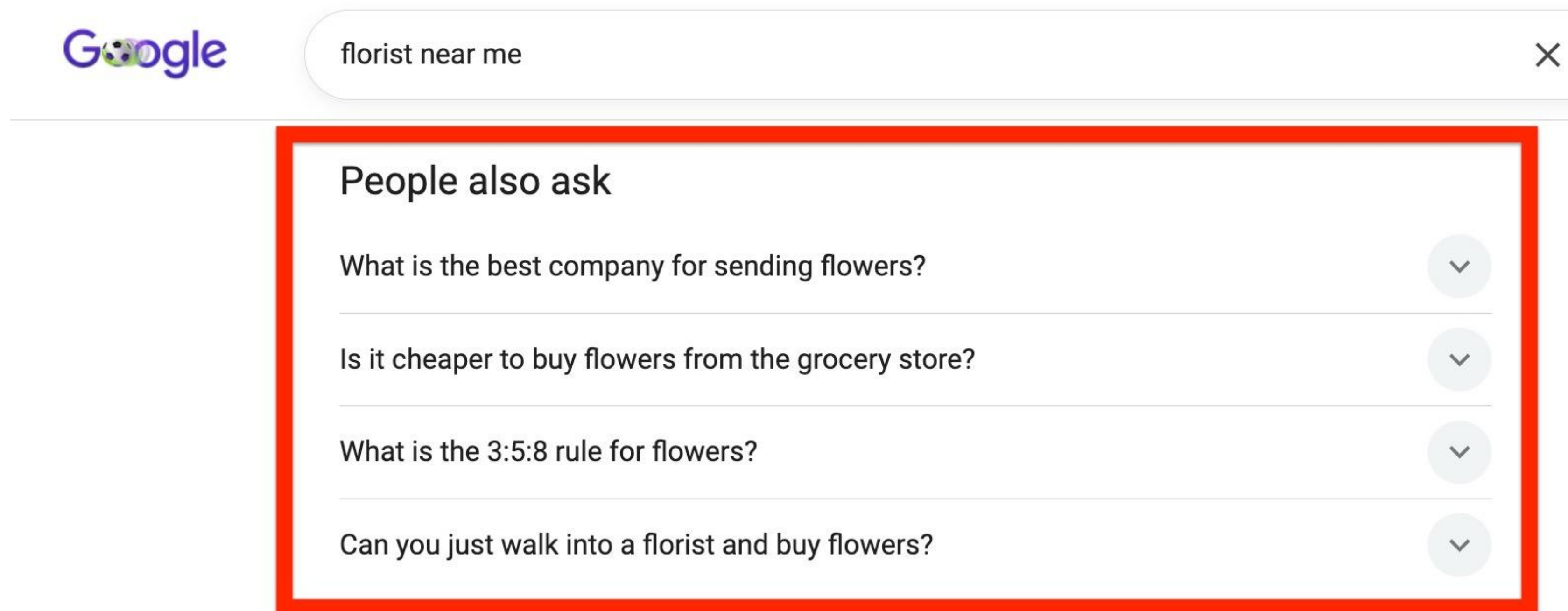
Find The Questions People Ask AI

Tools like SEMRush show real ChatGPT & Gemini prompts - and which brands get mentioned

Prompt	AI Response	Relevance 	Brands	Sources
Where can I find reliable flower delivery services nearby?	 Here are some reliable flower delivery options and florists nearby in the United States you can use to send fresh blooms or order locally: 🌻 National & Online Flower Deli... View full response	High 	8	17
Where can I find unique flower gift ideas online?	 If you are looking for flower gifts that go beyond the standard supermarket dozen roses, the online floral market in the U.S. features several highly rated services cater... View full response	High 	8	0
Are there any health benefits associated with certain flowers or floral products?	 Yes, certain flowers and floral products offer a wide array of scientifically backed health benefits. Beyond their aesthetic appeal, many edible and aromatic blossoms hav... View full response	High 	8	0
Where can I buy high-quality flowers online?	 Several online retailers are recognized for delivering high-quality flowers, often sourcing directly from farms or providing specialized, artisan-designed bouquets. Top o... View full response	High 	7	10

No Tools? Just Google It

Search “florist near me” - “People also ask” is free question research



Answer Them: FAQ's on City Pages

Short FAQ block at the bottom - local hotels, neighborhoods, cutoff times

As a third-generation, family-run business, Longmont Florist combines professional floral design with the warmth of local service. Whether it is a [birthday](#), [anniversary](#), [sympathy](#), or ["just because" gift](#), our team ensures every arrangement is made with care and delivered on time.

Serving the Gunbarrel Community

From everyday bouquets to [weddings and events](#), Longmont Florist is proud to serve Gunbarrel, Niwot, and the surrounding Boulder County areas. Choose a real Colorado florist that is deeply connected to our community and committed to helping you celebrate life's milestones.

Choose Longmont Florist for stunning blooms, personalized service, and the warmth of a local touch. We love serving our community. Contact us today for **flower delivery in Gunbarrel, CO**.

FAQs

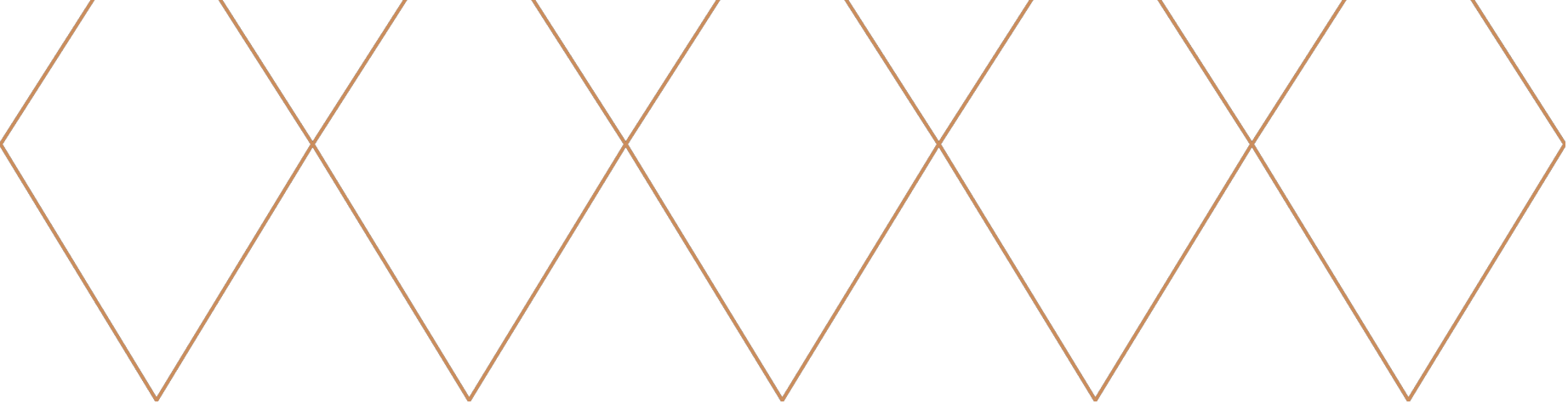
- ▶ Do you deliver to local Gunbarrel hotels or inns?
- ▶ What time is the same-day delivery cutoff?
- ▶ Do you offer any discounts?
- ▶ Can I request a custom arrangement for delivery in Gunbarrel?
- ▶ Do you deliver to neighborhoods like Heatherwood or Fountain Greens?

(303) 776-3563 Shop Now Weddings and Events

What our customers say

4.9 ★★★★★
1,094 reviews

Write a review



Build a Dedicated FAQ Page

Name real cities, hospitals & cutoff times - exact facts AI can quote

 Longmont Florist - Frequently Asked Questions (FAQ)

Welcome to Longmont Florist's FAQ page! Below you'll find answers to the most common questions about our flower delivery services, same-day arrangements, custom designs, and more. We're proud to be Longmont, Colorado's trusted local florist since 1969.

Delivery FAQs

What areas do you deliver flowers to?
We proudly deliver flowers in Longmont, CO and surrounding areas including Niwot, Lyons, Berthoud, Mead, Firestone, Frederick, Dacono, Erie, Boulder, Lafayette, Louisville, Gunbarrell, Superior, Fort Lupton, and Broomfield. For other areas, please call us for availability or recommendations.

Do you offer same-day flower delivery?
Yes! We offer **same-day flower delivery** in Longmont, Boulder, Erie and nearby areas for orders placed **before 4 PM**. An express delivery fee may be applied for same-day orders placed after 12 PM. Cutoff times for Saturdays are 1 PM in Longmont and 11 AM for surrounding areas. Please call to place a same-day delivery order after 12 PM.

How late in the day do you deliver flowers?
Local residential deliveries in Longmont are typically completed by 5:30 PM. Business deliveries are completed by 4:00 PM, and school deliveries by 2:00 PM. Funeral deliveries are typically made at least one hour prior to the service start time.

Do you deliver flowers to hospitals or medical centers?
Yes. We deliver to local hospitals, including **UCHealth Longs Peak Hospital, Longmont United Hospital, Boulder Community Hospital, Avista Hospital, and Exempla Hospital**. Please ensure the recipient is permitted to receive flowers (ICU patients cannot receive flower delivery).

Do you deliver flowers to schools and offices?
Yes. We deliver to local schools, offices, and professional buildings. Please include the recipient's full name, department, and any access instructions to help avoid delays.

Can I request a timed delivery?
Timed deliveries may be available for an additional fee depending on location and schedule. Please call us to confirm availability and pricing.

How do I track my flower delivery?
We will send you a confirmation email and a text or phone call when your flowers are delivered. If you have questions before your delivery is made, call us directly at **(303) 776-2804**.

What if the recipient isn't home?
If no one is available, our delivery driver will attempt to leave the arrangement in a safe, shaded place (weather permitting) or with a neighbor, and will notify the recipient and sender. If redelivery is required, we'll contact the recipient for instructions.



More AI Quick Wins



**Keep GBP, reviews
& hours fresh -
AI reads them for
answers**



**Same name, address,
phone everywhere -
AI cross-checks
sources**



**Create your own
imagery/videos and
upload! Real content
is best!**

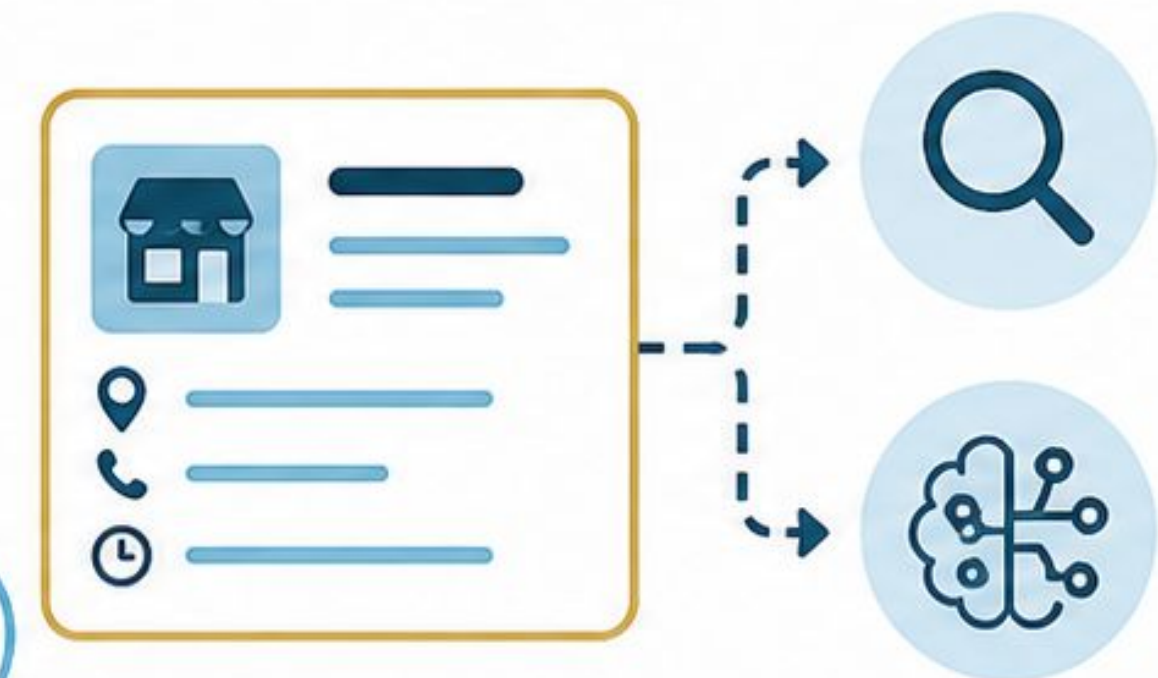
More AI Quick Wins



**Add FAQ &
Local Business Schema**



**Local schema is a small
piece of code on your
website that clearly
explains your business to
Google and AI search tools.**

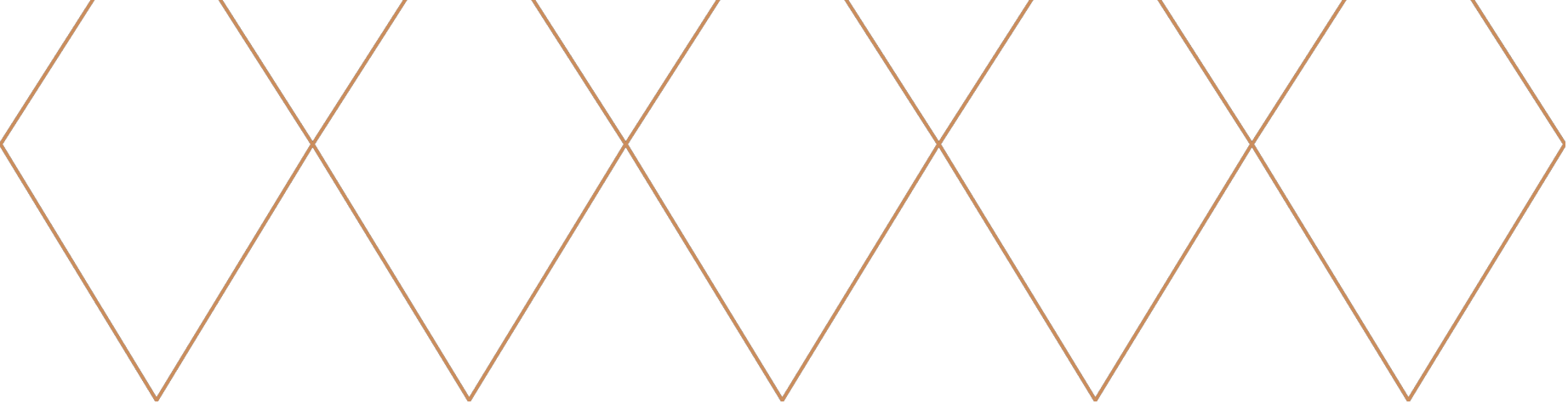


**Think of it as a digital
business card written
specifically for search
engines**



Protecting Your Brand + Your 30-day Plan





Make Your Brand Unmistakable

- **Same name, address, phone - everywhere (syndicate to all local SEO directories)**
- **Own your branded search**
- **Registered trademark = stronger protections**



Own Your Zip Code: 30-Day Plan

1

Week 1:
Complete GBP +
Bing Places; start
review asks



2

Week 2:
Brand campaign +
conversion tracking



3

Week 3:
Top 5 city pages



4

Week 4:
City-targeted ads
on Google +
Microsoft



Ongoing: Blog/FAQ content per month

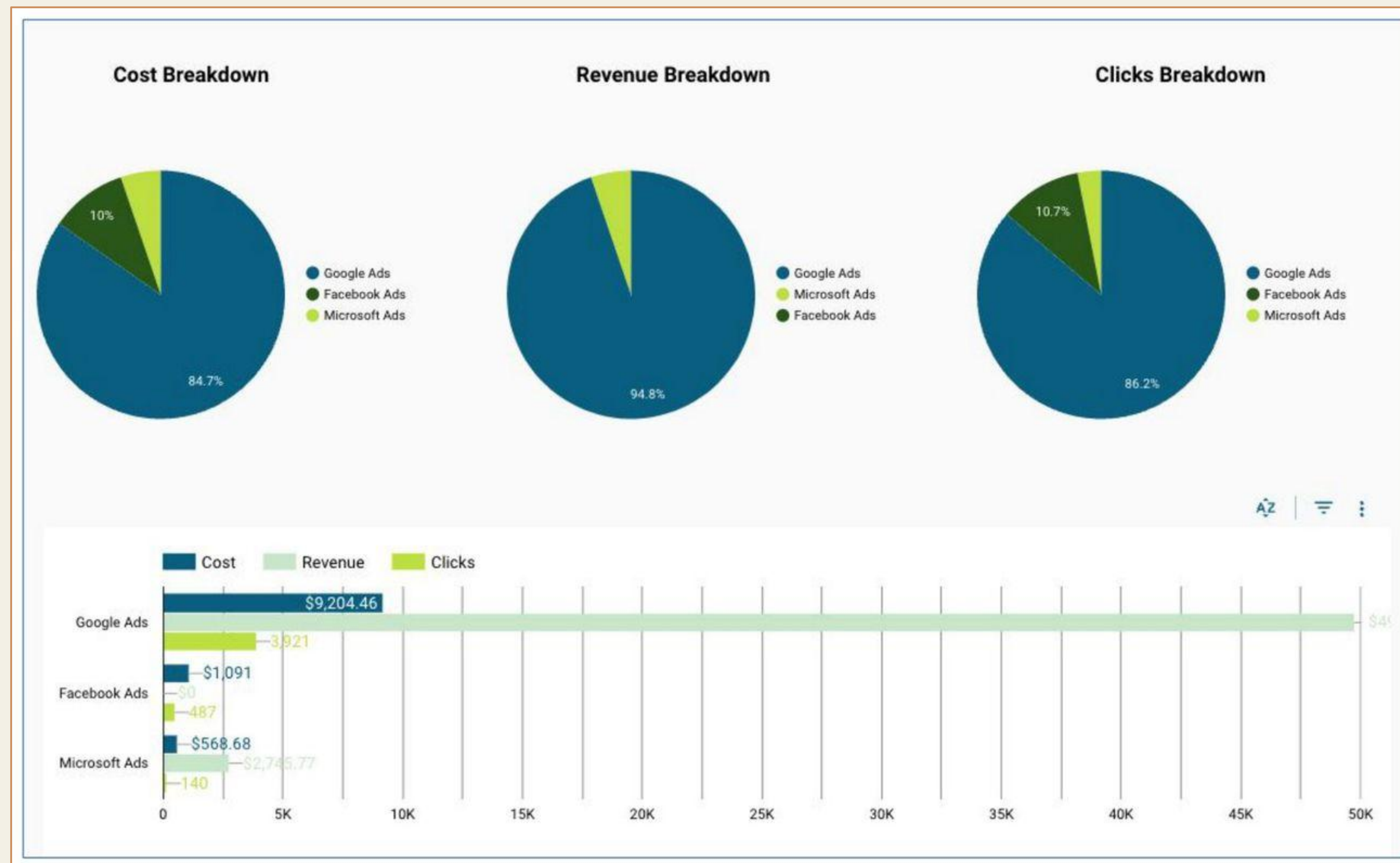


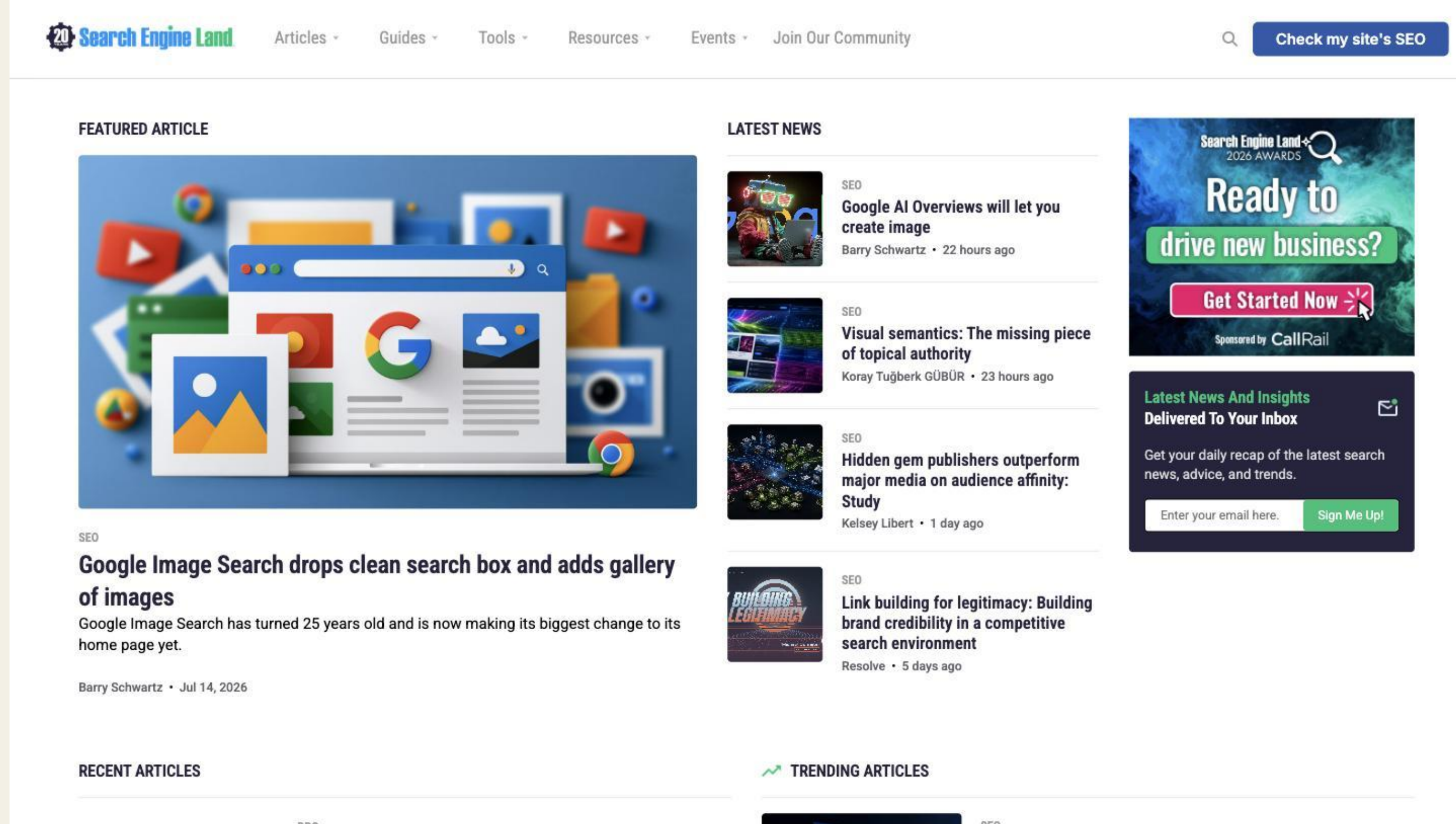
If Your Brand Is Misused

- Deceptive Order Gatherer -> <https://safnow.org/deceptive-order-gatherering/>
- Trademark in ads -> [**Google Ads Trademark Complaint**](#)
- Misleading Ads -> [**Misrepresentation policy report**](#)
- Incorrect Map Info -> [**Suggest an edit / Redressal Form**](#)
- Bing -> [**Microsoft IP concern form**](#)

It All Works Together

- Paid Advertising + City pages + SEO/AEO + GBP
- Diversified strategy grows & protects





How We Stay on Top of Trends

- Search Engine Land - daily search & AI news
- Search Engine Roundtable - algorithm updates, explained
- Google Search Central Blog - straight from Google
- Ask Claude or ChatGPT - paste your question, get unstuck fast

TwoWheelsMarketing.com/Flowers

About Two Wheels Marketing

- Big agency expertise. Boutique attention.
- Helping florists grow since 2020
- TwoWheelsMarketing.com/Flowers





AMELIA 26
ISLAND 26
The Ritz-Carlton Amelia Island, FL
August 18-20, 2026

Thank you

Mark Subel & Ryan Whiteside
Two Wheels Marketing
TwoWheelsMarketing.com

TwoWheelsMarketing.com/Flowers

