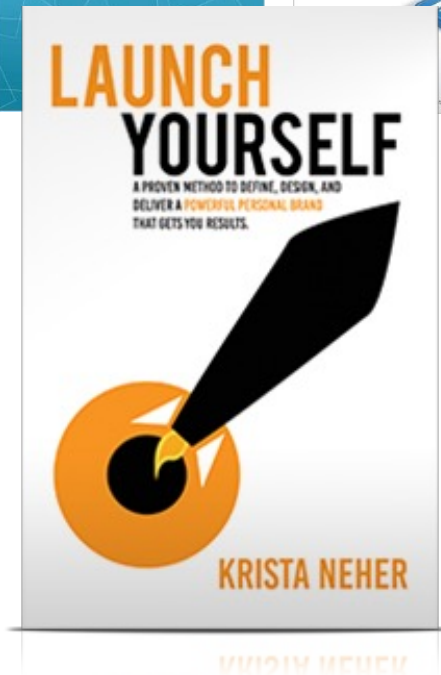
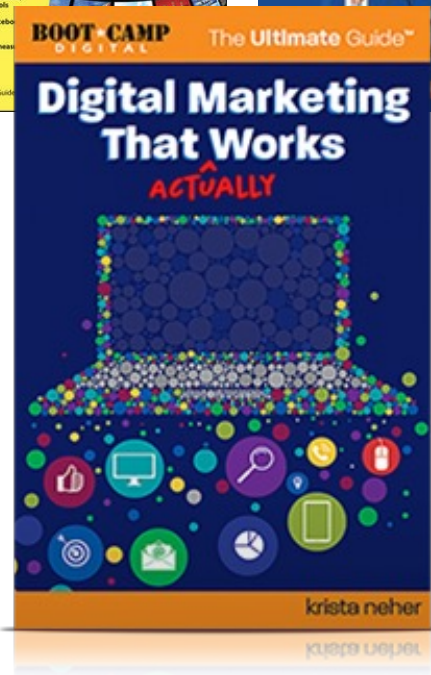
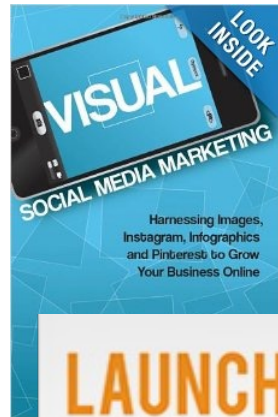
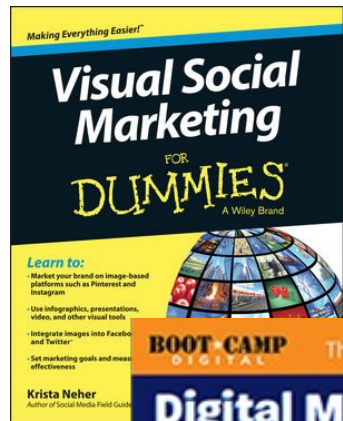




Managing Your Online Reputation

Build a powerful, trustworthy brand

About Krista

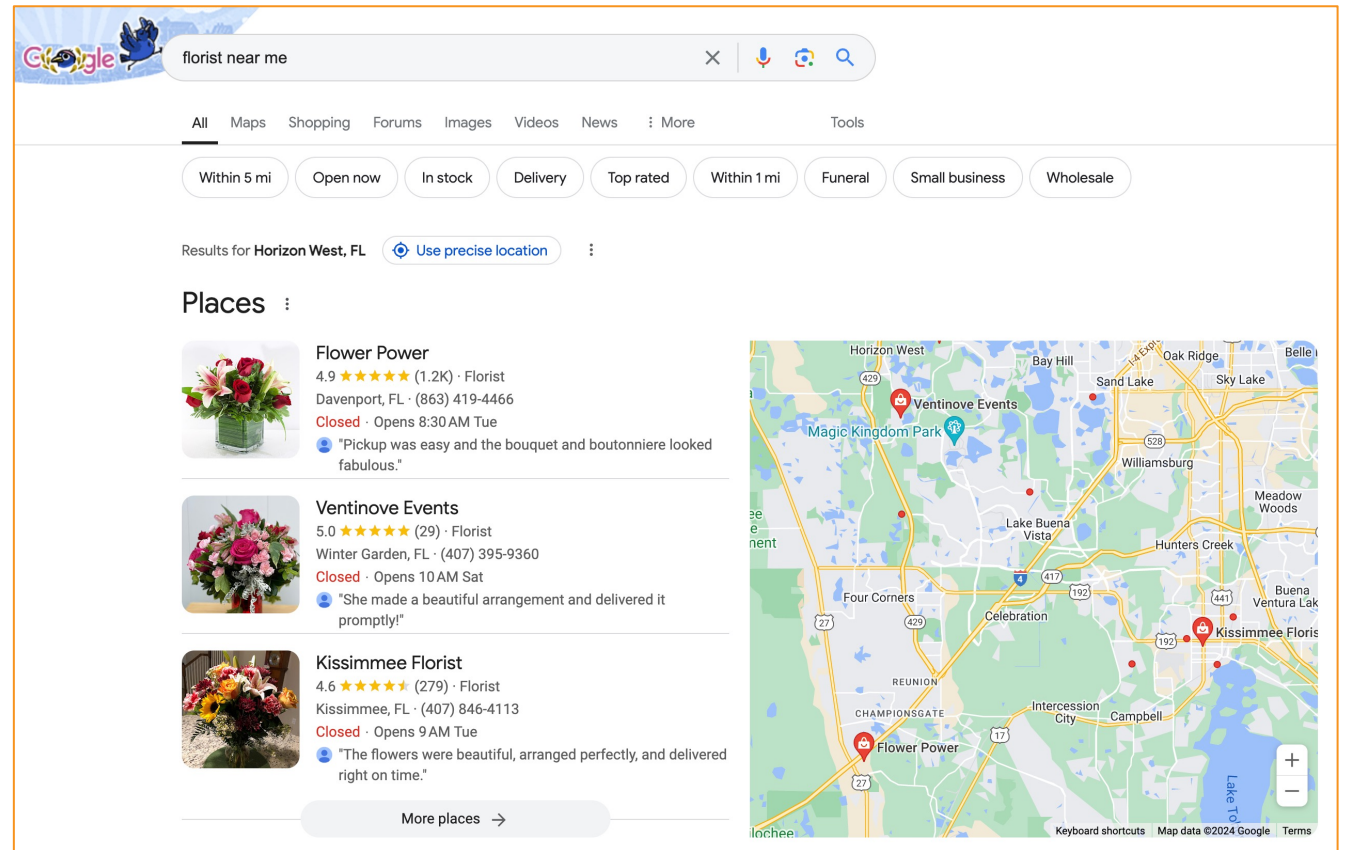


As seen on and in:



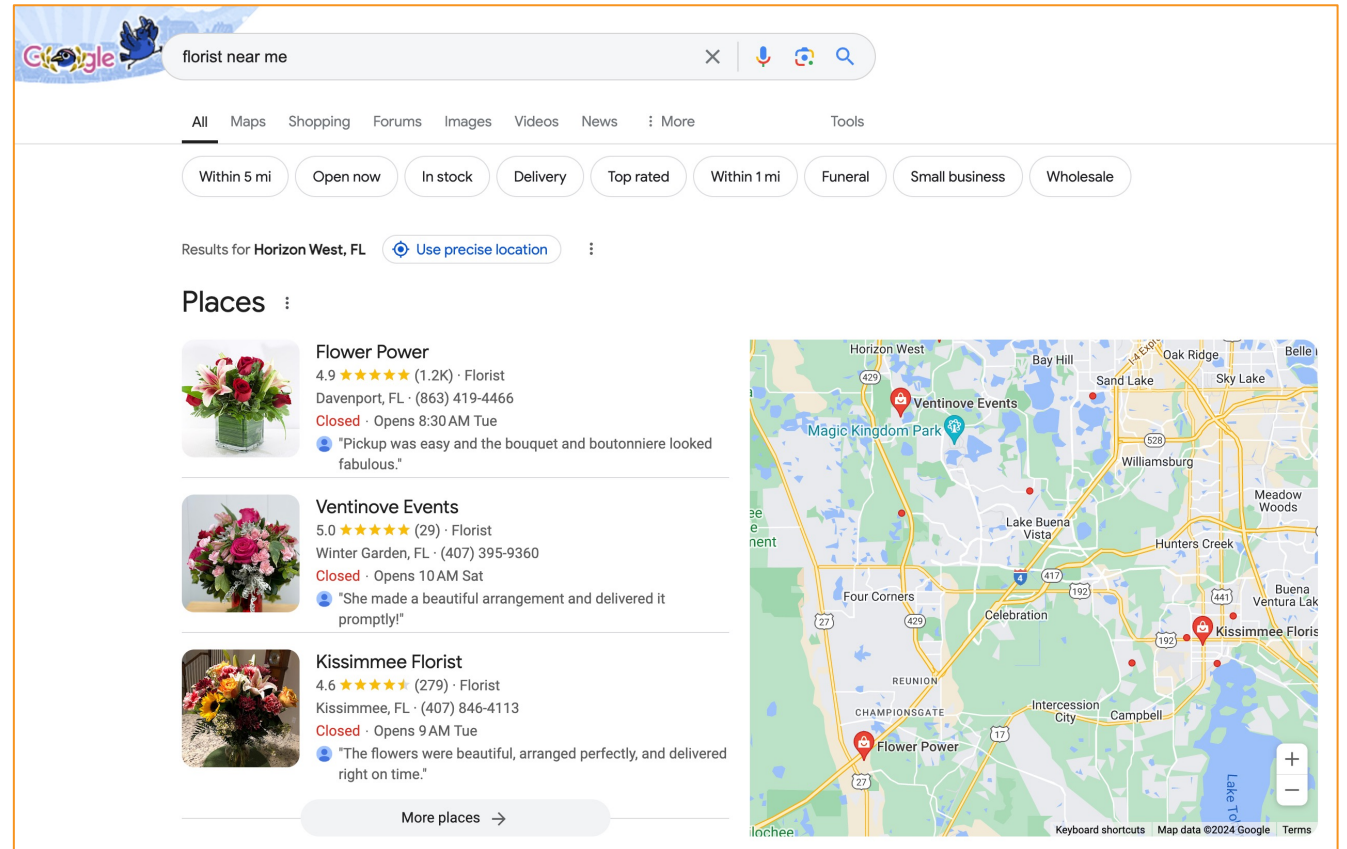
Managing Your Online Reputation

- Search Results
- Google Local Listing
- Website
- Reviews
- Listing sites
- Online Presence



Start with Search: Florist near me

- What shows up?
- Local listings
- Organic search



TRY IT: Search "Florist near me"

- Use an incognito browser
- See what shows up

SEO

- How your website ranks
- Authority
- Relevance
- Technical



Optimize for Relevance

- Where are you located?
- Who do you serve?
- What types of events do you service?
- What areas do you deliver to?
- What locations (hospitals, funeral homes, etc.) do you deliver to?



In Bloom Florist

<https://www.inbloomflorist.com>

Orlando Florist - Flower Delivery Orlando by In Bloom Florist

In Bloom **Florist** is your local family-owned Orlando, Florida Flower Shop with locations in Orlando, and Heathrow, FL offering SAME-DAY DELIVERY to ...
\$60 to \$100



Yelp

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

THE BEST 10 Florists near HORIZONS WEST ...

The Best 10 **Florists** near Horizons West / West Orlando, Winter Garden, FL 34787 · 1. Winter Garden in Bloom · 2. Betty J's Florist · 3. Windermere Flowers · 4.



Bay Hill Florist

<https://bayhillflorist.com>

Orlando Florist | Flower Delivery by Bay Hill Florist

Best Orlando **florist**. Bay Hill **Florist** offers fresh flower delivery Orlando. Save money by sending flowers directly with a Local **Florist**.
\$95 to \$350

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LOCATIONS:

In Bloom Florist - Downtown Orlando: 325 West Gore Street Orlando, FL 32806 407-649-7771

In Bloom Florist - Lake Mary / Heathrow: 3847 Lake Emma Rd. Lake Mary, FL 32746 407-333-2991

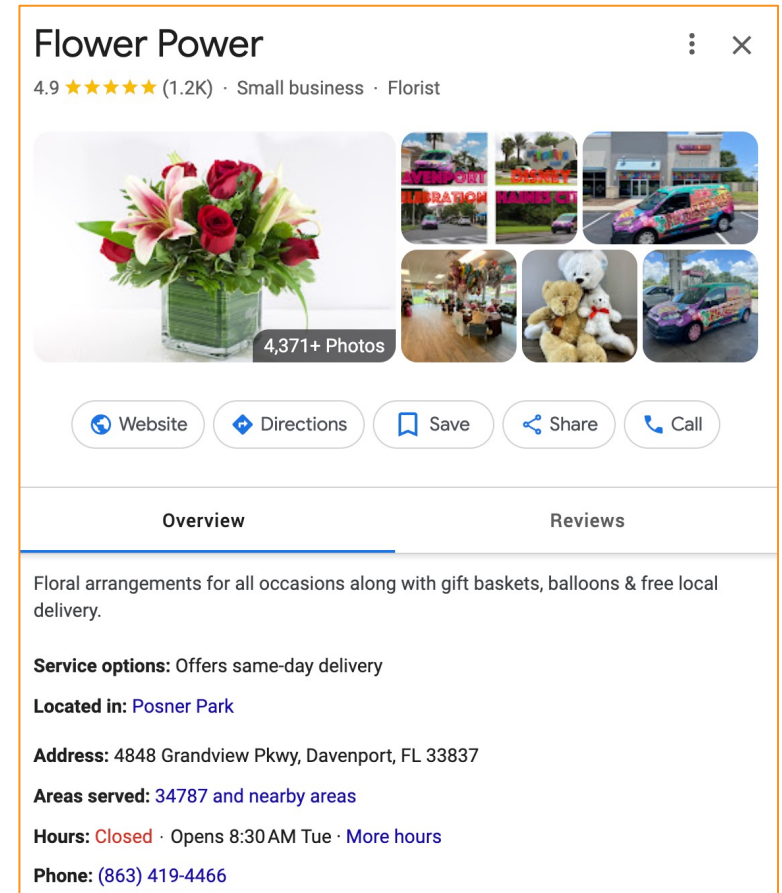
OUR STORY:

In Bloom Florist of Orlando, Florida is the leading provider of thoughtful gifts, helping our customers connect with the important people in their lives, so it's important that our customers stay connected to us. We are dedicated to delivering your floral and gift orders in a timely manner. We have two convenient locations in Orlando, and Lake Mary, Florida. We offer same-day flower delivery to Orlando, Heathrow, Lake Mary, surrounding areas, or nationwide. Our floral design experts are constantly creating stunning floral, gift, and plant designs for your enjoyment. We are proud to be your first choice family-owned and operated Orlando Florist.

Flower Delivery in Orlando: Longwood, Altamonte Springs, Casselberry, Celebration, Debary, Deltona, Disney World, Kissimmee, Geneva, Gotha, Heathrow, Lake Mary, Lake Buena Vista, Longwood, Maitland, Ocoee, Orlando, Sanford, Windermere, Winter Garden, Winter Park, Winter Springs, and the following zip codes: 32821, 32713, 32724, 32725, 32728, 32738, 32739, 32753, 32763, 32774, 32776, 32701, 32707, 32708, 32714, 32718, 32719, 32730, 32746, 32750, 32771, 32772, 32764, 32703, 32704, 32712, 32765, 32798, 32810, 32818, 32826, 32827, 32830, 32831, 32832, 34741, 34742, 34743, 34744, 34745, 34746, 34747, 34759, 34786, 32702, 32741, 32743, 32751, 32784, 32789, 32792, 32801, 32802, 32773, 32774, 32775, 32776, 32777, 32778, 32779, 32780, 32781, 32782, 32783, 32784, 32785, 32786, 32787, 32788, 32789, 32790, 32791, 32792, 32793, 32794, 32795, 32796, 32797, 32798, 32799, 32800, 32801, 32802, 32803, 32804, 32805, 32806, 32807, 32808, 32809, 32810, 32811, 32812, 32813, 32814, 32815, 32816, 32817, 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Google Local Listing

- Complete as much as possible
 - Images
 - Details (hours, etc.)
 - Description
 - Products
 - Categories
 - Updates
 - Connect social accounts
- Include keywords (searched) in sections



TRY IT: How can you improve your listing?

- One-time updates
 - Keywords
 - Products
 - Service area
 - Images
- Ongoing management
 - Reviews
 - Updates (can use social scheduler)

#1 Driver of Rankings? Reviews!

- Number of reviews
- Positivity of reviews

This also drives business.



Flower Power

4.9 ★★★★★ (1.2K) · Florist

Davenport, FL · (863) 419-4466

Closed · Opens 8:30 AM Tue

👤 "Pickup was easy and the bouquet and boutonniere looked fabulous."



Ventinove Events

5.0 ★★★★★ (29) · Florist

Winter Garden, FL · (407) 395-9360

Closed · Opens 10 AM Sat

👤 "She made a beautiful arrangement and delivered it promptly!"



Kissimmee Florist

4.6 ★★★★★ (279) · Florist

Kissimmee, FL · (407) 846-4113

Closed · Opens 9 AM Tue

👤 "The flowers were beautiful, arranged perfectly, and delivered right on time."

How to get more positive reviews.

ASK.

Consistently.

Choose the Sites

- 1 focus site
 - X reviews/month target
- 3 – 5 secondary sites
 - 10+ reviews total

The screenshot shows a Google search for "flower power orlando reviews". The results include:

- Yelp:** Flower Power - Flowers, Wine and More. 65 reviews and 639 photos of FLOWER POWER - FLOWERS, WINE AND MORE. Rating: 4.6 - 65 reviews. Price range: \$\$.
- Tripadvisor:** Flower Power Floral School - All You Need to Know ... Ever wanted to be a florist for a day. Well now is your chance. You can learn how to make arrangements and see how much fun flowers can be. Rating: 4 - 7 reviews.
- Flower Power, Davenport, FL:** Same-Day Flower Delivery in Davenport, FL | Flower Power ... FlowerPower is located at 4848 Grandview Parkway, Posner Park, in Davenport, Florida (.
- WeddingWire:** Flower Power - Wedding Florists - Davenport, FL. Reviews of Flower Power: Quality of service. 5 out of 5 rating. 5.0 - Average response time. 4.8 out of 5 rating. 4.8 - Professionalism. 5 out of 5 rating. 5.0. Rating: 5 - 5 reviews - Price range: \$959 (Typical Price)
- Facebook:** Flower Power. 3.2K+ followers. Flower Power | Davenport FL. Flower Power, Davenport, Florida. 3121 likes · 378 were here. Flower Power is your local florist of choice. Rating: 4.7 · 166 votes. Missing: orlando | Show results with: orlando

On the right, there is a business profile for **Flower Power** with a 4.9 star rating from 1,165 Google reviews. It lists services, location (4848 Grandview Pkwy, Davenport, FL 33837), hours, and phone number ((863) 419-4466). It also shows a "Products" section with items like "March Special 1" for \$59.99, "Designer's Choice Floral Arrangement", and "Dee's Bouquet" for \$89.99.

Ask Consistently

- Build a process
 - Ask regularly
 - Make it easy
 - QR code at checkout
 - Link in e-mail
- Make it personal
- Appropriate incentives
- Pre-filter (happy from unhappy)

Respond to Reviews

- Respond to all reviews
- Respond FAST
- Good
 - Thank you!
- Bad
 - Validate
 - Respond for everyone else
 - Be transparent
 - Try to make it right

Build Trust on Your Site

Real Reviews from Real Customers



Norma L Driver
14 Jun 2024

N/A



William Clark
25 Jun 2024

Good



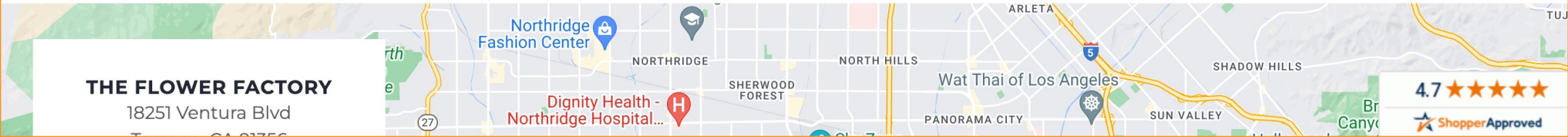
Jonathan Gan
13 Jun 2024

Easy to find what I was looking for and order it.



Ilene Berman
13 Jun 2024

love them

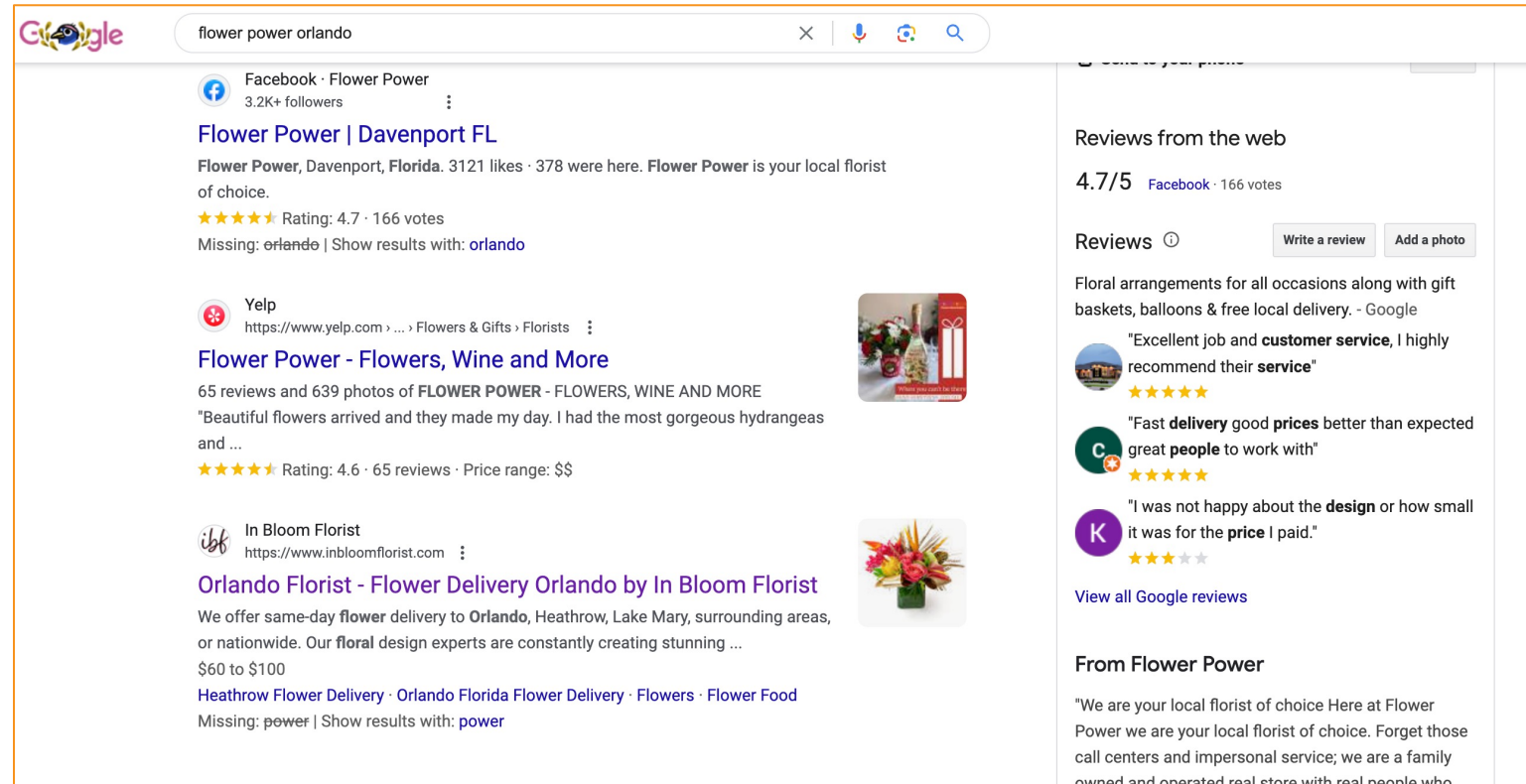


When You Search For A Business....

- Google Local
- Website
- Social media
 - Facebook, Instagram
- Yelp
- Grubhub
- Competitors

Search for Your Business

- What shows up?
- How does your business look?
- How many reviews?
- What review/other sites?



Create an Optimized Online Presence

- Consistent username
- Clear description with keywords
- Images
- Profiles on key sites
- Reviews

Bonuses to Grow Your Presence

- LinkedIn
- Glassdoor
- Chamber/local business associations
- BBB
- Local listing sites
- Bing business listings
- YouTube
- Optimized images

Next Steps

- Optimize your website for SEO content
- Google local listing
- Reviews process and strategy
- Online directory/listing opportunities
- Online presence (social, etc.) consistent and on-brand



Let's Connect!



Krista Neher

Training
Strategy
Speaking
Consulting



Boot Camp Digital



krista@bootcampdigital.com



Krista Neher



@KristaNeher



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