



FIVE WAYS TO GENERATE MORE ORDERS FOR YOUR WEBSITE

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YOU HAVE A WEBSITE... NOW WHAT?

- **THINK LIKE YOUR CLIENTS**
- **KEEP IT SIMPLE**
- **STAY UPDATED**
- **MOBILE OPTIMIZATION**
- **THE ORDERING PROCESS**

Agenda



**THINK
LIKE
YOUR
CLIENTS**

Website Look and Feel

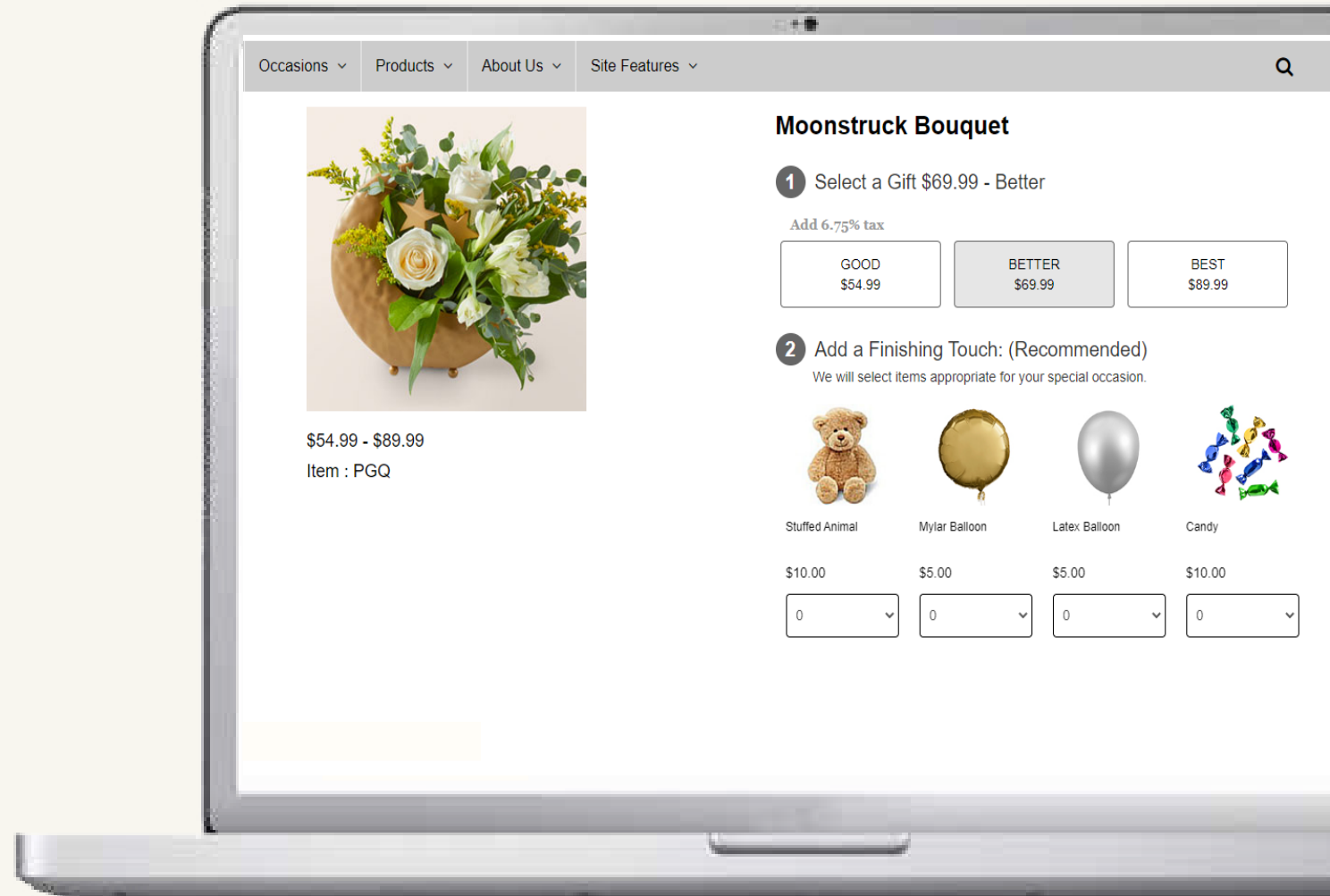
- When visiting your website, ask yourself these questions...
 - Does your site look old or outdated?
 - Does it load quickly?
- Your website needs to be intuitive and easy for a client to navigate through to the checkout
 - Think about your actions when online shopping.
 - Does your website fulfill those needs?
- How do your shoppers shop?
 - When purchasing flowers, what are your top "occasions"?
 - Ensure those categories are clearly visible and easy to navigate to
 - Highlight those occasions on the home page and within the menu
- Clear calls to action
 - Don't make your clients guess about anything
 - Drive clear actions with clear and concise messaging

KEEP IT SIMPLE

Your website needs to be easy to navigate to push consumers through the sales process.


Keep that process simple!

- "Add To Cart" Button
- Delivery or In store pick up
- Cart is visible in the menu bar
- Add a Home page to menu
- Make sure all links work
 - Home page feature "slider" links to correct collection
- Add a description to all listings



NEEDS IMPROVEMENT EXAMPLE

Occasions ▾ Products ▾ About Us ▾ Site Features ▾ Q



\$54.99 - \$89.99
Item : PGQ





Moonstruck Bouquet

1 Select a Gift \$69.99 - Better

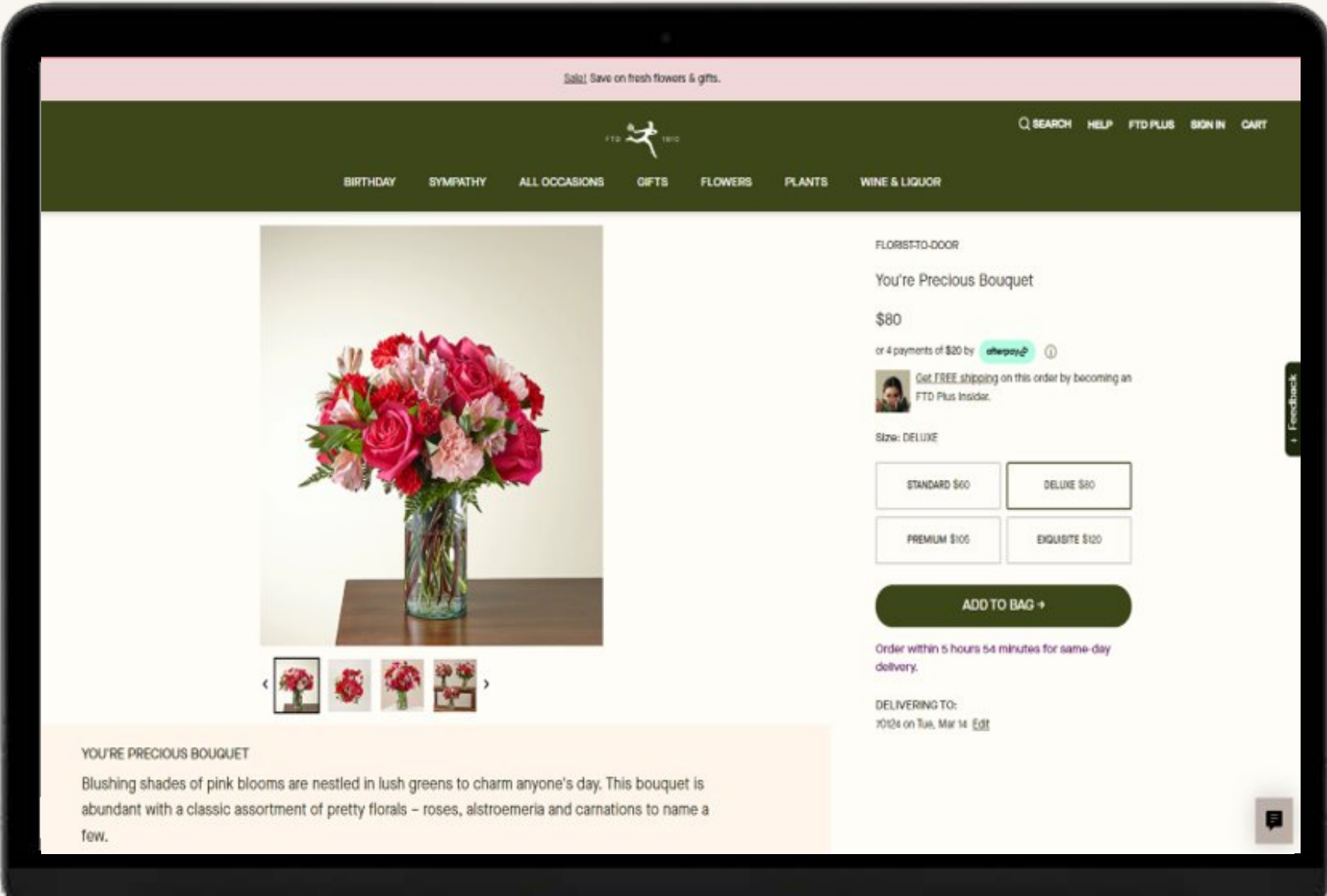
Add 6.75% tax

GOOD \$54.99	BETTER \$69.99	BEST \$89.99
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2 Add a Finishing Touch: (Recommended)
We will select items appropriate for your special occasion.

			
Stuffed Animal	Mylar Balloon	Latex Balloon	Candy
\$10.00	\$5.00	\$5.00	\$10.00
<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>

GOOD EXAMPLE



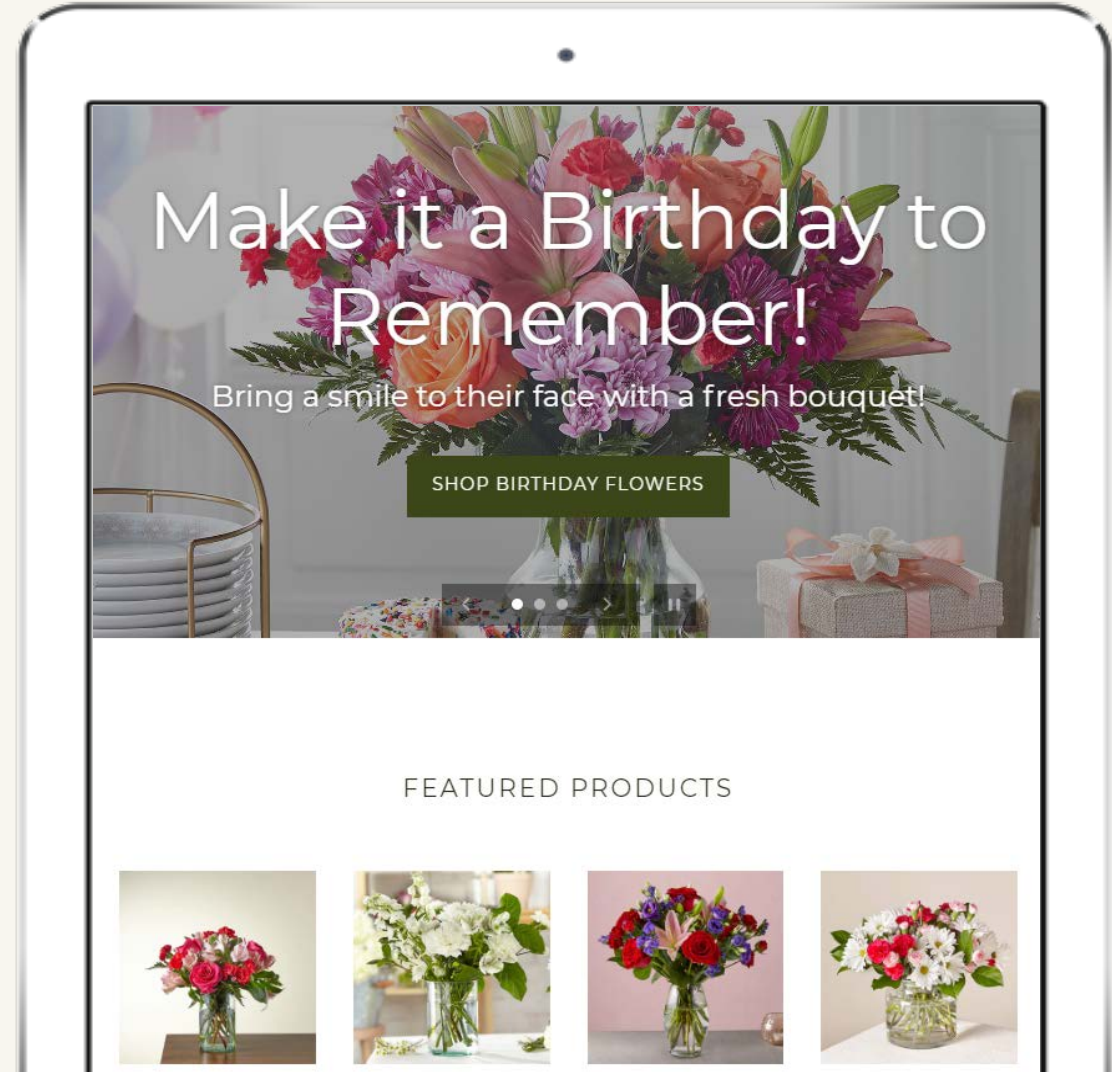
STAY UPDATED

You wouldn't expect your arrangements to thrive without fresh water, refrigeration, or plant food... your website needs the same attention

Much like your flowers, your website needs some attention to ensure it works with you and not against you!

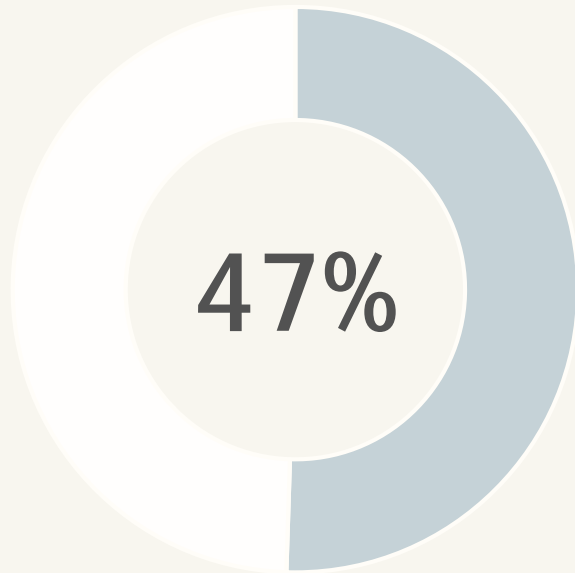
- Personalize Your Site!
 - Template is great, but add the "wow" with your own personal touch
- Keep your business information up to date
 - Store hours
 - Phone number
 - Address
 - Delivery Information
- Update promotions and specials, constantly!
 - Add a pop-up to drive traffic to special pages
 - Holidays – ordering deadlines and specials

Don't forget! Link to your social media pages from your site, add your website to your social media pages, and update your Google My Business listing with your website!





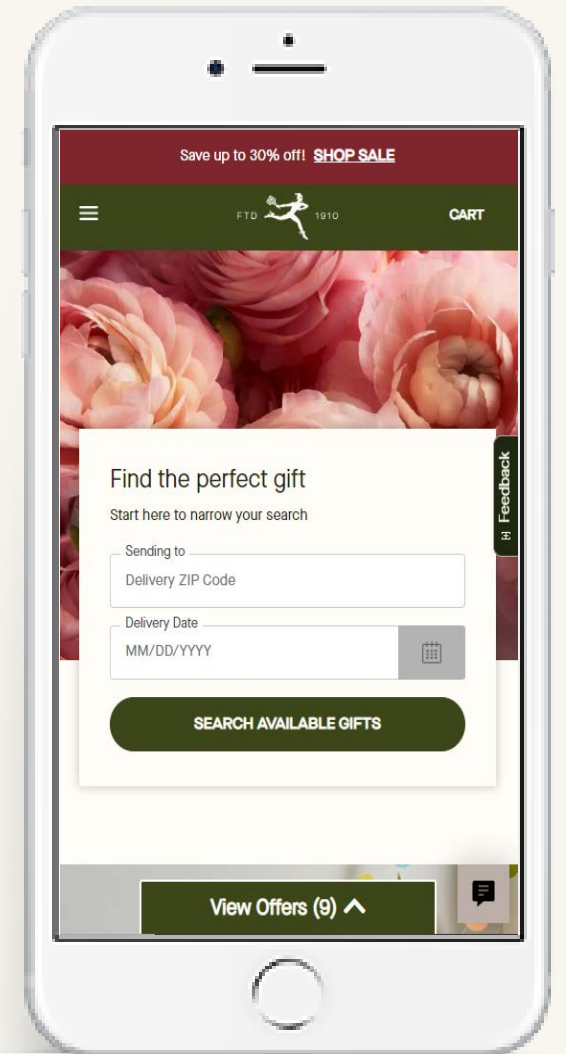
Almost half of your clients are using their smartphone to make a purchase... is your website mobile friendly?



47% of floral shoppers will use their smart phone to **search for and purchase from retailers**

Mobile friendly websites are easier than you think & will boost your SEO!

- Check mobile responsiveness on a real mobile device
- Run every user scenario (search, product pages, add to cart, payment) in mobile to check for effortless experience and effective links
 - IOS & Android
- Keep mobile in mind while updating your site
 - Consider space restrictions, font & screen size, scroll depth, and thumb placement



THE ORDERING PROCESS

If you do not accept online ordering, make the transition from online to offline seamless.

- Include a "click to call" button on all pages
- Do not include calls to action for clicks
- Make it clear on each listing to call to order
- Add a tap to map feature to your contact us page for easy navigation



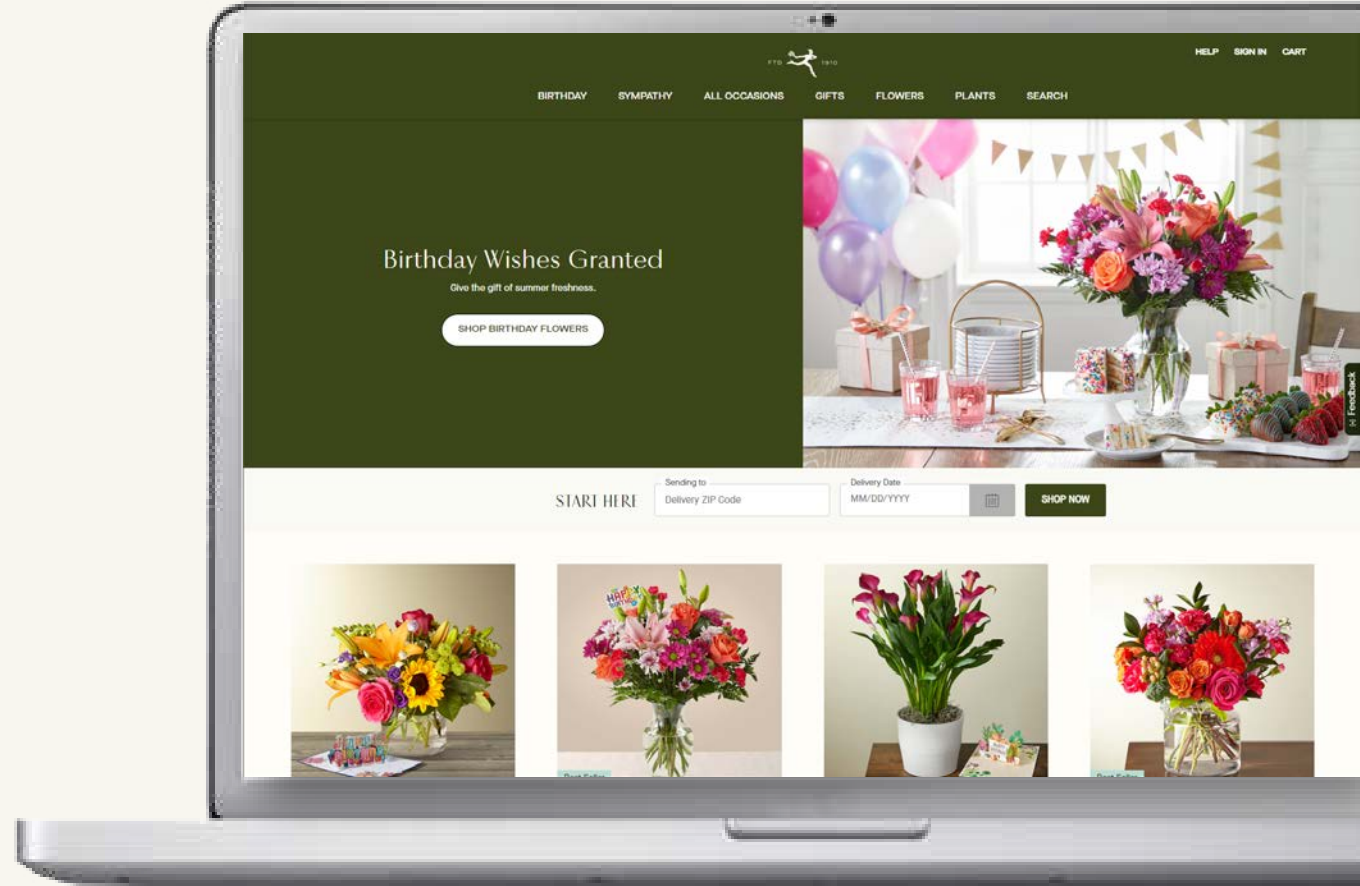
78%

of local-mobile searches result in offline purchases.

WEBSITE STRATEGY FOR LONG-TERM GROWTH

Steps:

- Optimize your website to the way your client's shop, not just the template
- Make the process as simple as possible to avoid client confusion
- Keep your site updated as often as you can. Don't have time?! Delegate!
- Make sure your site is mobile friendly
- If you don't accept online orders, make the transition from your website to offline ordering seamless
- Ask friends and family for feedback!



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