

The Web Savvy Florist

Search Engine Optimization (SEO) Techniques to Boost Web site Traffic to your Online Store

Floral Expo 2008



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The Web, a current snapshot

- 155 Million Web sites
- Increasing at 5 percent per month
- From more than 330 Million living in U.S., 233 Million surf the Web
- 70 Percent of the population

Source: Netcraft January 2008 Web Survey



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Search Engine Statistics

- 300-500 million searches a day
- 90 percent of users tap search in a surfing session
- 81 percent who search for a product or service, find it.



Source: Nielsen/Net Ratings, Jupiter Communications



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SEO Value Proposition

- 10 result listings on the first results page, around 90 percent click to only sites on this first page*
- A handful of traditional florists in any given zip code range, town, small city in the New England area.
- Most common searches: "florist," "flowers" "delivery" and geographic word or phrase.
- Basic optimization will get you in at least this top 10. Better optimization gets you higher on this top 10.

*Source: AOL, google search data



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You Can Do This!

- Mythbuster: SEO is too techie . . . Mercury, Fax, POS was "too techie" at some point.
- Not rocket science, it's business science. Search Engine Optimization (SEO) is now a core business strategy.
- Many SEO tools are FREE. It does take some time but well worth the investment.
- Your store or the competition? Do nothing, get nothing. Do something, perhaps get everything.



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SEO Component: Text and Keywords

- It's all about simple text. HTTP = hyper TEXT transfer protocol.
- Search engines scan and index into their databases all the text within Web sites.
- Search engines compare text from one site to another, as well as how these sites are linked – more on this later – to qualify relevance. Higher the relevance, the higher you get on the search results.



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Search Engine Conundrum

- Enigmas - the constant mystery in search engine optimization.
- Algorithms are and will always be a mystery.
- Key to stay on top of search engine trends and tendencies.



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Keyword Suggestions

- Keywords describe your products and services.
- Keywords describe your business, how you run it and your history. Words you could use to describe how unique you are compared to the competition.
- Delivery areas by city, county and region. Delivery zip codes and telephone area codes.
- Local hospitals, funeral parlors, country clubs, meetings halls, etc.



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Keyword Placement: Title Tag

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<!TM!>
<HEAD>
  <title> Florist Flowers Philadelphia, PA and Flower Delivery</title>

<meta http-equiv="Content-Type" content="text/html; charset=utf-8">

<meta name="description" content="Flowers Philadelphia, Florist Philadelphia Flower Delivery, a flower shop and florist serving Pennsylvania, Abington, Allentown, Collegeville, Harrisburg, Lansdale, Norristown, Pott, and King of Prussia">
```



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The screenshot shows a Google search results page. The search query is "Local Flowers Philadelphia, PA and Flower Delivery". The results are displayed in a grid format. The top result is "Norristown Flowers" with a URL "www.localflowershop.com" and a description "Delivery by a Genuine Local Florist Speak to a Real Flower Shop & Store". Below it is "Conklin's Florist" with a URL "www.conklins.com" and a description "Order online - get free shipping. We deliver anytime, anywhere". A "Did you mean" suggestion is "Local Flowers Norristown, PA, PA". The main result is "Florist Flowers Philadelphia, PA and Flower Delivery" with a URL "www.floristflowers.com" and a description "Flowers Philadelphia, Florist Philadelphia Flower Delivery, a flower shop and florist serving Pennsylvania, Abington, Allentown, Collegeville, Harrisburg, ...". To the right, there are several sponsored links for "Local Flowers Philadelphia, PA and Flower Delivery" with various offers like "Send Flowers Starting at \$19.99" and "Send Flowers from \$19.99".

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Keyword Placement: Headers

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800.800
800.800

The Premier Anaheim, CA Florist Serving All of Anaheim, CA and Orange County

Avante Gardens, a local Anaheim Florist located in sunny California offers the best in unique floral designs, custom floral arrangements and flower delivery since 1988. We offer award winning floral designs for anniversary occasions, weddings and special events. Recognized as one of the best in the industry we promise to provide the highest level of artistry, creativity and design.

A Top Rated Anaheim, CA Florist Avante Gardens

Whether it be a gorgeous bouquet of roses for that special someone, or a spectacular arrangement for a wedding table, your Florist in Anaheim CA has you covered in style. When it has to do special, floral arrangements. Our website features many designs that you simply cannot find anywhere else. Our designs are special because they are our own.

A real Florist actually located in Anaheim, CA - Send Flowers To Anaheim, CA Or More

Who better to be your Anaheim Florist than people who teach others how to be floral designers? The entire staff members at Avante Gardens have won numerous national and international floral design awards from the industry's most respected organizations. Our Florists in Anaheim CA have been featured in such publications as Ladies, Modern Bride, and PaperBride. Members on our staff are recognized as the best in the industry. They have written books, and teach floral design programs around the world including the Southern California School of Floral Design.

Prompt delivery of flowers, floral arrangements, moss, plants and gift baskets to all businesses, residences, hotels, hospitals and funeral homes in Anaheim, CA Anaheim Hills, CA Brea, CA Fullerton, CA Pasadena, CA Torrance, CA CA Irvine, CA Buena Park, CA Garden Grove, CA Stanton, CA Santa Ana, CA Tustin, CA Orange, CA Newport Beach, CA and Costa Mesa, CA with order transfer service available to the U.S. and Worldwide.



Source: <http://www.avantegardens.com>

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Keyword Placement: Meta Tags

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<head>
<title>FTD Florist Portland, Maine (ME), Rosemont Floral, Sending Flowers in
Portland, ME and Your Nationwide Online Florist</title>
<meta name="description" content="FTD Florist Flowers from Rosemont Floral, sending
FTD flowers nationwide. Florist located in Portland, Maine. In addition to Portland,
we serve many neighboring communities, including South Portland Maine, Cape
Elizabeth Maine, Scarborough Maine, Falmouth Maine and Westbrook Maine. We have
daily delivery service to Gorham Maine, Windham Maine, Yarmouth Maine and Freeport
Maine.">
<meta name="city" content="Portland, South Portland, Westbrook, Falmouth,
Cumberland, Yarmouth, Scarborough, Cape Elizabeth, Windham, Gorham">
<meta name="state" content="Maine, ME">
<meta name="zipcode" content="04101, 04102, 04103, 04106, 04105, 04062, 04092,
04038, 04107, 04021, 04090">
```

Source: <http://www.rosemontfloral.com>



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Keyword Placement: Body Text

Elaine's Florist & Gift Baskets

What sets Elaine's apart from the rest?

Why, there's a garden of reason! You've picked a wonderful florist. Texas Florist handling with creativity, energy, and, most of all, a passionate love and understanding of flowers and plants. Elaine's Florist is expertly skilled at producing stunning floral bouquets, plants, and gift baskets. The team works closely with you to create an arrangement that brightens your loved one's day. Every arrangement is as unique as the happy person who enjoys it.



"Crystal Clear" with Amazing Longevity

Your order from Elaine's Florist in Houston, Texas will have an extended life as comparable arrangements because of the extra special care Elaine takes to ensure freshness. Before each bouquet leaves the store, the stems are put into fresh water and the water is treated with a unique "Stem Seal" that not only seals the flowers but fills bacteria in the water. This treatment keeps the water clean and clear, boosting the durability, freshness, and vitality of your bouquet. Enjoy blooming, aromatic flowers longer with Elaine's Florist in Houston, Texas.

The whimsical creations crafted by Elaine's are brilliant, multi-colored delights that capture the spirit of every event, birthday, holiday, or any day. Created from a variety of flowers gathered from across the world, the bouquets and gift baskets designed by Elaine's Florist in Houston, Texas are always fresh and beautiful.



Source: <http://www.elainesflorist.com>

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More Keyword Tips

- Name subpages using keywords such as <http://www.yoursite.com/weddings.html>
- Keywords as a directory <http://www.yoursite.com/weddings/>
- New domain name with keywords such as <http://www.flowersforchicago.com> or <http://www.funeralflowerschicago.com>
- Avoid keywords in graphics.



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Questions?

SEO Component: Reference Links

- Links allow Web sites to refer to each other, building relevance.
- Search engines follow links to score Web sites on relevance.
- Outbound vs. Inbound: More inbound links the better.
- Quality inbound links are critical.

Sources for Inbound Links

- Professional organizations
- AIFD
- State or regional floral association
- Link from Society of American Florists
<http://www.safnow.org>
<http://www.aboutflowers.com>



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Sources for Inbound Links

- Local chamber of commerce
- Visitors or convention bureau
- Allied local businesses - request for a link exchange
- Local news Web sites



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Search Engine “Local” Submissions

- <http://listings.local.yahoo.com>
- <http://www.google.com/local/add>
- <http://city.ask.com>



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Florist Online Directories

- <http://localflowershop.com>
- <http://www.locateaflowershop.com>
- <http://www.ilocalflorist.com>
- <http://www.flowershopnetwork.com>
- Teleflora: <http://findaflorist.com>



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Participate in Social Media

- What is Social Media? Blogs, Myspace and Facebook, Video sharing - Youtube, Photo sharing - Flickr
- Social media builds references to your Web site.
- Boosts positive online reputation, especially among Generation Y, teen-age shoppers.



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Start a Blog

- <http://www.wordpress.com>
- <http://www.blogger.com>
- <http://www.livejournal.com>



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Dive into Social Networking

- Create profiles with
<http://www.myspace.com>
<http://www.facebook.com>
- Load profiles full of your business information and keywords and most importantly, a link to your shop.
- Keep profiles updated! Update it when you update your regular Web site.
- Consider running specials and promotions.



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Video and Photos

- Open accounts at
<http://www.youtube.com>
<http://www.flickr.com>
- Upload videos and photos of event work, designers at work, every arrangement, etc.
- "Tag" everything! Be descriptive and use your shop name, keywords and link back to your shop Web site.



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The screenshot shows a YouTube video player interface. The video title is "Mitchell's Wedding Flowers Photo Slideshow (Part 1)". The video thumbnail shows a wedding reception with a red carpet and floral arrangements. The video player includes a progress bar, volume control, and a "Share" button. Below the video player, there are social media sharing options (Facebook, Twitter, LinkedIn) and a "Rate" section with a star rating and "Views: 2,415". To the right of the video player, there is a "More From: mitchellflowers" section with a link to "Mitchell's Wedding Flowers Photo Slideshow (Part 2)".

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Sunday, March 2, 2008



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Monitor your Web presence

- Google Analytics:
<http://www.google.com/analytics/>
- Google and Yahoo "Alerts"
<http://www.google.com/alerts>
<http://alerts.yahoo.com>
- Technorati "Watchlist"
<http://www.technorati.com>

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Contact Information

- Add me as a professional link!
<http://www.linkedin.com/in/renatosogueco>
- Add me as a friend!
<http://www.facebook.com/>
- e-mail: rsogueco@safnow.org or renato@sogueco.com



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Thank You!

The Society of American Florists (SAF) is the association that provides marketing, government advocacy, industry intelligence and best practices information for all participants in the U.S. floral industry.

Please visit <http://www.safnow.org> for more information.



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