

FIVE WEBSITE MUST-DO'S FOR 2022

> Have you looked at your website lately?

It might have been exactly what you needed a few years ago, but for it to continue to be successful, competitive and relevant, you should always be aware of how your website is performing. For example, is your website responsive? Is it easy to navigate? Are your offerings resulting in higher sales and conversion rates?

Without a doubt, your website is the key to the growth of your business. It is how consumers find you, see what you have to offer, and then decide if they will place an order. If they choose to order from you, they need to have a good customer experience without any barriers to completion. In other words, a few clicks of the mouse and the purchase is complete! Let's look at the top five things you can do for better results online.

1. Be sure to have a Google icon on your website that leads to the review page of Google My Business (GMB). GMB is the key to help customers find you. It allows you to tell them your story and shows hours of operation and delivery area. And perhaps most importantly, the review section helps customers learn to trust you enough to do business with you. Be sure to ask customers for reviews. You can do this verbally, via

text message with a link or by adding the link to a confirmation email.

2. First impressions are everything. You have 10 to 20 seconds (at the most!) to grab a potential customer's attention. Your homepage shows your potential customer the quality and credibility of your business. That's huge! A consumer needs to be able to quickly and clearly see what you're selling. Offering a range of design styles, colors and prices that reflect your shop on your homepage is imperative to entice the customer to buy. Would you buy from your shop?

The number of customers buying flowers online will only continue to grow. These five important priorities are a good start and will help your online presence.

3. Show 'em you're local! Customers want to support local businesses. When a customer visits your website, can they tell it's a local establishment? Adding a banner with a picture of your shop or your staff is an easy way to accomplish this.

4. Limit your inventory. Too many choices can overwhelm the customer to the point of leaving your website without making a purchase. Plus, it is

difficult to fill orders when you have many types and colors of flowers. Take time to organize your website choices in a way that balances the offerings to your customers and at the same time, simplifies filling the order.

5. Price for profit. I have this as No. 5, but it really should be No. 1. If you make adjustments to entice more customers to buy from your website and your prices aren't correct, you could be giving away your flowers. Look at the designs on your website and take time to price them according to your price structure so you will make a profit.

I challenge you to sit back and take a look at your website with a critical eye. It can be hard to do. It might be best to ask a friend or two whom you trust, especially friends who shop online a lot. Would they purchase from your website, or do they like one of your competitors' websites better? What suggestions do they have to make it more desirable?

The number of customers buying flowers online will only continue to grow. These five important priorities are a good start and will help your online presence. It's all about consistency. When you finish, set a reminder on your calendar to revisit your website every month to be sure you're doing all you can to set yourself up for success. 🌸

Vonda LaFever, AIFD, PFCI, is the founder and CEO of Flower Clique, a solution for the professional florist that encompasses website management, e-commerce solutions, marketing, education and business consultancy.



SHUTTERSTOCK/FIZKES