

# Website Tips For Florists:

a downloadable pdf by Alison Ellis

Hello Floralpreneur! Welcome to "Website Tips For Florists".  
This pdf includes 6 Quick Fixes plus 3 More Tips to build a better website.

The most important thing I've done for my floral design business is work towards **creating a website that reflects the values of my brand and speaks directly to the heart of my ideal clients.**

You don't need to be a branding expert to have a good brand, but you do need to dig deep and do some hard work to understand what it means to have a good brand and develop your brand-ing to work for your unique business goals.

I began my career in the floral industry over 23 years ago, and for the past 15 years as a business owner I've practiced and developed the voice of my brand in order to lead with integrity and attract my ideal clients.

I'm not a traditional "branding expert", but I have studied and practiced (and practiced) my own approach to branding since I started my business in 2001. It's said to take 10,000 hours of "deliberate practice" to achieve mastery in a field. I've easily exceeded that quota as I've worked on mastering my brand.

I am passionate about [the art of good business.](#)

Building a better website takes practice....and some trial and error.  
Don't get discouraged if something isn't perfect. Done is better than perfect.

When focusing your attention on building a better brand and a better website you must expand yourself through deliberate practice.

I hope you'll enjoy my tips and take some action to make a your website even better today!

Pro Tip: We send signals to our customers about who we are, about who we think they are, as well as how we expect to be treated. The more intention we place on each and every thing we do, the closer we get to our truest versions of ourselves.

## Which comes first, a better website or better clients?

(Well, that's not easy to answer, but a great website certainly can't hurt!)

When you scroll through your website, answer the following questions:

"Does my website..."

- Lead my client through the pages I most want them to see?
- Explain the booking/ordering process?
- Represent my brand in its best light? (Is my website as professional as I am?)
- Help me prescreen clients for style and budget?
- Fully express what I do and what I sell? (You must be willing to sell on your site!)

If you didn't reply with a resounding *yes to all of the above*, it's not too late.

You can do the work to build a better website!

A website is always a work in progress. And it isn't just about looking pretty. Your website has to function as a tool that attracts and serves your ideal clients.

I'm sharing a major behind-the-scenes look at what I've learned about **building a better website** in my live online course, [The Art Of Good Business](#).

I designed the course just for floralpreneurs from the bottom of my heart and if you want to improve your website engagement and hone the voice of your brand I hope you'll join me in my course.

**Enrollment is open NOW.** Registration closes Saturday, Sept. 30th at 7pm (EDT).

Up Next: 6 Quick Fixes For Your Website...

## 6 Quick Fixes For Your Website

- Reduce number of Tabs to 5-6 (use dropdown menus to relocate some of your existing tabs).
- Update the photo on your About page (your ideal clients want to see your face). This is one step towards building your “know, like and trust factor”.
- Add a Call to Action (CTA) to the bottom of your About Page. (Don’t let people bounce out here. Tell them where to go next with a link.)
- Spell out your e-mail address (yourname@yourwebsite) on your Contact Page. (Let your customers contact you easily without going through your online form.)
- Reduce number of required fields on your contact form. (Name & Email are a must; don’t require more than 2-3 fields on your contact form.)
- Blog! Add categories and tags to each post. (This is how Google finds you. You have to tell the Google “what it is you do”, so your ideal clients find you.)

Take Action: Pick 1-3 quick fixes you can apply to your website in the next 7 days.

Up Next: 3 More Tips to Take Your Website Even Further...

## 3 More Tips to Take Your Website Even Further

- ❑ Create an opt-in form and start an e-mail list to stay in touch with clients. (This can take time to develop, but it is particularly useful if you own a flower shop or flower farm. If you offer workshops, weekly deliveries and holiday orders you can build a list of interested clients who want to buy from you.)
  
- ❑ Update your portfolio. If you've designed new work in the past 6-12 months (that you've shared on Instagram, but haven't posted on your website), it's time to get it on your website.  
**Bonus points:** Take down images that don't reflect your best work!
  
- ❑ Add video of yourself to your About page! **Build your "know-like-trust" factor so your ideal clients can find you.**

Take Action: Pick 1 more tip to take your site even further over the next 4-6 weeks.

Up Next: Check out my real-life critique of real florist's website...

## A Real Life Website Review

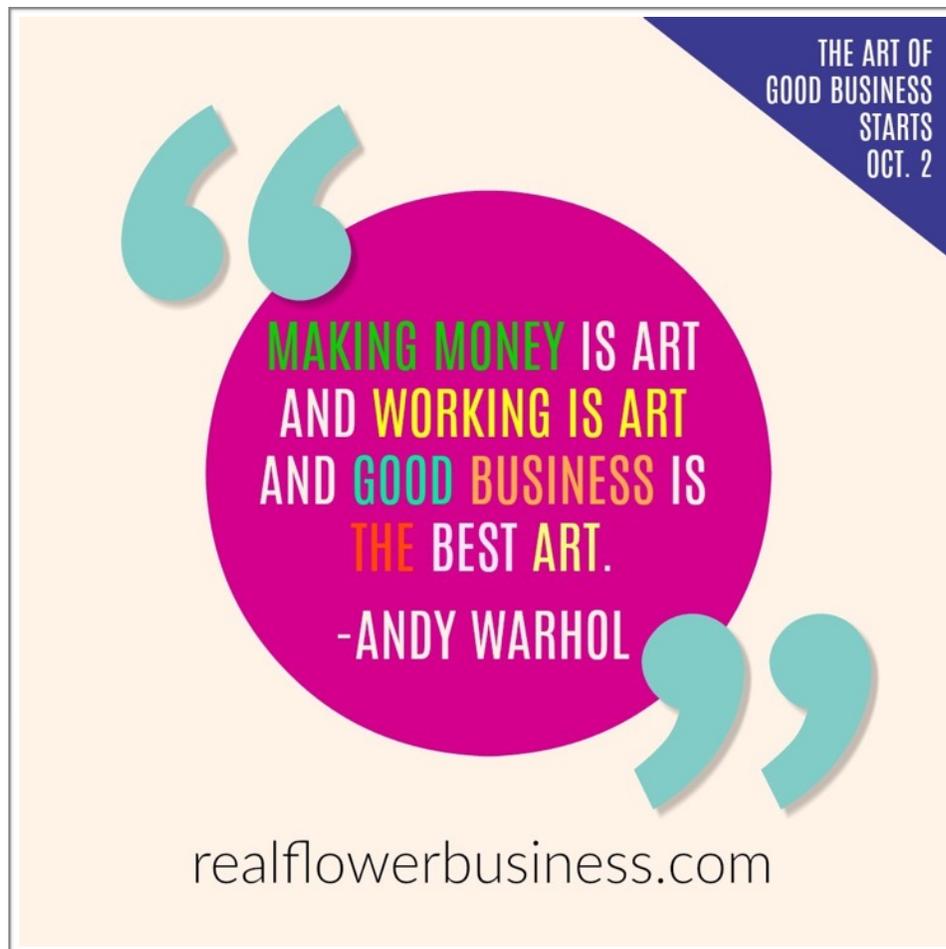
[Click to watch my video Review Of Maria's Website.](#)

I take you through a real-life review of a real-life florist's website. I share some tips for Maria in this video that you can apply to your own website as well.

I hope you'll take some time to watch and I hope you'll find tips you can apply today!

View on Vimeo here:

<https://vimeo.com/user44742330/buildabetterwebsite>



Up Next: More from Alison...

## **Branding is a journey. (we can take this journey together in The Art Of Good Business...)**

I took my first “big leap” by purchasing an online course about stepping up to proudly serve as the face (or more accurately, the heart and soul) of my business. I was on fire with new energy, inspiration, and ideas as I worked my way through the worksheets and solo-brainstorming sessions in that course. The videos in that course brought a closer understanding of what it means to really “show yourself” to your customers. There was no going back once I understood what it looked like, and more specifically, what it **felt like**, to interact with my customers in an authentic way. I was hooked on that feeling.

I’ve studied and practiced what it means to find ideal clients and hone the voice of my brand. I offer online business courses for florists and now lead 1:1 strategy sessions where I coach floralpreneurs who want to get to the root of their passion so they can better represent their brand, connect with their ideal clients, and build a business that lasts.

I still make time for as many free business webinars as I can. Whether the topic is Facebook Ads or building an e-mail list, or a new floral technique... **I seek out any knowledge that might push me closer to my goals.**

I regularly attend conferences lead by other industry professionals with integrity brands that help inspire me to **build my business even better.**

**Every year is a learning year in business.** I know I am always learning, striving for improvement and moving closer and closer to my very best version of me. A florist’s job would be a lot easier if all we had to do was design and deliver beautiful flowers, but there is so much more that goes into running a successful design company.

It doesn't matter if you've been in business for 3 years, 3 minutes or 3 decades... **there's nothing that defines your brand more than the experience you create for your customers.**

**We cannot forget about the love of the client.**

Establishing trust with our clients as we lead them through our customer service experience is crucial to our client’s peace of mind as well as our brand.

I evaluate and reevaluate the course of my business/my brand on a yearly basis and ask myself: do I need to modify my marketing efforts; should I update my website copy (again); am I still reaching my ideal clients?

I implement changes. Constantly.

I share my point of view. Authentically.

I move through the fear of someone judging or rejecting me/my "stuff". Daily.

I know it's not easy to "put yourself out there" which is why it's essential to take a long, honest look at your business, your brand, and your client goals so you can rock the unique strengths that only you possess.

**The Art Of Good Business is [open for enrollment now](#).**

Thanks for checking out my free Website Tips For Florists. If you're ready to take your brand and your website even further, take the leap today.

**Class begins Monday, October 2nd!**

[Click here](#) to join me.

**With love from me to you,**

*Alison Ellis*

**Warning: Deliberate learning and practice will be required.**

You will be forced to allow yourself to possibly make a mistake or misstep.

The sooner we can accept that "it" (our business, our decisions, our efforts) sometimes *cannot be perfect*, the sooner we can create the room to bloom and grow....because *nothing's ever perfect*. **Progress over perfection.**

**Start before you're ready.**

Don't hesitate to be in touch if you're not sure if my course is right for you.

Shoot me an e-mail anytime: [floralartvt@gmail.com](mailto:floralartvt@gmail.com)

**Registration Closes Sept. 30 @ 7:00pm ET**

**Up Next: See the full course schedule.**

## Course Schedule

### **Week 1, Oct. 2nd: Own Your Brand & Find Customers That Love You.**

- What Is Your Brand?
- Find Clients That Love You.
- Own Your Uniqueness.
- Who Are Your Ideal Clients?

Facebook Office Hours: TBA

### **Week 2, Oct. 9th: Websites That Sell & Attract Ideal Customers.**

- Website Must-Have's & Tips To Convert Sales.
- Talking To Ideal Clients.

Facebook Office Hours: TBA

### **Week 3, Oct. 16th: Choreograph Your Customer Service.**

- Creating An Ideal Customer Service Experience.
- Setting Boundaries & Breaking Barriers.
- Prequalifying Customers.
- Presenting Budgets & Bills.

Facebook Office Hours: TBA

### **Week 4, Oct. 23rd: Eliminate The Competition & Implementation Week.**

- How To Eliminate Competition.
- Follow-through & Decision Making.

Facebook Office Hours: TBA

### **Week 5, Oct. 30th: Bonus Lessons, Office Hours & Implementation.**

This final week will include bonus office hours, bonus lessons and also give you an extra week to "catch up" AND most importantly, implement changes!

Facebook Office Hours: TBA

## Is The Art Of Good Business right for you?

- Do you want to find more clients who love you?
- Do you want to stop attracting clients who aren't a good fit and pre-qualify clients before you invest too much time?
- Do you want to have more control and freedom in your biz?
- Do you want to update your website & refresh your brand?
- Do you want to build a long-lasting brand?
- Have you been in business for 3 years or more and you're not quite sure how to make moves to get to the next level?

If you answered "yes" to any of these questions, then my course, is made for you. (And if you answered "yes" to more than 1 question, it's time to invest in your business and join me today!)

Click for real floralpreneur testimonials: <https://vimeo.com/229488601>

And if you're still not sure if this course is right for you, drop me a line any time. I'm happy to answer your questions and we can even hop on the phone for a quick chat. Contact me: [floralartvt@gmail.com](mailto:floralartvt@gmail.com)

xo. -A

P.S. You can head back over to my website for more free stuff here: [realflowerbusiness.com](http://realflowerbusiness.com)

## About the Author



photo: Ashley Largesse

Hi. I'm Alison Ellis.

I'm on a mission to help florists make more money, book better gigs and type fewer e-mails.

I've been in the floral industry for over 23 years and started my own business, [Floral Artistry](#), in 2001.

I have a degree in Plant & Soil Science from The University of Vermont as well as a minor in small business.

I create free training and online courses to empower floralpreneurs to achieve their business goals and keep doing beautiful work. I share heartfelt advice from my personal experience with professional florists around the world.

I'm the author of [FLOWER MATH](#), *The Florist's Guide To Pricing And Profitability*, [E-mail Templates for Florists](#), [Contracts For Florists](#), [How To Write Proposals That Sell And Book More Weddings More Quickly](#), [Wedding Workflow](#) and [The Art of Good Business: a digital experience with Alison Ellis](#), as well as 3 FREE courses, and [FLOWER BOSS](#), *A Free Training Course For Florists*, [Pricing Mistakes Florists Make](#), *A 4-part video series*, & [FLOWER BOSS 2](#), *On Industry Standard Markups*.

I'm a regular contributor to Flirty Fleurs ([flirtyfleurs.com](#)) and a member of the Chapel Designers.

Find my blog at [realflowerbusiness.com](#).

To ask me a question or drop me a line e-mail: [info@floralartvt.com](mailto:info@floralartvt.com)