

10 EASY WEBSITE FIXES

WITH ALISON ELLIS

realflowerbusiness.com

DO YOU HAVE A WEBSITE?

Do your customers <u>LOVE</u> your website?



THE MOST IMPORTANT THING TO KNOW…

The only part of your online presence that you actually own is your website!

(AND your e-mail list if you have one!)

You do not "own" your Instagram, TikTok or FB pages.

Instead of "renting customers" from social media, work on an intentional marketing & brand strategy for your website.

You might think:

“I’m posting on Instagram and I get some engagement, so that’s working for now, right?”

BUT you don’t have access to your customers outside of the Instagram, Facebook or TikTok platforms.

What if your account is hacked?

Or the algorithm changes (again)?

How will your ideal customers find you?

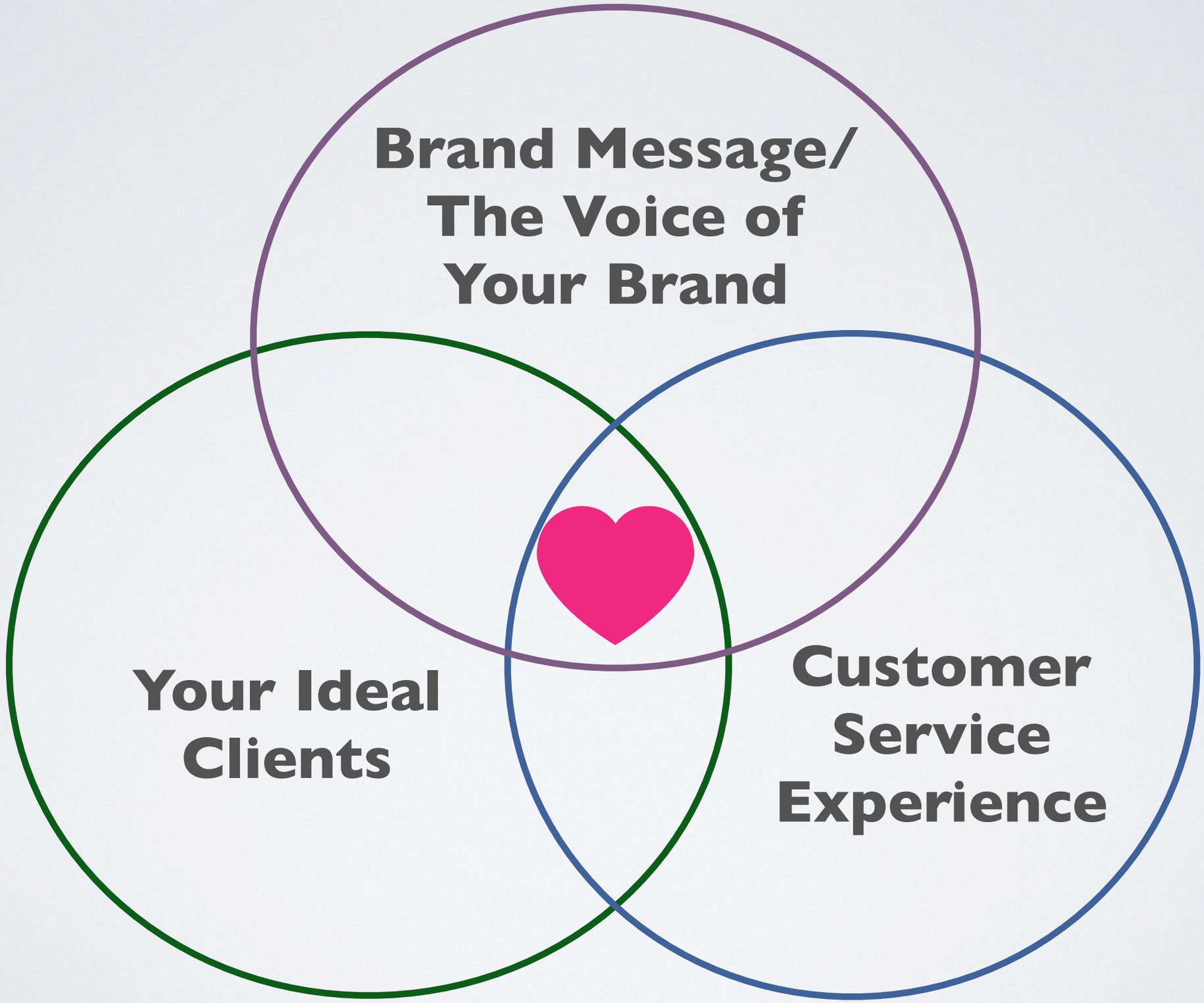
YOU DON'T NEED TO BE A BRANDING EXPERT TO HAVE A GOOD BRAND...

But your marketing efforts need to establish brand authority and build trust with customers so you become the clear choice!

This is part of premium brand position.



PREMIUM BRAND POSITION



Integrity brands attract clients, lead them through the customer service experience and then, deliver what they promise.

(And your website is THE PERFECT PLACE to begin to establish this trust!)

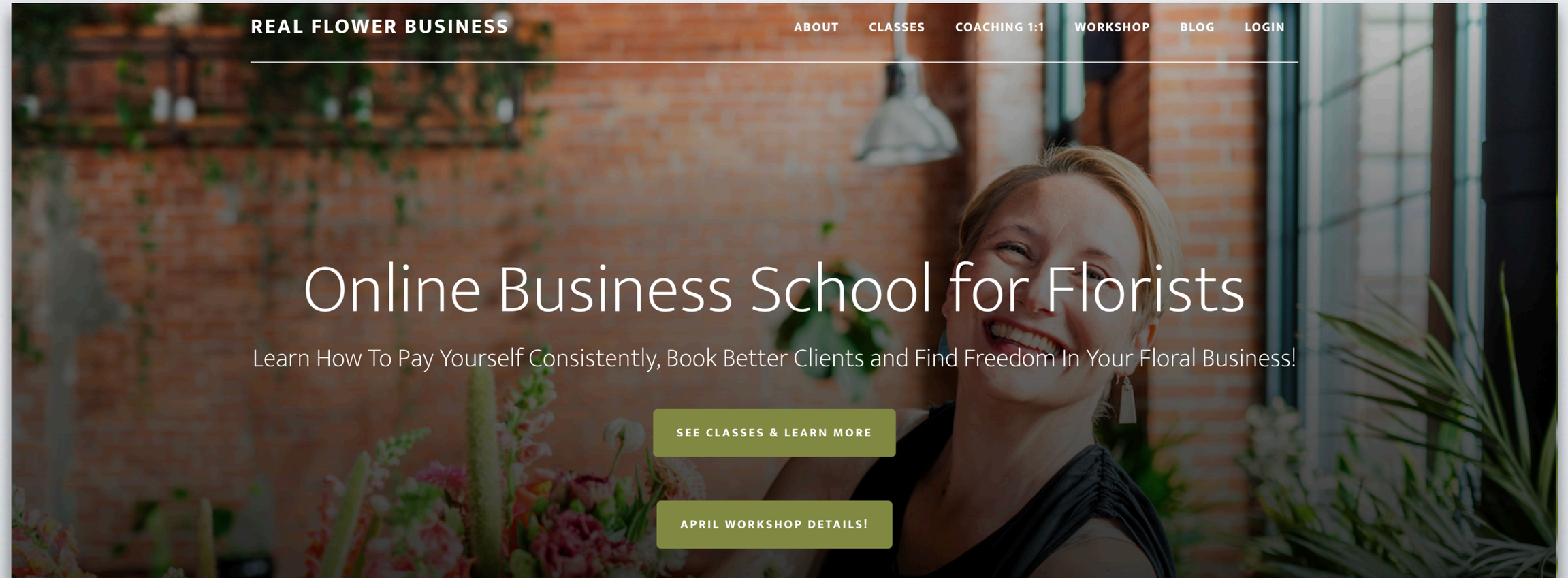


WHICH COMES FIRST, BETTER CLIENTS OR A BETTER BRAND?

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

Here's why it matters:

- **Your website is your online storefront!**
- **You get 1-3 seconds once someone lands on your homepage—How do you lead clients where you want them to go? (i.e. your contact page or buy page!)**



GOOD BRANDS ARE BUILT, NOT BORN.

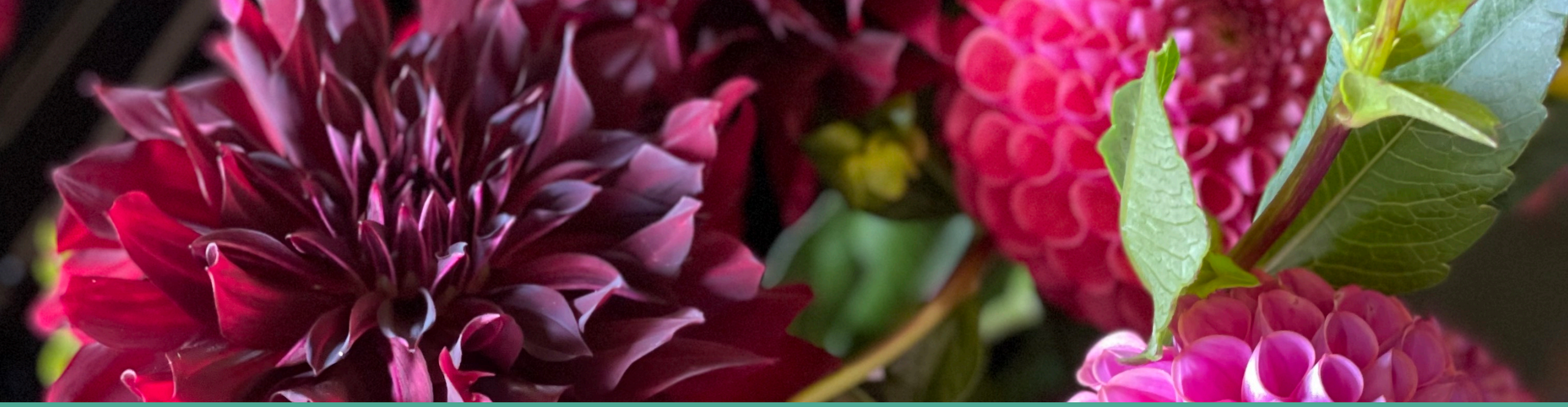
You are the architect of your "know, like & trust" factor.



HOW DO YOU BUILD YOUR KNOW, LIKE & TRUST FACTOR?

IT STARTS WITH A GOOD FIRST IMPRESSION.

(Again, this often happens on your website.)



7 WEBSITE FIXES

+ 3 BONUS TIPS...





TIP 1

Reduce Tabs On Your Website

REDUCE CHOICES.

KEEP TABS ON HOMEPAGE

TO 5 OR LESS

(Pro Tip: Use dropdown menus to relocate some of your existing tabs.)

Get Well Anniversary Birthday

Thank You New Baby Just Because

Plants & Gifts Roses Prom Corporate

Occasions Sympathy Weddings Holidays

How many choices do they <u>really</u> need?

Order Flowers

About Us

Sympathy

Weddings

Holidays

What action should they take right away?



TIP 2

Update About Page

1. **Add a photo of you and your team to your About page.**

(Your ideal clients want to see real people.)

This is a step towards building your "know, like and trust factor".

#2. **Update any dated material in your bio.**

(We've been in business for 5 years, when it's actually been 9.)

Add new accomplishments, achievements or accolades!

Keep it current and <u>relevant</u> to your customers.


TIP 3
Add Testimonials

Social Proof is more believable than anything you can say about your own business.

Share testimonials on your website!

Pepper them throughout the sales pages.

Screenshot them, copy & paste, just get ‘em up there.

Alison Ellis I attended some live chats and purchased your Flower Math program when I first really started pursuing to make this dream come true and I soaked up everything I could! It has helped me in soooo many ways and I still go back and look at different parts as a refresh. Thank you for being willing to share your expertise and all the encouragement! It helped me turn a lifelong dream into a reality. 💐

Stay tuned for updates, behind-the-scenes peeks, and details about our upcoming grand opening on Saturday, March 28th! I can’t wait to share this new chapter with all of you!

— Lacey 🌻
Owner
Blooming Visions Florist


TIP 4
Contact Form Tune Up

THE INQUIRY FORM ON YOUR WEBSITE IS A FUNNEL.

MAKE IT EASY TO REACH OUT TO GATHER INFORMATION & BUY.

BUILD A BRIDGE, NOT A WALL.

- **INVITE A CONVERSATION**
- **MAKE IT EASY TO GET IN TOUCH**
- **CREATE A PATH OF LEAST RESISTANCE**
- **ELIMINATE CONFUSION**



Be Easy To Reach!

Reduce number of *required fields* on your contact form.

(Name & Email are a must, but don't *require* more than 2-3 fields on your contact form.)

Spell out your e-mail address

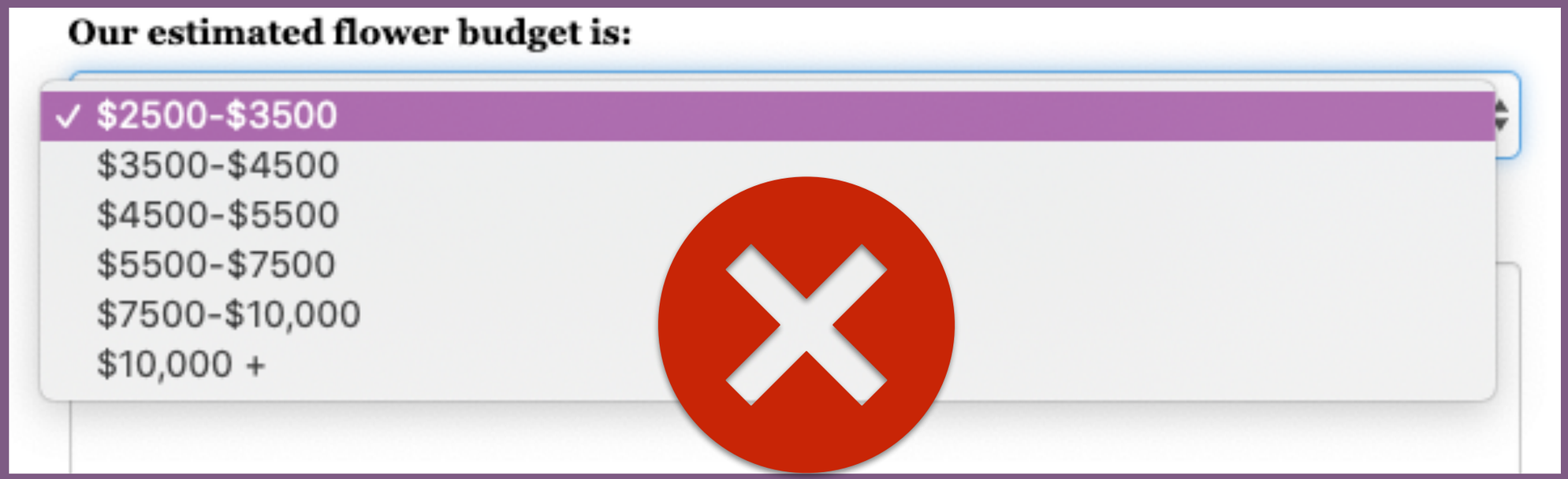
(yourcontact@yourwebsite)
on the Contact Page.

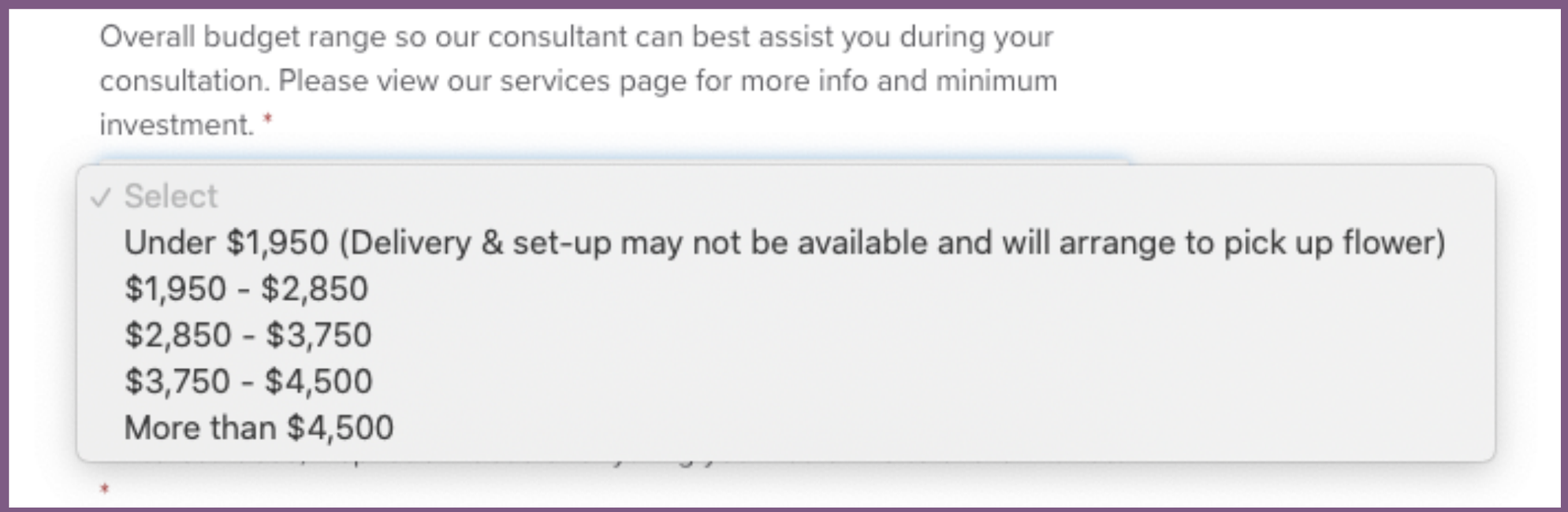
(Allow customers to contact you easily
without going through your online form.)

MOST COMMON CONTACT FORM MISTAKES…

- **Too many *required* fields.**
- **Too rigid.**
- **Too sparse.**
- **Too many checkboxes.**
- **Too impersonal.**

FORCED INTO A BOX...





#1 REASON YOU'RE SENDING QUOTES TO CLIENTS WHO CAN'T AFFORD YOU:

Failure to pre-qualify.



TIP 5

Blog To Share Your Voice

Your website is the only part of your online presence that you own!

Instagram, Facebook, TikTok do not belong to you.

(They do not love you.)

Your business/brand needs an online voice

outside of the social media platforms that are "currently trending".

Blog to share your voice AND gain SEO!

- Add categories and tags to each post
- Label photos with title and description
- This is how Google & Pinterest find you

You have to tell Google "what it is you do", where you're located and who you serve so your customers can find you.



PRO TIP:

The time spent posting on social media is equal to the amount of energy it takes to blog.

Repurpose social media content on your blog and vice versa!





TIP 6

Add an Opt-In Form

Start an e-mail list to stay in touch with your most interested clients.

Your customer list is more valuable than the # of followers or fans on social media;

they signed up to receive information from your company!

They're your most interested leads!

This might be:

- **A pop-up window with a coupon offer**
- **A freebie to get tips or advice**
- **A plain old invitation to get on our newsletter notification list**

Why will customers give you their email?

PRO TIP:

An opt-in form can take a few hours to set up, but it is <u>particularly useful</u> if you sell:

<u>Workshops, Weekly Orders, Holiday Orders</u> because you can build a list of interested clients who want to buy (and pre-buy) from you—<u>over and over again!</u>

WHAT HAPPENS AFTER A CUSTOMER ENTERS THEIR EMAIL?

You deliver what you promised.

Set Up Email, Freebie & Welcome Messages:

- **Customer enters their email to get added to your list.**
- **Your company sends an automatic email to deliver what you promised.**
- **Follow up with emails to inform them of what you are offering so they can buy.**
- **Make it easy to opt-out.**


TIP 7
Add Video

Video is a powerful tool!

Helps develop your "know-like-trust" factor in a way that few marketing tools can—so your ideal clients can find you.





CLOSING THE SALE IS EASIER WITH TRUST.

Show up with intention to make it <u>easier</u>
for customers to <u>find</u> you & <u>buy</u> from you!

3 MORE BONUS TIPS:

1. **Add a <u>Call To Action</u> (CTA button to "click here") to every page on your website.**

2. **Check that social media icons <u>open in a new tab</u> and are properly linked.**

3. **<u>Update online portfolio & shop</u> to showcase your BEST work and <u>delete old stuff</u> you don't want to make again!**



YOUR BRAND IS WHAT YOUR CUSTOMERS EXPERIENCE.

(IT'S WHAT YOUR CLIENTS SAY ABOUT YOU.)

Integrity brands establish trust with ideal clients, lead them through the customer service experience and then, deliver what they promise.

(And your website is THE PERFECT PLACE to begin to establish this trust!)



RECAP OF 7 WEBSITE FIXES + 3 BONUS TIPS:

1. **Reduce Tabs**
2. **Update About**
3. **Add Testimonials**
4. **Contact Form Tune Up**
5. **Blog for SEO**
6. **Add Opt-In Form**
7. **Make a Video**
8. **Include CTAs**
9. **Double Check Social Icons**
10. **Update Portfolio**



PICK AT LEAST 1-3 TIPS TO WORK ON THIS WEEK!

learn.realflowerbusiness.com/march