



## TIME TO SPRING CLEAN YOUR WEBSITE

The daffodils are budding, the birds are tweeting and customers are ready for some beautiful blooms in their life. Now is the perfect time to give your website a spring clean and really think about the customer experience on your site.

Refreshing your website for 2017 doesn't have to cost a fortune, just a cup of tea and some of your precious time. Professional web developers like floristPro offer their customers complimentary advice and guidance on how to keep websites fresh and customer friendly, so here are some of our key tips.



**floristPro**  
WEBSITES JUST FOR FLORISTS

Introducing Cara Cousins who is floristPro's Marketing Manager. Passionate about all things floral and websites, she is the girl putting the magic into marketing and social media to keep you up-to-date from floristPro HQ.

floristPro are the UK's leading web design company, specialising in websites just for florists. Coming from a background of floristry and IT, Tim and the team are passionate about helping florists bloom their online business. With a friendly team who offer on-going support, floristPro are the future for growing online.

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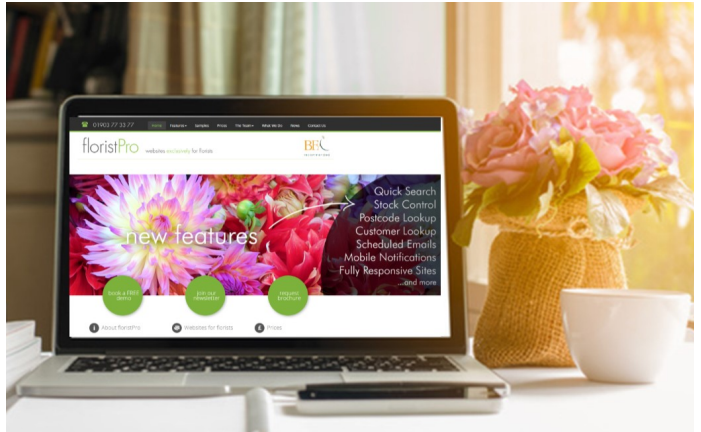
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## HONE THE HOMEPAGE

This will be the customer's first impression of your website, so it is most important to keep it in tip top condition—this is essentially the window into your shop, so look after it.

It can be really quick to give your homepage a new feel by a few simple updates. Change your homepage banner and best buys products regularly to match the season or holiday. Ensure once the date has passed you change the banner/best buys to reflect this— it doesn't look professional if you still have Christmas advertised in mid March.

The floristPro team are always on hand to give our customers advice—from changing a banners, photo loading or help setting up a new promotional offer. All included in the monthly subscription, so you can rest assured you have support behind you very step of the way.



## THINK ABOUT THE CUSTOMER JOURNEY

Try and look at your website like it was the first from a customers perspective. Is it easy to understand who you are and what you are selling? Is it easy to navigate round using the menu and find what you are looking for? Are there call to action (CTA) prompts such as 'order now' or 'call us to book an appointment' ? Is the ordering process clear and simple?

It can be really useful to look around other retailers websites (not just floristry ones) to see as a visitor what you like and don't like about them. This can help give you some ideas of how you want your customers' journey to be on your website.

Remember customers need a website to be easy to use otherwise they will give up and find another one to order on!

## CHECK THE CONTENT

A basic but vital thing to check—are your contact details, telephone number and email all correct on your site? Customers will get frustrated if they can't easily get in touch and can lead to lost sales.

Also worth spending a minute checking your hyperlinks to social media and external links you have on your website—do they take the customer to the correct page? A 404 error page is a BIG no-no for customer experience!



## COLOUR RIGHT

Is it time for a colour change? It is amazing what a difference a new lick of paint can do. As your website is the online window into your business, it is essential it is enjoyable for customers to visit. Ensure your background and text colours contrast well so are easy to read, whilst complimenting the range of images you will have. Trends for websites change like fashion, but the key is ensuring your colours reflect your business brand and personality.

floristPro offer all there customers advice on website design, fresh ideas and complimentary redesigns. With 9 years experience creating websites just for florists, the friendly team know what makes a website stand out and easy to use for customers.

## CLEAR OUT TIME

Like when you clear out your wardrobe, be ruthless. Get rid of any poor performing products, duplicates, blurry images or really dated designs. Think quality over quantity , customers don't want to be searching through pages and pages of products.

Upload some of your lovely new images of your latest designs to keep content fresh. With smart phones now it is quick and easy to take good shots, edit, and upload straight from your phone.

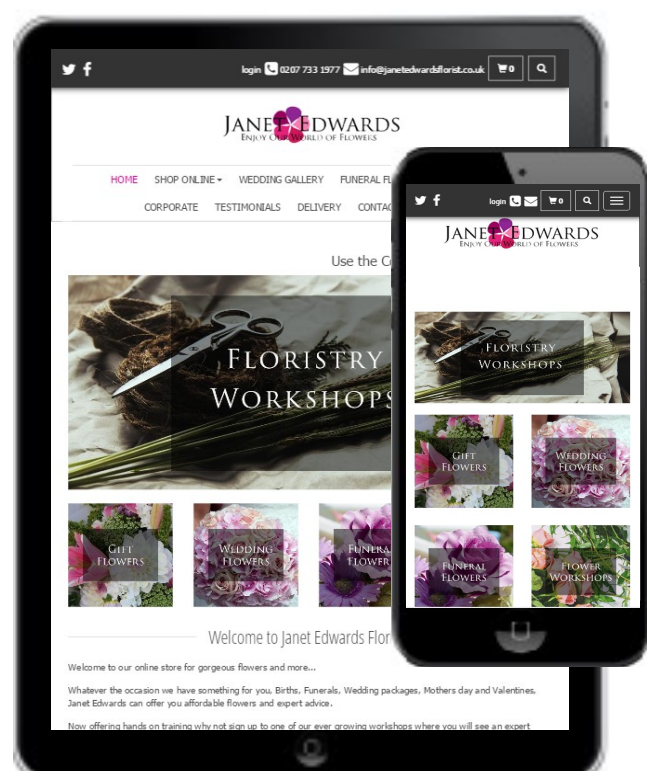
Research has shown consumers spend 20 seconds on a website before deciding if they want to continue shopping, so make those first 20 seconds easy and concise —the customer should get a clear picture of the type of business you are and what you have to offer them.

## MOBILE RESPONSIVE SITES

2016 saw for the first time customers using mobile ordering over PC and this is set to continue to grow in 2017!

So It is essential now more than ever to have a mobile responsive website—this means that whatever device (iPad, phone, tablet) the customer is using, the website displays correctly on the screen.

floristPro websites are all designed to be mobile responsive at no extra cost, as we understand this is essential to offer the best shopping experience for your customers.



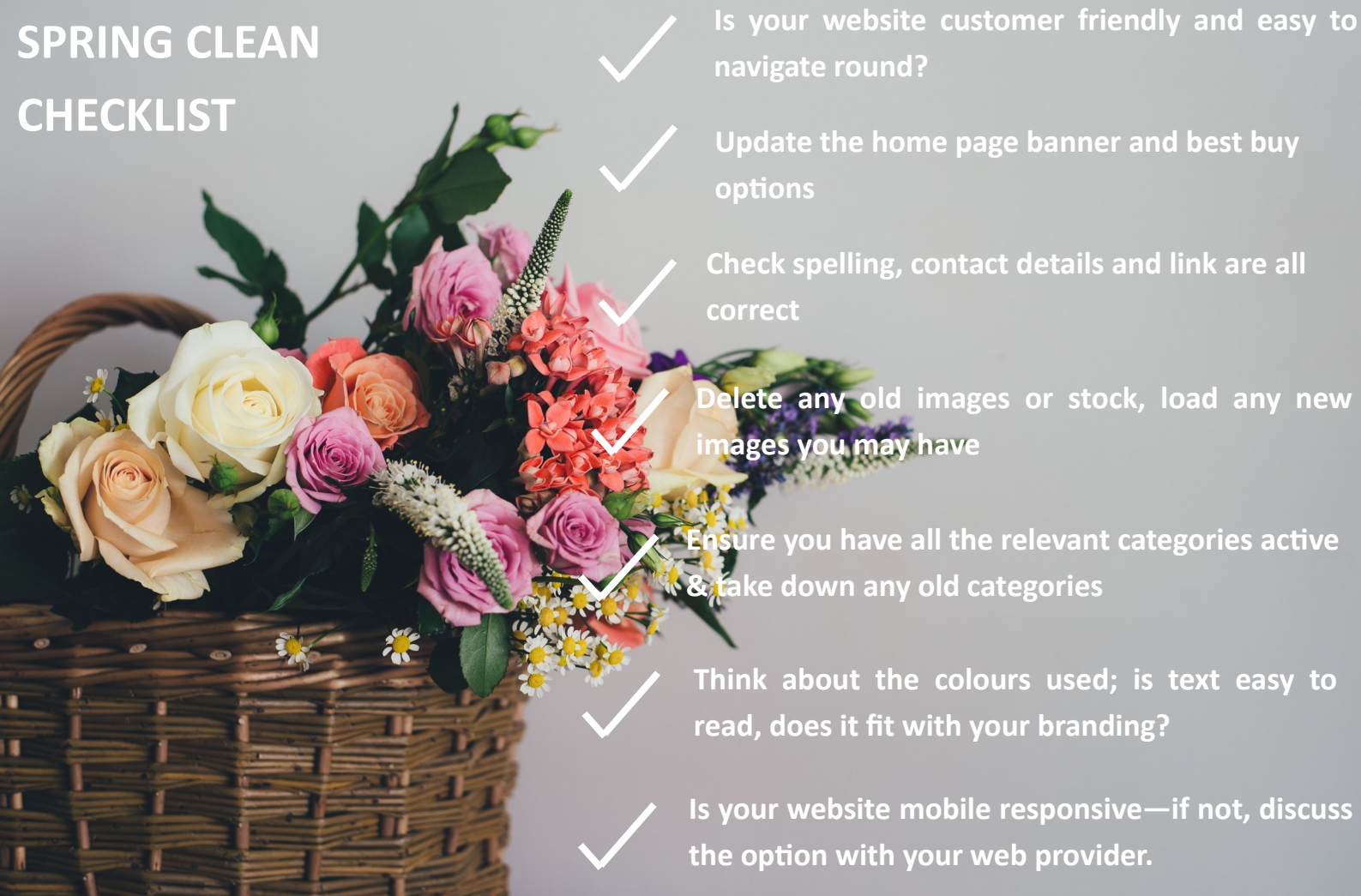


So get your computer fired up and your creativity caps on for a proper dust off for 2017! Although this may feel like an extra chore to do in your busy business day, it will pay off.

Through out the year, especially in the lead up to and after peak calendar dates , you can do mini maintenance checks on your website. The key points are making sure all the information is correct, categories up to date and home page is relevant to time of year.

Below is a helpful Spring Clean Checklist, so you can begin working on your site!

## SPRING CLEAN CHECKLIST



Is your website customer friendly and easy to navigate round?



Update the home page banner and best buy options



Check spelling, contact details and link are all correct



Delete any old images or stock, load any new images you may have



Ensure you have all the relevant categories active & take down any old categories



Think about the colours used; is text easy to read, does it fit with your branding?



Is your website mobile responsive—if not, discuss the option with your web provider.