

WEBSITE - GET TO WORK:

1) MOBILE-FRIENDLY:

If your website is not mobile, see if your current hosting site can develop this for you, if not, consider who or where to host your new site.

2) OVERALL LOOK OF YOUR WEBSITE:

We have noticed that many websites are hosted by sites like Florist Window or FloristPro. If you want to refresh your site, get in touch with them about choosing a new layout for you that will give you better options to display your business. Most businesses need a refresher every 2 years at least, so it's probably time that you look into this and see what layout will suit you better, and what additional options they have added to their packages since there are always new tools being developed all the time. Book a meeting, call or email them with your requirements ASAP and see what they can do for you, or look at all their templates and choose a new one that works for you. This will also save you time and money!

NEW WEBSITE?

a) If you don't want to and cannot spend money to invest in a new site, there are *free website options** available:

[SQUARESPACE](#)

[WIX](#)

NOTE: Some hosting sites may require in-site purchases

Also do your own research and visit: [TOP 5 WEBSITES FOR FREE HOSTING 2017](#)

- b) Web design and the ongoing support could be worth investing in, so review this
- c) Web development (You might need a bespoke function built in, or perhaps you just need tweaking if you are keeping your site)
- d) Do you need an e-commerce function? Sites like [Shopify](#) might be worth investigating.
- e) Branding/Rebranding (If you are rebranding, we advise you make the investment and get a designer to redesign your brand, your logo and identity)

3 – 5) MAKING CHANGES TO YOUR EXISTING SITE IF YOU ARE KEEPING YOUR EXISTING SITE:

You have assessed your site and pinpointed the changes you need to make by completing the task questionnaire, so now it's time to get to work! Go through the items you listed in your completed Task 1 and see which applies to you and which you can do now.

- If you need a new logo or brand image, consider this now. Brands often rebrand every 2 – 3 years. It doesn't need to be a big change, but perhaps just modernising your brand a bit. Our March programme will go into more detail about branding, but in the meantime, here's some food for thought...

AS AN EXAMPLE, IN 2016 WE REBRANDED OUR CONSUMER SITES AND UPDATED OUR LOGOS:

BEFORE:



AFTER:



YOU CAN SEE IT'S NOT A HUGE DIFFERENCE, BUT THE NEW/AFTER BRANDS LOOK A LOT MORE MODERN, FRESHER, AND ALSO READS EASIER! OUR BRANDS WERE STILL RECOGNISABLE AND WE DID THIS WITHOUT CONFUSING OUR AUDIENCE.

WE ALSO CHANGED AND ADAPTED OUR FONTS USED SO THE OVERALL BRAND WAS REFRESHED.

NOTE: IN NEXT MONTH'S PROGRAMME OUR BRAND MANAGER ESTHER DE WAARD WILL ELABORATE MORE ON THIS SUBJECT.

- Get rid of clutter! Remove duplicate menu links, useless functions (tabs), and social media icons if they are not being used. If you have a social media platform

and it's not linked, do so. Please note that you don't have to be active on all social media channels. Choose only the ones that work for you!

-There's nothing worse than landing on a site and clicking on a link that doesn't work or that is out of date! If your last blog entry was in 2015, get rid of it! If you have an Instagram icon and you don't have an Instagram account yet, hide it until you do! Make sure your icons for your socials direct you to the correct social pages. Potential customers like brides will want to visit your social media pages as part of her research and for the latest updates of work you do.

NOTE: Less is more, and only promote the once you are good at! Later in the programme we will cover social media in more detail, so no rush to get onto that now, but sort out the links on your site in the meantime.

- Add the functions/tabs that you are using... If you have Pinterest and Instagram, add the icons! If you have a blog, make sure it is up to date and listed in your menu tabs.
- If your photography is bringing down your brand and your site, review this, update this and make sure you only publish/post your best work! Invest in yourself and your business image! You can either start by having some photography done that will immediately update your brand and website, or you can also visit the Flower Council Image Bank if you need any images FOR FREE! Explore our image bank [HERE](#).
- Only use quality imagery! Potential customers will judge you within seconds and if your pictures do not look professional. Do you think a bride will trust you with her big day?
- If you are promoting other services such as weddings and events, make sure your images represent exactly what you do and make sure the images are representing you well!
- Make sure your image galleries for these services are always up to date with your best and most recent work. Brides for example generally won't mind if you use their images of their big day, and sometimes all you need to do is credit the photographer sometimes, and this way, you are guaranteed to have beautiful professional photography on your site.
- Consistency across your sites is key! Choose a style, the style that represents your image best, and have that flow throughout your site. Promote your strengths and sell yourself!

NOTE: The same image or brand will also need to be portrayed and carried through to your social media channels, but we will get there once we get to that part of the programme.

- Only have a blog if you will be updating this at least every month! Customers want to see what you're up to and it has to be recent or current. So if you're not able to commit to having a blog, then leave this for now.

YOUR FAVROUTE BRANDS

This will be your own project, and what you have written down in Task 1, you can use as a springboard to work out how to achieve this objective and new website image. It could possibly

be achieved by using our tips above and making these changes, or you can discuss this with the company who currently hosts your website and they can guide you through and help you achieve this, as well as advising you in more detail. Remember to only use your “goal sites” as an inspiration point. You need to be different in your own way and identity, and also be your own brand, so let your personality shine through. Also remember to make sure that you appeal to the kind of customer you want to attract!

6 & 7) BUSINESS NAME & PROFESSIONAL EMAIL ADDRESS

Your business name or brand should be :

- a) easy to spell, read and to give to customers.
- b) If you look at your logo, this should also be easy to read and recognise
- c) Is the URL available? Buy it now. This will also be needed to set up a professional company email address

8) IF YOU'RE NOT REGEISTERED WITH GOOGLE FOR BUSINESS

You should do this ASAP. This will not only help bring your business up in searches made by potential customers as well as displaying a summary of your business with Google (location, opening times, contact information, and quick access to your website), but another benefit of this is that you will automatically be added to our store locator listing for florists on Funnyhowflowersdothat.co.uk.

To register your business with Google, please visit: <https://www.google.co.uk/business/>

9) IF ECOMMERCE IS APPLICABLE TO YOU

You just need to make sure that your platforms are a safe environment for sales transactions, that the customer experience is smooth, and that your products represent the image sold to the customer.

TIP: We would highly recommend that you go through the sales process like a customer would and really be critical of the overall experience right through to the point of sale. Or even better, get a friend or colleague to do this for you and ask them for their honest feedback.

- How easy is it to search for and find specific items/categories?
- Do the images take forever to download? (report this to your host and ask why, and remember that we are always dealing with potential time-poor customers)
- How do the images of the products for sale look? Are they good quality and do they represent your brand, and do the image of the products represent the items you are selling? If not, update the images! Not only will you improve and refresh your offering, but you will also give a new lease of life to your range on offer.

- If your images look dated and old, then you especially need to invest in this! This could also be the reason you are missing out on sales. We have a wonderful product to sell, let's do it!
- Are there too many items listed on your site? Reduce your offering and take off the items that do not sell!
- If you feel you need more items for sale in your 'shop', then consider to extend your range.

****Free website options** listed are not necessarily based on the best solutions for your business, but are only suggestions for you to explore and make your own decisions on. The Flower Council do not endorse these businesses and do not take any responsibility for the web hosting you choose and are only offering options for you to research and make a selection where appropriate for your own business.*