

TASK QUESTIONNAIRE:

FULL NAME:

COMPANY NAME:

COMPANY WEBSITE:

EMAIL ADDRESS:

NOTE: PLEASE FILL IN THIS FORM. THE COMPLETED FORM MUST BE SUBMITTED BY 10 FEBRUARY 2017. PLEASE SELECT THE “FILL & SIGN” OPTION TO ENABLE THIS FUNCTION. YOU WILL NEED THE LATEST UPDATE FROM ADOBE READER. THE FORM CAN ALSO BE SUBMITTED IN A WORD DOCUMENT FORMAT BY COPYING AND PASTING THIS INTO A WORD DOCUMENT
(See bottom of page for submitting details)

1) Is your website mobile-friendly?

Yes/No:

Most people nowadays have smart phones and your site will probably be viewed more on a mobile device than on a desktop computer.

2) Do you like the overall look of your website?

Yes/No:

3) What would you like to change about your website most, and why?

Write down as many as you can below.

4) Select 2 of your favourite brands or websites and copy and paste their website addresses below:

Choose a website that you would like to identify your business with (a), look at it in detail and note down which aspects of it you would like on your own website (b)?

a)

Tell us why you chose this brand:

b)

Tell us why you chose this brand:

This exercise is to give you a visual springboard of the overall look, feel and functions placeholders you wish to achieve and strive for (It does not necessarily have to be a florist, just something you wish to identify your brand or site with).

NOTE: You should have your own identity as more and more people are drawn to independent brands as opposed to big generic brands, so we are not suggesting that you copy the site, only use it as a point of inspiration, layout, navigation functions and purpose. If you are an independent shop, act like it and show it!

Here are a few of our favourite florists (in alphabetical order):

APPLEYARD LONDON <https://www.appleyardflowers.com/>

FIRENZA FLORAL DESIGN <http://www.firenzafloraldesign.co.uk/>

GRACE AND THORN <https://graceandthorn.com/>

PHILIPPA CRADDOCK <http://philippacraddock.com/pages/wedding-flowers>

REBEL REBEL <http://www.rebelrebel.co.uk/>

THE ROSE SHED <http://theroseshed.co.uk/shop/>

OUR REASONS:

- These websites are all clean (no clutter, no confusing functions, easy navigation and overall user experience)

- These websites are current, up to date in terms of beautiful high quality imagery and seasonal product and services offered
- No unnecessary links or duplicates (keep it clear and uncluttered)
- You get a real feel for what each of these florists or businesses can do for you/the customer, their style of work, and who their customers are (high-end).

SELF-STUDY: You can read a case study by Rona Wheeldon on branding which she covers in her Branding for Florists Workshop to see some of the before and after success stories: [THE BESPOKE FLORIST](#)

5) Making changes to your website...

Do you need to make changes to the following (a – b)?

Tick all that applies by typing a Y for YES if needs changes, and an N for NO if you are happy with the below elements as is next to each of the below:

- a) Brand Identity, Style & Logo:
- b) Overall layout & design:
- c) Images & Photography:
- d) Navigation links/tabs (are the tabs your visitor uses to navigate easy to use and find? These include links to your blog, shop, gallery, contact us, social media links/icons):
- e) The content of each tab or link (the actual copy and items in these pages):
- f) Copy within your site (what you are saying about your business, services and products and how are you marketing/selling it?):
- g) User experience (is the overall user experience smooth from start to finish/checkout?):
IF YOU HAVE ANSWERED NO TO THE ABOVE QUESTION (g), please tell us what makes the experience unpleasant (list all that applies):

NOTE: Consumers are already helping to drive the changing retail landscape. As more technology becomes available, they are becoming accustomed to, and demand, a rapid and seamless service.

h) Are you happy with the lists of products and services offered?

IF YOU HAVE ANSWERED YES TO THE LAST QUESTION (h), please explain by telling us which services you feel you need to add or remove:

6) Is your website or business name easy to spell or to say to people?

Yes/No:

This is important for finding your business if it's part of your URL and also makes it more user-friendly for your customers to use/type out, and to talk about.

7) Are you using a professional business email address?

Yes/No:

Using Hotmail or Gmail account for business doesn't only come across as unprofessional, but people will also make the assumption that your business is amateur, so it's important to have a special email address that relates to your business.

8) Is your business registered with Google for Business?

Yes/No:

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](http://funnyhowflowersdothat.co.uk).

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

9) Do you have or need an Ecommerce business function?

ANSWER THE BELOW by replying YES or NO:

- a) I have a secure ecommerce function on my site:
- b) I need an ecommerce function:

Unless your web function for your business is to sell bouquets with your main objective being to sell, is this necessary. Bespoke event or wedding florists do not need this function.

SUBMIT:

Please return your completed document by **FRIDAY 10 FEBRUARY** by email to Chanel de Kock, UK Marketing Manager, Flower Council of Holland: c.de.kock@flowercouncil.co.uk

NOTE: This is only for accepted applicants to return, but further guidance to help you improve your online presence will be available to anyone who wishes to follow this programme.

Guidelines and further information will be disclosed after 10 February 2017.