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Innovative Web, Marketing and PR Solutions
For The Flower & Garden Industry

Make Every Word Count! (Long Version)

When people browse the web they click through at lightening speed.
Online, every second counts – and so does every word!

It doesn't matter whether people are using the web to gather information, solve a problem, or find a product you only have a few seconds to catch their attention and get them to click to your site.

Once they've clicked to your site, if they don't see something interesting within a few seconds – they'll click away to another resource. If they DO see something enticing they'll take time to explore and consider what you have to say – but only as long as they are learning or entertained.

So, how do you get people's attention, interest, and thoughtful consideration? By using the one thing that the web allows you to use with unabashed abundance and almost no cost – WORDS.

Sadly, most people throw their website copy together in a haphazard way, gathering text from business cards & brochures, announcing facts and figures, and offering descriptions of their products, prices, and store hours, etc.

Because words act as your proxy, your replacement, your online voice your copy should be well thought out and deliberate. Words are the most valuable tools on your website. Each and every collection of words should have a planned job to do, a mission, a purpose.

Words have the power to:

- Catch generic search engine attention and pull your site on top
- Make people take notice and click through to your site
- Entice people to explore the deeper pages of your site
- Persuade visitors into action – to join, register, comment, or buy
- Build a profitable long term relationship between you and your visitors



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Website Words (Long Version) - Page 2

Words Can Catch Generic Search Engine Attention and Pull Your Site to the Top

Search engines constantly send spiders out looking for words – not pretty pictures, or background images, or logos, fonts, & graphics. Spiders are constantly zoning in on one narrow focus - Words and Groups of Words.

Online the words you don't see are as valuable as those meant to be read. Making deliberate choices in labeling the tags on your website:

- **H tags** – Headline tags. Visible by the viewer.
- **Alt tags** – Describe a picture posted on the web page. Are not typically visible to the viewer.
- **Meta tags** – Hidden tags that are read by the search engines that guide them to site content. Keywords are always placed here.

These tools can give you a distinct advantage in SEO (Search Engine Optimization) when people are looking for what you sell.

A simple placement of keywords along with all of the pictures on your website can convert your pictures from “eye candy” powerful ads. Just label your pictures with captions, headers, and titles to help raise your generic page rankings.

Using as many geographic terms (cities, counties, towns, subdivisions, zip codes) as possible on your website will help the right people (those who are ordering flowers within your delivery range) find you. Your site will be noticed by search engines when people are sending flowers in any area you serve if you list them all in your tags and copy.

Your site is bound to get attention when you place specialty words (names of seasons, holidays, occasions, colors, flowers) in your tags and copy. People have different floral needs all year long and they use different words to find the flowers they want:

- Spring Flowers
- Mothers Day Flowers
- Birthday Arrangement
- Orange Centerpiece
- Gerbera Daisies

So, be deliberate and generous with the tags, titles, descriptions, and story lines you use on your website.



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Website Words (Long Version) - Page 3

Words Can Make People Take Notice and Click Through to Your Site

Once someone enters their keyword and pulls up a page of choices the only thing that sets your site apart from everyone else's are the WORDS!

When you are writing an online ad you have total control over the words you use. But when the search engines grab phrases of content from your site, just because those words matched what someone entered as a key word, you have no idea what your potential customer is viewing.

In order to catch people's attention and get them to click through to your site, make sure every phrase or sentence on your site relates to the reader and has an intriguing benefit driven focus. Talk about your unique / one of a kind / special offers that solve their red-hot-minute problems.

When your site lands at the top of a search page, your solution oriented, benefit driven phrases will entice the reader to click through to YOUR site, rather than a competing site.

Words Can Entice People to Explore the Deeper Pages of Your Site

Once people are at your site (in your virtual store) the work of your home page is to greet them, introduce yourself, and make them feel welcome enough to explore a while.

When someone walks through the front door of your brick and mortar store you don't say "Hey, Wanna buy the orange lilies in a square vase or the red roses in a bubble bowl?" Why would you do that at the front door (on the home page) of your website?

Instead of trying to sell someone an arrangement from your home page spend a little time getting to know them – so you can serve them in the long run - selling them every flower they ever buy again!

One of the easiest ways to encourage visitors to explore your site is to direct them on a tour – just as you would in your store. Entice your visitors to linger (so they get to know and trust you) by asking questions and offering solutions with live links:

Are you looking for this? [You'll find it here.](#)
Do you need that? [We have tons to choose from.](#)
Want something different? [Our designers thrive on your special orders!](#)
Order flowers often? [You'll love our frequent flower programs!](#)
Need something delivered today? [We stand behind every order that leaves our store.](#)

Can you use pictures? Of course! Just overlay the words on pictures or use captions, titles, headers or combinations of those techniques to take them on a walking / talking sales journey through your virtual store.



Website Words (Long Version) - Page 4

Words Can Persuade Visitors Into Action – to Buy, to Comment, to Register

When someone walks into your physical store their senses are engaged immediately. They are met by the ambience of the store, the sights, smells, the sounds of the room. Your staffer's smile catches their attention and relaxes them before the official exchange of greetings.

Assimilating all of this information helps the first time visitor decide whether to do business with you or not. Within seconds of coming through your door they are deciding:

- Do they like this place?
- Is it a match to their needs?
- Can they trust this business?

Online you lose all the power of those ethereal vibrations. You still have to convey all the same feelings to your potential customer. But, all you have is the power of words to persuade someone to do business with you. Online the process of persuasion has to be a little more – systematic.

- Giving something to the reader (useful information, tips, coupons, discounts, free offers) goes a long way to selling them on you.
- Offering a guarantee proves your commitment to stand behind your work. It eases their fear of the unknown.
- Providing testimonials on your site with real names and pictures of real customers, friends, and professional colleagues proves that you are an upstanding person.
- Getting your potential customer to like you by solving their problems through emotional story lines is worth the effort. Regard a hospital arrangement as a warm expression of cheer. A sympathy arrangement becomes a heartfelt tribute of honor. Instead of pricing small, medium, and large designs offer lovely gestures, bountiful collections, and grand displays.
- Writing casually, as you would if you are talking, relaxes the reader and befriends them. But, just as important is to write as a flower expert, an authority in the industry in order to build credibility, security, and trust with your prospective client.
- Asking for just one action per page (Buy, Comment, or Register) and making it quick, easy, and automatic for your reader to take action gives you a better chance that they will participate and comply.

If you want your reader to “BUY” something give them clear and simple instructions for the sales process. Give them control - let them choose to buy online or offline. Make sure they can reach you any way they want: phone, fax, e-mail.



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Website Words (Long Version) - Page 5

Knowing why your visitor didn't buy or what they liked or didn't like about your site will help you correct the site for the future. If you want them to "COMMENT" (fill out a survey or leave their comments) make the survey short and simple and offer an instantly retrievable valuable reward for their efforts.

If you want your reader to "REGISTER" for your mailing list:

- Ask only for their full name and e-mail address
- Offer them plenty of reasons to give you that sacred information
- Promise to treat them with respect
- Give them everything you promised

Throughout the entire persuasion process all your language must be benefit driven. The reader must always understand – What's in it for them! Remember, the reader is always just one little click away from leaving you behind. Discipline yourself to make every sentence oriented to serving the reader – the customer.

5.) Words Can Build a Long Term Relationship Between You and Your Visitors

Everyone knows it's more profitable to have repeat sales from existing customers than to constantly develop new customers that might not return.

A well designed website is the perfect marketing tool to keep people coming back to you all year long – year after year. Your site can identify your brand and set your business apart from the rest of the crowd.

A catchy domain name (not necessarily www.YourStoreName.com) will make you easy to remember. Want to use www.YourBusinessName.com but it's not available? Get creative and add "My, Call, or Get," in front of your name or end the domain with "Now, or Wow" dot com.

Your store's slogan, tagline, or USP (Unique Selling Position) should be a memorable phrase one. Make its powerful message work hard for you by placing it in the header of every page of your site.

Your website is the perfect place to let your personality shine through. Your "Signature Words" and phrases (you know, the ones you use constantly – probably without knowing it) warm the cold medium of the web.

You can even create your own language throughout your website. Visit the website for "Build a Bear Workshops" www.buildabear.com where you can:

- Find "Pawsome" Gifts
- Earn "Bear" Bucks
- Join the Stuff "Fur" Stuff Club
- Have "Furry" Fun or a "Beary" Fun Time
- Learn about Employment "Op-Bear-Tunities"
- And Wish "Cubgratulations" at this "Bearrific" site!



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Website Words (Long Version) - Page 6

Once a visit to YOUR site is as memorable as the “Build A Bear Workshop” site people will be looking for excuses to buy flowers from you.

In the meantime if you’ll do a little creative editing and make deliberate choices in the words used on your website they will cause people to hold you in their hearts and keep you on their minds. After someone visits your site they’ll automatically type in www.‘YourStore’sSite’.com the next time they need flowers.

If you’d like step-by-step Tips on Winning at Word Games visit www.FlowerPR.com and click the MFA icon.

Here’s to your Blooming Success,

Will Carlson, President
Flower PR

Need assistance in building your website?

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Mention this article and we
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(\$75.00 value).

Call us at (989) 834-1322 or
email will@flowerpr.com
to set up an appointment!