



MERCURY ONLINE
*A WEBSITE THAT
WORKS FOR YOU*

AUGUST 22, 2023

INTRODUCTIONS



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Marketing Consultant



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FTD Senior Product
Manager of Mercury
Solutions

- ABOUT MERCURY ONLINE
- UTILIZING LANDING PAGES TO INCREASE CONVERSIONS & QUALITY TRAFFIC
 - SHOW OFF YOUR REVIEWS
 - TRANSLATE YOUR WEBSITE
- OPTIMIZE YOUR EFFICIENCY:
- DELIVERY & PICKUP IN SHOP SETTINGS
- PRODUCT MANAGEMENT
 - BEST PRACTICES

Agenda

- Powered by Shopify
- Mercury HQ Management
- Modern and Mobile Friendly
- Optimized for Florists



The screenshot shows the homepage of 'Flower Shop' (FTD EST 1910). The top navigation bar includes 'Home', 'Occasions', 'Products', and 'About Us'. A search icon, user profile icon, and shopping cart icon are on the right. The main banner features three smiling women holding bouquets of tulips against a pink background with falling petals. The text reads: 'Celebrate Your Best Friends! National Best Friend Day is June 8th. Make them smile with flowers!' Below this is a green button that says 'SHOP BEST FRIENDS DAY FLOWERS'. Below the banner are four product cards, each with a photo of a bouquet and its name and price:

Product Name	Price
You're Precious Bouquet	from \$69
Fiesta Bouquet	from \$80 \$74 On Sale
Radiance in Bloom Basket	from \$88
Beyond Blue Bouquet	from \$67



For The Home

Our selection of beautiful and tasteful arrangements for the home is the perfect way to offer your condolences and provide comfort during this difficult time.

[SHOP ALL FOR THE HOME](#)

Funeral & Sympathy

Our beautiful arrangements and bouquets are handcrafted by experienced designers, and delivered with care and compassion. Trust us to help you comfort with grace and dignity.

[SHOP ALL FUNERAL & SYMPATHY](#)

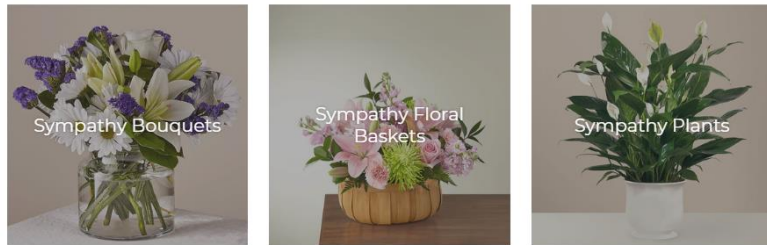
For The Service

Sending sympathy flowers to the funeral service is a touching way to express your condolences and offer support to those who have lost a loved one.

[SHOP ALL FOR THE SERVICE](#)

Home / Funeral Sympathy / Funeral & Sympathy Flowers For the Home

Flowers and Gifts For the Home



Home / Funeral Sympathy / Funeral & Sympathy Flowers For the Service

Flowers and Gifts For the Service



FOR THE HOME BEST SELLERS

FUNERAL & SYMPATHY BEST SELLERS



Beyond Blue Bouquet from \$67

Beautiful Spirit Basket from \$90

Clear Skies Bouquet from \$85

Long Stem White Rose Bouquet from ~~\$94~~ **\$84** *On Sale*

Alluring Elegance Bouquet 0809 from \$84

Beautiful Spirit Basket Duplicate from \$96

Loving Light Dishgarden \$82

Fresh Linen Bouquet from \$70





Weddings & Events

Elevate your weddings and special events to extraordinary heights with our exquisite selection of event floral designs. Explore our expertly crafted bouquets, centerpieces, and floral arrangements, designed to create magical atmospheres that will leave a lasting impression on you and your guests.

[SCHEDULE A CONSULTATION](#)

Home / Wedding



Designs for the Ceremony

Immerse yourself in the beauty of our ceremony wedding flowers as they complement your bridal attire and leave a lasting impression on you and your guests.

[VIEW CEREMONY DESIGNS](#)



Designs for the Reception

Discover expertly crafted bouquets, centerpieces, and floral decor that will transform your reception venue into a breathtaking setting, leaving a lasting impression on your guests.

[VIEW RECEPTION DESIGNS](#)



Wedding Collection Sets

Explore expertly curated ensembles, including bouquets, boutonnieres, centerpieces, and more, that will add a cohesive and enchanting touch to your wedding celebration.

[VIEW COLLECTIONS](#)

Schedule a Consultation

Fill out the form below and we will get back to you!

Home / Wedding / Schedule Consultation

Preferred time to contact *

Alternate contact info

Additional information if any

Email *

Name

Mobile Number *

Event Date *

Wedding & Events Portfolio

Cherished Memories from Special Occasions Filled with Joy and Celebration.

Home / Wedding / Events Portfolio

EVENTS PORTFOLIO

Danielle and Zach

Brianna & Isaiah

Jack & Jill

Wedding & Events Portfolio

Be inspired by enchanting moments and timeless memories captured in our stunning photographs. Explore beautifully designed weddings and special occasions that showcase our expertise in creating unforgettable floral experiences.

[VIEW PORTFOLIO](#)



Mercury Online

Shop: 12-1036AA

Website Status Active

Site Content

Navigation

- [Main Menu](#)
- [Footer Menu](#)

Theme Settings

- [Homepage Banner](#)
- [Homepage SEO](#)
- [Announcement Banner](#)
- [Shopper Approved Reviews](#)
- [Website Translations](#)
- [A/B Testing](#)
- [Design & Layout](#)
- [Funeral & Sympathy Landing pages](#)

Content Pages

- [About Us](#)
- [Contact](#)
- [Our Guarantee](#)
- [Privacy Policy](#)
- [Refund Policy](#)
- [Substitution Policy](#)
- [Terms Of Service](#)
- [Other Pages](#)

Blog Posts

- [Articles](#)

Funeral & Sympathy Landing pages

Funeral & Sympathy

This component is customized by you, click [here](#) to revert

Banner Collection Titles Featured Collections


SEO Content

Select Banner Type

Static Banner

Rotating Banner

Banner Image



Replace

Please upload images of size 1920x1280 for a better quality rendering.

Alt Text

Funeral & Sympathy

Image Alignment

Middle center

Title

Funeral & Sympathy

Subtitle

Our beautiful arrangements and bouquets are handcrafted by experien


Button Label

SHOP ALL FUNERAL & SYMPATHY

Funeral & Sympathy

Our beautiful arrangements and bouquets are handcrafted by experienced designers, and delivered with care and compassion. Trust us to help you comfort with grace and dignity.


SHOP ALL FUNERAL & SYMPATHY



Gifts for the Home

Our selection of beautiful and tasteful arrangements for the home is the perfect way to offer your condolences and provide comfort during this difficult time.

SHOP FOR THE HOME




Gifts for the Service


Sending sympathy flowers to the funeral service is a touching way to express your condolences and offer support to those who have lost a loved one.

SHOP FOR THE SERVICE


FUNERAL & SYMPATHY BEST SELLERS




Alluring Elegance Bouquet
0809
from \$84



Beautiful Spirit Basket
Duplicate
from \$96



Loving Light Dishgarden
\$82



Fresh Linen Bouquet
from \$70

SHOPPER APPROVED REVIEWS (ADD-ON SERVICE)



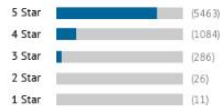
Ballard Blossom, Inc.
"A Northwest Tradition Since 1927"

Home Occasions ▾ Products ▾ About Us ▾

Customer Reviews

ShopperApproved

Customer satisfaction is a top priority at Ballard Blossom Inc. We work closely with our customers to build relationships and plan and create beautiful arrangements and products. From everyday customers sending gifts for occasions like Birthdays, Valentine's Day, or Mother's Day, to event planners and couples planning larger events and weddings. We love that our customers share their stories with us and we always strive to provide the best experience reflected in our 5-star customer reviews. Take a look at our reviews and products and see if we can help you with your next arrangement or event.



95% of customers that buy from this merchant give them a 4 or 5-Star rating.



July 31, 2023 by Alexia (united states)

"Super easy!"

Verified Buyer

Real Reviews from Real Customers

95%
of customers that buy from this merchant give them a 4 or 5-Star rating.

★★★★★
Bryan B.
Quick easy, same day delivery!! Awesome.

★★★★★
Candace V.
I live out of state and have chosen Ballard Blossoms to send flowers to a loved one in ...

★★★★★
Jae A.
Best flowers n arrangements! Always on point.}

★★★★★
ETA
I ordered two gifts on the spur-of-the-moment that day. Both were delivered promptly and ...

CLICK HERE FOR MORE REVIEWS

BALLARD BLOSSOM INC

1111 Nw 85th St
Seattle, WA 98117
206-782-4213

Monday 8:00AM - 5:00PM
Tuesday 8:00AM - 5:00PM
Wednesday 8:00AM - 5:00PM
Thursday 8:00AM - 5:00PM
Friday 8:00AM - 5:00PM
Saturday 8:00AM - 3:30PM
Sunday CLOSED

[GET DIRECTIONS](#)



Envíe flores y regalos con entrega en el mismo día a Downers Grove, IL de Ftdflowershopdemo.com ES Español

Flower Shop EST 1910

[Inicio](#) [Ocasiones](#) [Productos](#) [Sobre nosotros](#)

English Franglais (Canada)



Ramo de Flores All My Love de \$72

Jardinera Comfort \$87

Cesta Beautiful Spirit de \$90

Alluring Elegance Bouquet de ~~\$91~~ **\$81**
Oferta

Flower Shop EST 1910

[Inicio](#) [Ocasiones](#) [Productos](#) [Sobre nosotros](#)

ES Español

Inicio / Cesta Beautiful Spirit

Cesta Beautiful Spirit

\$104.00

Entrega
 Recogida en tienda

Enviar a

Fecha de entrega

Estilo:

ESTÁNDAR \$90.00

DE LUJO \$104.00

DE PRIMERA CALIDAD \$120.00

EXQUISITA \$154.00

Haz que tu regalo sea especial

Adorable Oso de Peluche \$21.99

AÑADIR

Globo Mylar Aaron \$7.00

AÑADIR

Globo Metálico Festivo \$8.00

AÑADIR

Hazles saber lo mucho que te importan con un precioso ramo que incluye claveles, rosas, lirios y crisantemos Fuji. Cada flor es un recordatorio de su apoyo y amor, mientras que se sienta en una cesta maravillosamente hecha a mano.

Tenga en cuenta: El ramo de la foto refleja nuestro diseño original para este producto. Aunque siempre intentamos seguir la paleta de colores, es posible que sustituyamos tallos para ofrecer



Mercury HQ
Welcome, FTD Aaron

Shop Settings

Shop Details Delivery & Pickup Catalog

Fees

Local Delivery Fee:

Outside Local Delivery Fee:

Service Fee:

Rush Delivery Fee:

City & Zip Code Coverage

Click city to edit zip codes

21 Cities

<input checked="" type="checkbox"/> Ballard WA 13	<input checked="" type="checkbox"/> Bellevue WA 18	<input checked="" type="checkbox"/> Bothell WA 17
<input checked="" type="checkbox"/> Brier WA 17	<input checked="" type="checkbox"/> Burien WA 18	<input checked="" type="checkbox"/> Clyde Hill WA 18
<input checked="" type="checkbox"/> Des Moines WA 18	<input checked="" type="checkbox"/> Edmonds WA 18	<input checked="" type="checkbox"/> Kenmore WA 17

Seattle WA/US Zip Codes ✕

Seattle WA \$ 16

63 Zip Code(s)

<input checked="" type="checkbox"/> 98101 \$ 17	<input checked="" type="checkbox"/> 98102 \$ 17	<input checked="" type="checkbox"/> 98103 \$ 16
<input checked="" type="checkbox"/> 98104 \$ 17	<input checked="" type="checkbox"/> 98105 \$ 16	<input checked="" type="checkbox"/> 98106 \$ 18
<input checked="" type="checkbox"/> 98107 \$ 13	<input checked="" type="checkbox"/> 98108 \$ 18	<input checked="" type="checkbox"/> 98109 \$ 16
<input checked="" type="checkbox"/> 98111 \$ 17	<input checked="" type="checkbox"/> 98112 \$ 17	<input checked="" type="checkbox"/> 98113 \$ 17
<input checked="" type="checkbox"/> 98114 \$ 18	<input checked="" type="checkbox"/> 98115 \$ 16	<input checked="" type="checkbox"/> 98116 \$ 18
<input checked="" type="checkbox"/> 98117 \$ 16	<input checked="" type="checkbox"/> 98118 \$ 18	<input checked="" type="checkbox"/> 98119 \$ 16
<input checked="" type="checkbox"/> 98121 \$ 17	<input checked="" type="checkbox"/> 98122 \$ 17	<input checked="" type="checkbox"/> 98124 \$ 17
<input checked="" type="checkbox"/> 98125 \$ 16	<input checked="" type="checkbox"/> 98126 \$ 18	<input checked="" type="checkbox"/> 98127 \$ 17
<input checked="" type="checkbox"/> 98129 \$ 16	<input checked="" type="checkbox"/> 98131 \$ 16	<input checked="" type="checkbox"/> 98132 \$ 16
<input checked="" type="checkbox"/> 98133 \$ 17	<input checked="" type="checkbox"/> 98134 \$ 18	<input checked="" type="checkbox"/> 98136 \$ 18
<input checked="" type="checkbox"/> 98138 \$ 18	<input checked="" type="checkbox"/> 98139 \$ 17	<input checked="" type="checkbox"/> 98141 \$ 17
<input checked="" type="checkbox"/> 98144 \$ 18	<input checked="" type="checkbox"/> 98145 \$ 16	<input checked="" type="checkbox"/> 98146 \$ 18
<input checked="" type="checkbox"/> 98148 \$ 20	<input checked="" type="checkbox"/> 98154 \$ 17	<input checked="" type="checkbox"/> 98155 \$ 15
<input checked="" type="checkbox"/> 98158 \$ 16	<input checked="" type="checkbox"/> 98160 \$ 17	<input checked="" type="checkbox"/> 98161 \$ 17
<input checked="" type="checkbox"/> 98164 \$ 17	<input checked="" type="checkbox"/> 98165 \$ 17	<input checked="" type="checkbox"/> 98166 \$ 20



Shop Settings

Shop Details **Delivery & Pickup** Catalog

Tukwila WA 17

West Seattle WA 17

Woodway WA 17

Delivery Exceptions

Seattle 98158 Active

Label:

Criteria:

Rule:

Status: Clear Dates & Times

Date: Start End

Shop Settings

Shop Details **Delivery & Pickup** Catalog

Delivery Cutoff Times

Monday	<input type="text" value="10:00 AM"/>
Tuesday	<input type="text" value="10:00 AM"/>
Wednesday	<input type="text" value="10:00 AM"/>
Thursday	<input type="text" value="10:00 AM"/>
Friday	<input type="text" value="10:00 AM"/>
Saturday	<input type="text" value="10:30 AM"/>
Sunday	<input type="text" value="9:00 AM"/> Closed

Delivery Cutoff Exceptions

Seattle 1:30 Saturday Active

Label:

Criteria:

Cutoff:

Status: Add Dates & Times

Store Pickup


Store Pickup Active

Design Time:

Stores

Pickup Available

Home / Beautiful Wishes Bouquet



Beautiful Wishes Bouquet

\$109.00


Delivery

Pickup in store


The next available pick up time is Tuesday, August 1, 2023 at 4:33 PM CDT

Pick up date


Make your gift extra special



Greeting Card
\$5.99



Festive Mylar Balloon
\$7.00



Delicious Box of Chocolates
\$27.00

A perfectly pleasing mix of springtime blossoms make this a truly beautiful gift. So full of flowers and fun feelings, this is the perfect arrangement to bring a smile to their face.



Mercury HQ Welcome, FTD Aaron

Birthday

Search

Products in Collection (67)

Refresh Filter Apply Sort Order: Monthly Clear All Move

Happy Day Blo... Active R40 \$149.00 \$119.00 Multi Collection	Love & Straight... Active R40 \$149.00 \$119.00 Multi Collection	Sweet & Prist... Active R40 \$149.00 \$119.00 Multi Collection	Best Day Ever ... Active R40 \$149.00 \$119.00 Multi Collection	Love's Best Gift... Active R40 \$149.00 \$119.00 Multi Collection	Best Day Ever ... Active R40 \$149.00 \$119.00 Multi Collection
Long Stem Ka... Active R40 \$149.00 \$119.00 Multi Collection	Mid-Map Hoop... Active R40 \$149.00 \$119.00 Multi Collection	Birthdays Str... Active R40 \$149.00 \$119.00 Multi Collection	Marmalade Str... Active R40 \$149.00 \$119.00 Multi Collection	Peeta's 20 Str... Active R40 \$149.00 \$119.00 Multi Collection	Bliss Crush B... Active R40 \$149.00 \$119.00 Multi Collection
Heart Day Blo... Active R40 \$149.00 \$119.00 Multi Collection	Sun Celebration... Active R40 \$149.00 \$119.00 Multi Collection	Exquisite Bloo... Active R40 \$149.00 \$119.00 Multi Collection	Heart Bouquet ... Active R40 \$149.00 \$119.00 Multi Collection	Birthdays Str... Active R40 \$149.00 \$119.00 Multi Collection	Party Prance B... Active R40 \$149.00 \$119.00 Multi Collection


Collection Settings

Collection Name: Birthday

Collection Status: Active

URL: /collections/birthday

Collection Page Banner: Recommended Size 1620x1220



Replace

Collection Description (shown above Products):
It's so special that your day with a gift of Birthday flowers from MERCURYHQ. The best for BIRTHDAY! See details here.

Collection Summary (shown below Products):
Look no further than MERCURYHQ when you're searching for birthday flowers and happy birthday gifts. The leading FTD/FTD.COM florist can provide you with birthday cards, gifts, and more. It's the perfect gift for your loved ones. Choose from 40+ top birthday bouquets, or give them a "va-va-voe" occasion with long-lasting arrangements or a fresh bouquet of flowers. Choose from the best of FTD.COM. FTD.COM is the best place to find the best birthday flower delivery in FTD.COM. FTD.COM is the best place to find the best birthday flower delivery in FTD.COM. FTD.COM is the best place to find the best birthday flower delivery in FTD.COM.

SEO Page Title: Birthday Flowers Delivery #FTD.COM/FTD.COM/FTD.COM

SEO Meta Description (Preview Text):
Send birthday flowers in FTD.COM/FTD.COM and celebrate them with a great gift. Place your order with FTD.COM/FTD.COM today.

Catalog Settings

Auto Merchandise New FTD Products Inactive
Newly added FTD Products will automatically appear active in your Catalogs

Apply Product Minimum to Entire Catalog Inactive
All products below this amount will be inactive except Products Under Minimum

Product Price Adjustment *Applies to all products in all catalogs*

Increase %

Availability Dates

Start: End:

Status: ! Inactive

Availability

Availability

Availability Dates (Optional) Start Date: End Date:

Local Delivery Only

Call For Price

In-Store Pickup Only

Sold Out

Allow Rush Delivery Edit Rush Delivery in [Shop Settings](#)

Mercury HQ

Apricot Delight

[Catalog Dashboard](#) / [My Catalog](#) / [Apricot Delight](#)

Suggested Add-Ons

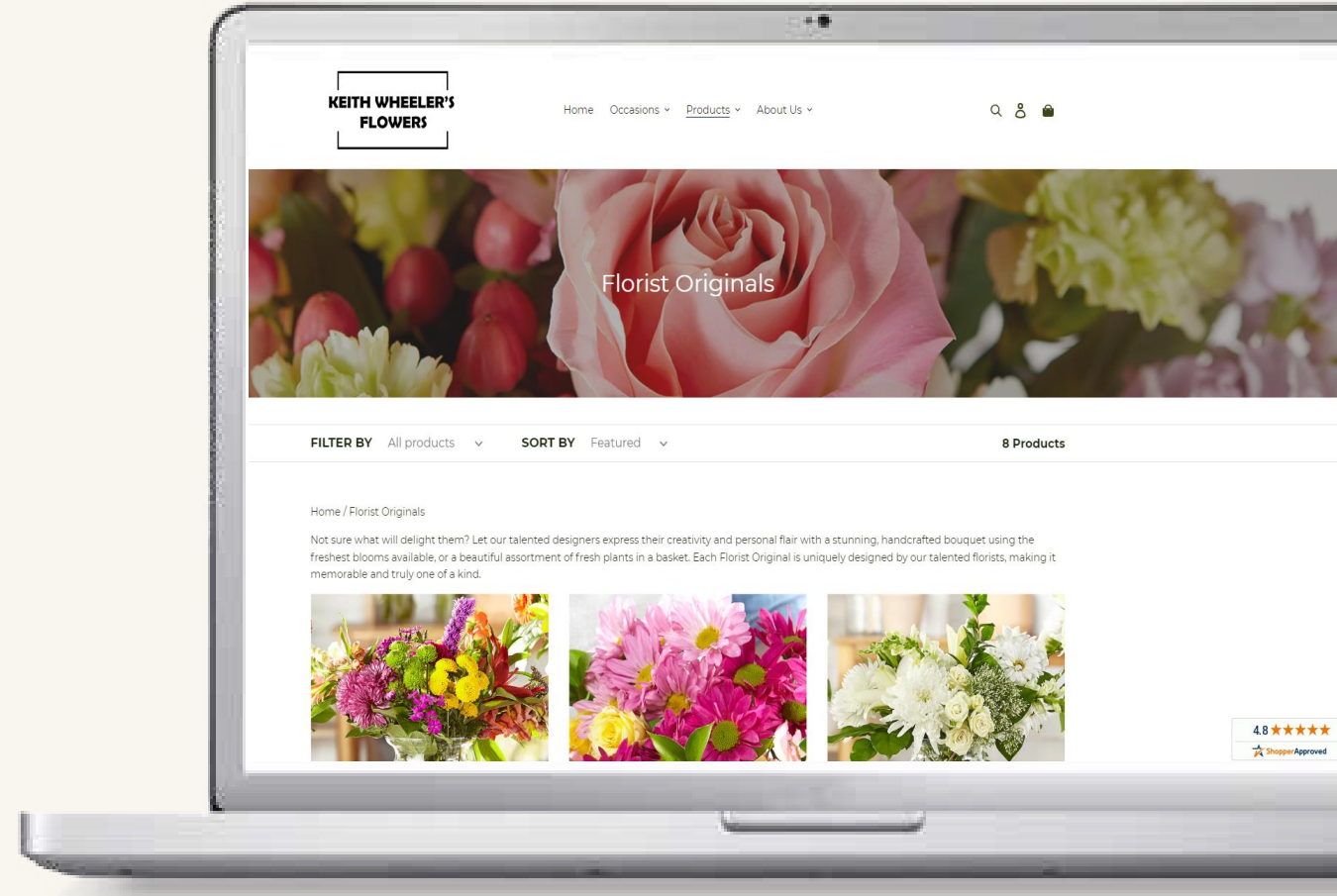
- Spokandy Premium Chocolate Assortment**
Price: \$17.00
Product ID: BB22SCAN
Status: Active
- Greeting Card**
Price: \$5.99
Product ID: GC
Status: Active
- Beach Vibes Candle**
Price: \$30.00
Product ID: BVCAN
Status: Active
- Plush Panda Bear**
Price: \$30.00
Product ID: BB23PANDA
Status: Inactive

Select Item

BEST PRACTICES & REMINDERS

Steps:

- Enhance your partnership and let FTD manage your Google My Business Profile!
- Your Website IS your Brick & Mortar Store
 - However, the internet is not bound by geography, so you only need 1 website!
 - You wouldn't open a second shop right next door to your first... don't compete with yourself online either!
- Let MHQ be your single pane of glass



For more information about how a Mercury Online website can help you grow your local online business, email the FTD Technology Specialist Team at technologyspecialists@ftdi.com

FTD



1910