

SEO 101: Driving No-Cost Traffic to your Website

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What is SEO?

SEO

The art and science of driving traffic to your website via the search engines



What is Local SEO?

The techniques used to drive local shoppers to your website or store



Why local SEO?

- 82% of mobile searchers do local searches¹
- Local searches lead 50% of mobile users to visit stores within one day²
- 80% of users feel that incorrect or inconsistent business information makes them lose trust in a business³
- Local SEO techniques will also help your overall rankings



¹ Searchengineland.com

² Google.com

³ Searchenginewatch.com




Local SEO: The “Local Pack”

Google

florist near me

All Maps Shopping News Images More Settings Tools

About 7,500,000 results (0.62 seconds)



Rating Hours

FBC Example Site
No reviews · Florist
3113 Woodcreek Dr · (800) 576-6721
Open · Closes 5PM

Walden Floral Design Co Inc
4.4 ★★★★★ (5) · Florist
1701 Ogden Ave · (630) 353-0570
Open now

Edible Arrangements
4.2 ★★★★★ (6) · \$\$ · Florist
Supplier of creative fruit bouquets · Mainstreet Square Shopping Center
2956 Finley Rd · (630) 932-4000
Open · Closes 7PM

More places

The Best 10 Florists in Downers Grove, IL - Last Updated August 2018 ...

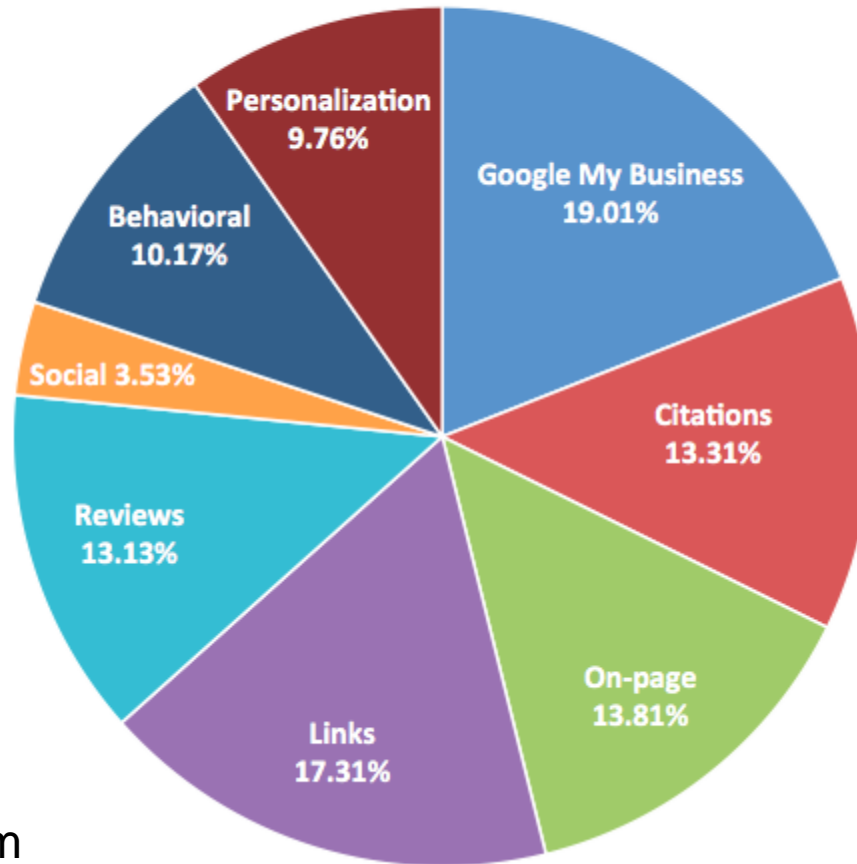
<https://www.yelp.com> · Downers Grove, IL · Shopping · Flowers & Gifts · Florists ▾

Best Florists in Downers Grove, IL - Heritage House Florist, Walden Floral Design, Fleur Couture, Phillip's Flowers ... Bob was amazing with helping me pick out flowers for my wedding. ... Needed a florist close to Naperville so chose this one.



Local SEO

Local Pack/Finder Breakdown - 2017



Source: Moz.com



SEO 101: Five Tips for Success

1. Claim your Google My Business listing



SEO 101: Google My Business

The image shows a Google search for "Heritage House Florist Downers grove, IL". The search results on the left include several entries for the florist, such as "Heritage House Florist" with a 4.7 rating and "Heritage House Florist - Downers Grove Illinois" with a 4.6 rating. The main focus is the Google My Business profile for Heritage House Florist, which is highlighted with a red border. This profile includes a map, photos of the store interior, a 4.6 star rating from 28 reviews, and contact information: 5109 Main St, Downers Grove, IL 60515, phone (630) 968-0700, and hours of operation. It also features a "Questions & answers" section and a "Reviews from the web" section with ratings from The Knot (5/5) and Facebook (4.8/5). The "From Heritage House Florist" section contains a description of the business, and the "People also search for" section lists nearby florists like Fleur Couture and Walden Floral Design.



SEO 101: Google My Business

- Claim your listing – It's free
- Watch for that postcard!
- Fill out everything you can
- Update regularly



SEO 101: Five Tips for Success

1. Claim your Google My Business listing
2. Quality in-bound local links



SEO 101: In-bound Links

- Builds credibility with Google
- Link to the local businesses you support
- Ask them to return the favor
- Who to ask?
 - Florist-related: wedding planners, photographers, caterers, funeral homes
 - Indirectly related: your pizza guy, the chamber of commerce, etc.
- Avoid “link farms”



SEO 101: Five Tips for Success

1. Claim your Google My Business listing
2. Quality in-bound local links
3. Reviews



SEO 101: Reviews

- Builds credibility with Google
- Improves visibility
- Grows conversion rate
- On-site:
 - Online Rating Service
- Off-site:
 - Google reviews (you claimed your listing, right?)
 - Yelp (yes, no one likes them)



SEO 101: Five Tips for Success

1. Claim your Google My Business listing
2. Quality in-bound local links
3. Reviews
4. Content, Content, Content



SEO 101: Content

- What makes you unique?
- Talk about your community (Hyper local)
- Custom products
- Keep it fresh
- Coordinate with any ads you're running



SEO 101: Five Tips for Success

1. Claim your Google My Business listing
2. Quality in-bound local links
3. Reviews
4. Content, Content, Content
5. Local directories



SEO 101: Local Directories

- Works like “super in-bound links”
- Google My Business
 - You claimed your listing, right?
- Consistent information
 - Name, address, phone number, hours
 - Image, products, questions
- Too many to list
 - Consider FTD’s eBiz program



Bonus Tip!

Google Search Console

- Monitor your results
- Identify problems
- Track in-bound links
- Flag products
- Flag location information



Bonus Tip! Google Search Console

New and important

New Index coverage issue detected for site .

Current Status

Crawl Errors >>

Site Errors

DNS	Server connectivity	Robots.txt fetch
✓	✓	✓

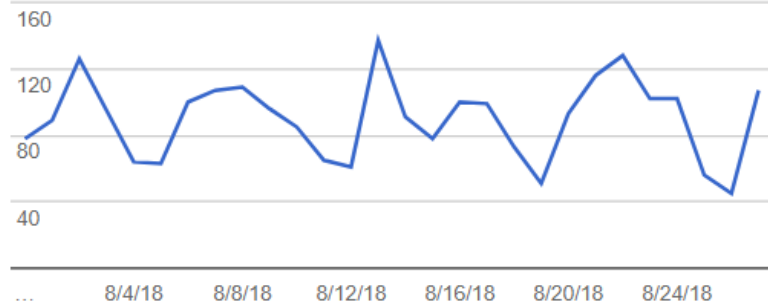
URL Errors

7 Server error
1 Access denied

100 Soft 404
0 Not followed

Search Analytics >>

2,516
Total Clicks



SEO 101: Resources

- Google my business
<https://www.google.com/business>
- Google Search Engine Console
<https://www.google.com/webmasters/tools/home>
- Google Trends
<https://trends.google.com>
- Search Engine Watch
<https://searchenginewatch.com/>
- Search Engine Land
<https://searchengineland.com>





Questions?

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FTDi.com/FTDUniversity/WebinarMaterials**

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YouTube.com/FTDMercuryNetwork**