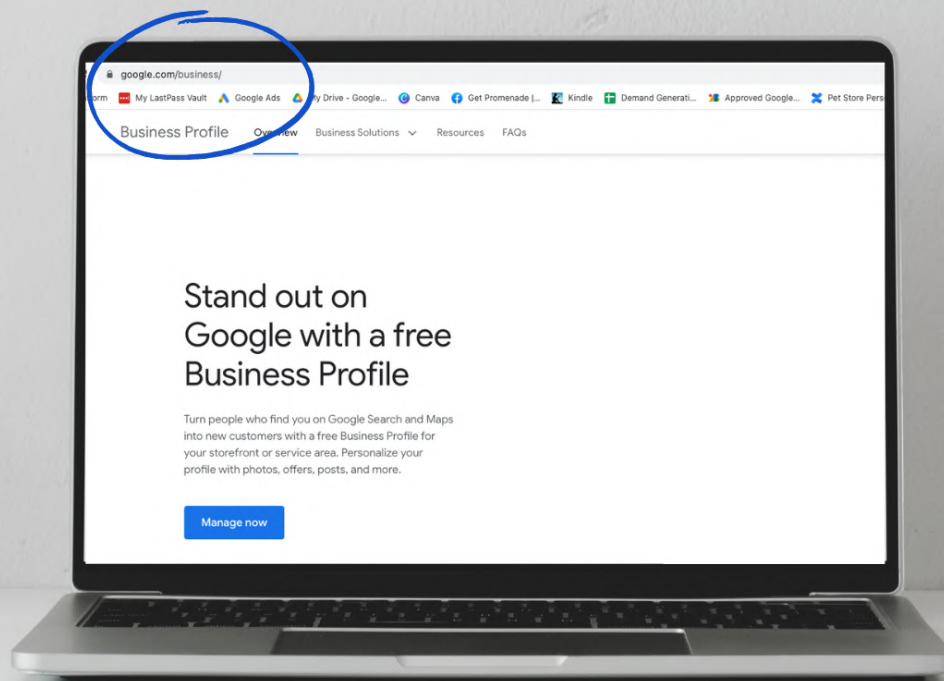




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# Flower Shop's Guide to Optimizing Your **Google** **Business Profile**





Google My Business (GMB), or Google Business Profile, as it was recently renamed, is a free service that helps small businesses get found online. It provides potential customers with important information like your hours and location. Most importantly, a thorough listing improves your local Search Engine Optimization (SEO), so your flower shop appears at the top of results for a local search and map listing. New features, like product listings, are handy for florists. This short guide takes you through every step of creating and optimizing your GMB listing to make the most out of this free tool!

### **Begin by setting up your Google Business Profile account**

- Go to [www.google.com/business](https://www.google.com/business)
- Click the Manage Now button
- Add your business name

### **Choose the right business category that will represent your flower shop and help it get found on Google**

- Unless you are specialized in wholesale or flower delivery only, the right category for your flower shop is *Florist*.

### **Add all the following essential details about your listing immediately:**

- Address
- Phone number
- A website link
- Hours

## Verify Your Business

Whether you've just set up your Google Business Profile or you've had an account for a while, optimize it for success with the following steps.

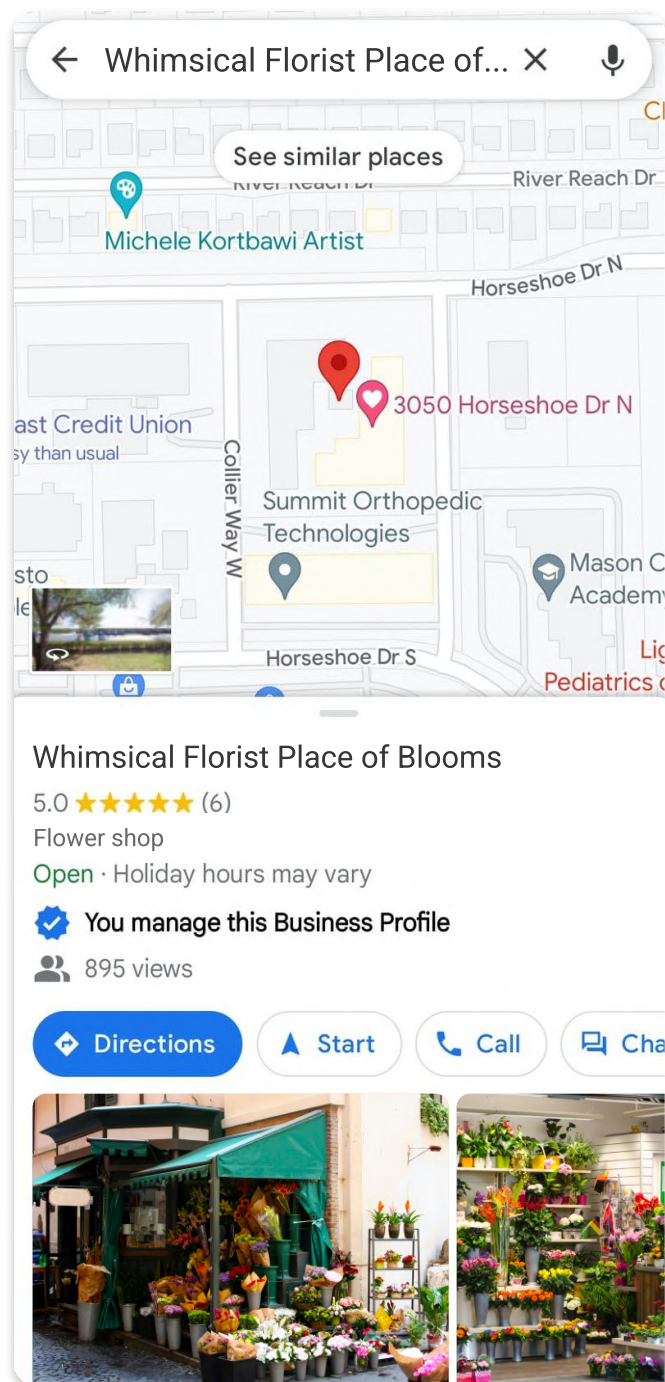
## Do You Know About the Big Change to Google Business Profiles?

Did you know that now, you can create and manage your Business Profile directly on the Google Maps app?

### Google transitioned from the Google My Business app to the Google Maps app.

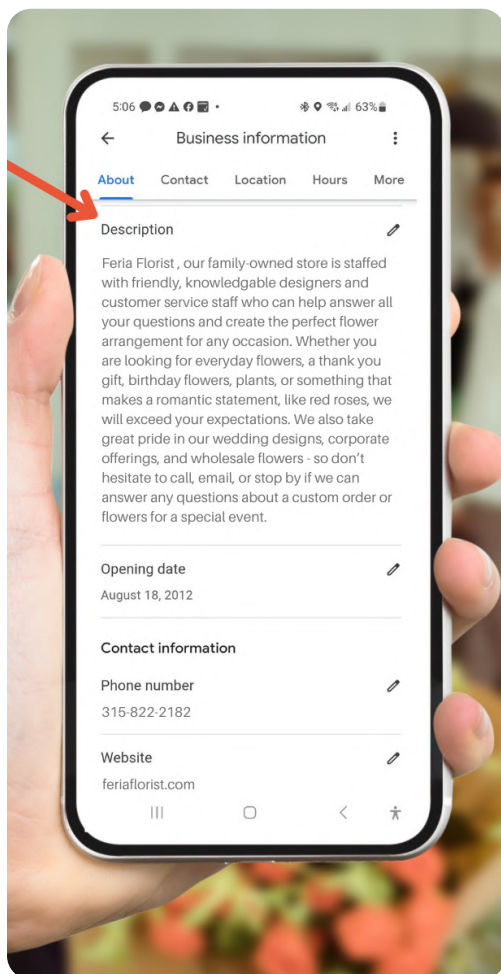
There are no changes in how your profile is perceived. That means that now, you can add and update business information, adjust working hours, or add links and photos on the go with Google maps.

To start adding and managing your Profile on a mobile device, go to the Google Play Store and download the Google Maps app. Follow the same instructions for setting up your Profile, and then optimize it just like we explain below. If you already have a profile, sign in to your business Google Account, tap on your profile photo, and then hit the section **Your Business Profile**. Oh, and don't forget to turn on the notifications in the app so that you never miss an update or a review!



Find your business in Google Maps to manage the information displayed in your listing.

**NOTE** The following steps do not cover every section of your profile. These are specific tips that will help you attract more customers to your local flower shop.



A thorough description with keywords about your business, like “local florist” or “same-day delivery flower delivery,” will improve your local Search Engine Optimization (SEO).

## How to edit your Google Business Profile

- Log into your Google account with the email you registered you used to register your business on Google
- Then do a Google search for your business
- You will see your Google Business Profile with a button for Directions, Website etc.
- Click on **View profile**
- Click **Edit profile**
- Now you can edit your business information, add photos, update your hours and more.

**STEP 1:** In the Business Information section, pay attention to several important parts to maximize your GMB Local SEO:

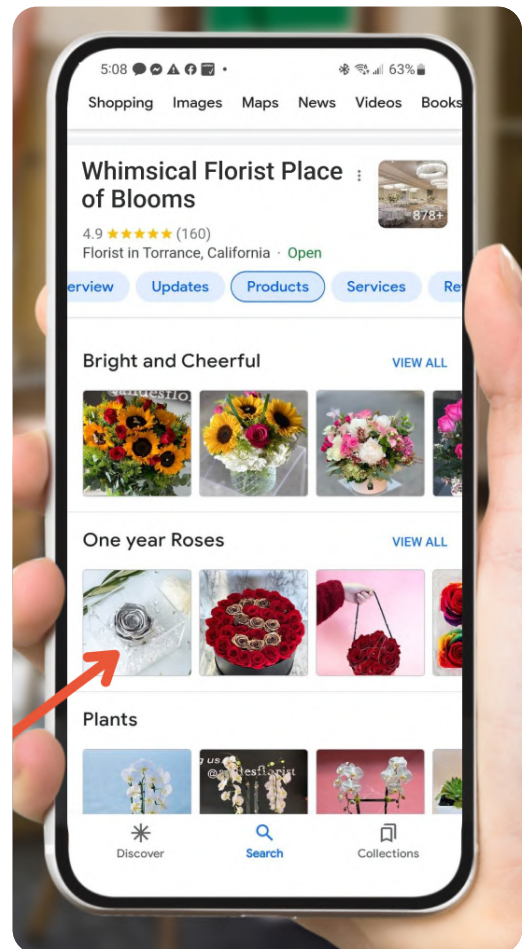
- Select the box called *Service areas* and add all delivery areas including delivery of services such as wedding or event flowers.
- Add *Attributes*, for example the Accessibility of your shop (if it has wheelchair accessible entrance), Amenities that you provide (such as gift wrapping), or any special Offerings (such as same-day delivery).
- Write the *Description* of your floral shop. Use up all available characters for a strong description, but don't go over the 750 characters. Present the crucial information in the first two sentences. Use specific keywords: full-service florist, flower arrangements for any occasion, same day flower delivery, free flower delivery and similar).



## STEP 2: Use the relatively new Products tab to add your products under collections

- Click on Get started.
- Add your product collection title (such as Mother's Day Flowers), product name (Rose Arrangement) and a collection image.
- Provide details to the description that include florist-specific keywords.
- Add more products to your product collection
- Be sure to add at least three product collections
- You can mark a product with "Buy Online" and link to your eCommerce website if you have one.
- Using this feature increases your local SEO.

**PRO TIP:** To name your collections and products, use the terms people usually search for on Google.



## STEP 3: Post only high-quality images that represent your offer

- Place your business' logo as the thumbnail image
- Don't use stock photos or photos with special effects
- Make sure your cover photo size is 1024 x 576 pixels
- Add photos that are JPG or PNG
- Upload 20 photos at first if possible, then add more photos every week or biweekly
- Use Google Street View for 360° photos
- Geo-tag your pictures to get more local reach
- Make sure to categorize your photos, and tag them correctly with keywords that pertain to your floral business – for example: Wedding Arrangement By Your Flower Shop.

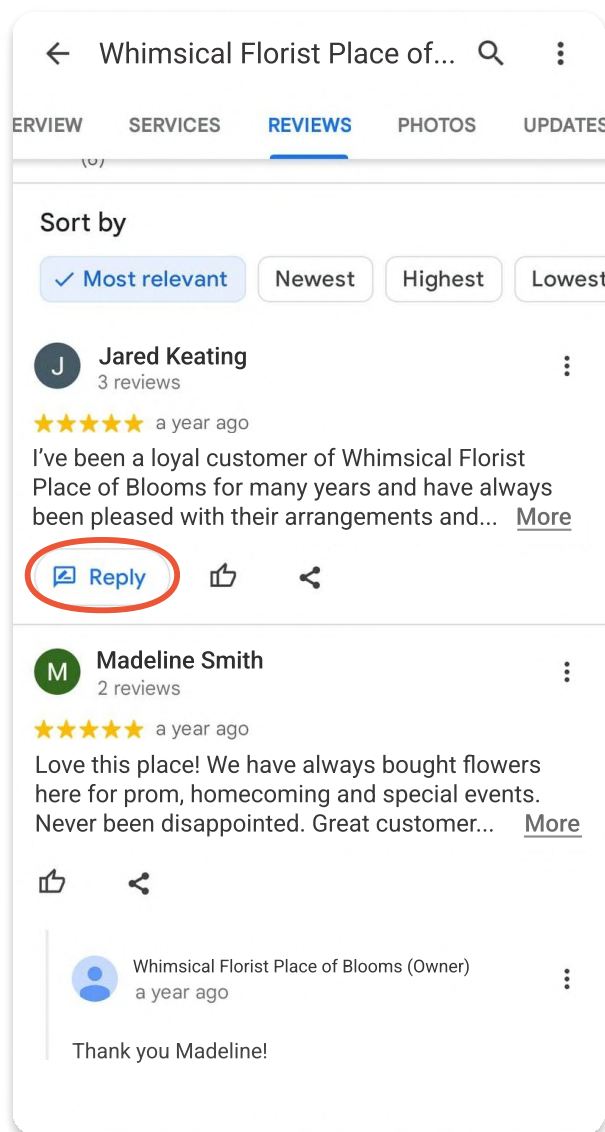
#### STEP 4: Post updates regularly

- Google posts disappear every week, but they are very important for an optimized listing. Share updates at least once every week.
- Let people know about any promotions, changes, general updates, or just remind them to order flower arrangements for any special occasion! Treat this outlet as you would any other business social media channel.
- If you have an important update or piece of news you want highlighted among GMB posts, share it exclusively. Don't post any other updates six days after the announcement, so it doesn't get buried by other content.

#### STEP 5: Keep your regular and holiday working hours current.

#### STEP 6: Actively pursue and manage reviews

- To rank your listing highly, Google looks at three aspects of feedback: high numerical ratings; how many keywords a testimonial has, and the number of reviews you are getting, so make sure your reviews are good on all three aspects
- **The easiest way to get reviews is by asking happy customers** if they would leave you a Google review after their purchase
- Another way to collect testimonials is by providing a short link that leads to Google reviews over social media and email
- People love free things, so throw a giveaway! Gift loyal customers that leave reviews with a free bouquet, or a discount code for their next purchase.
- Decide what reviews to reply to. We suggest **always replying to the best and worst reviews.**

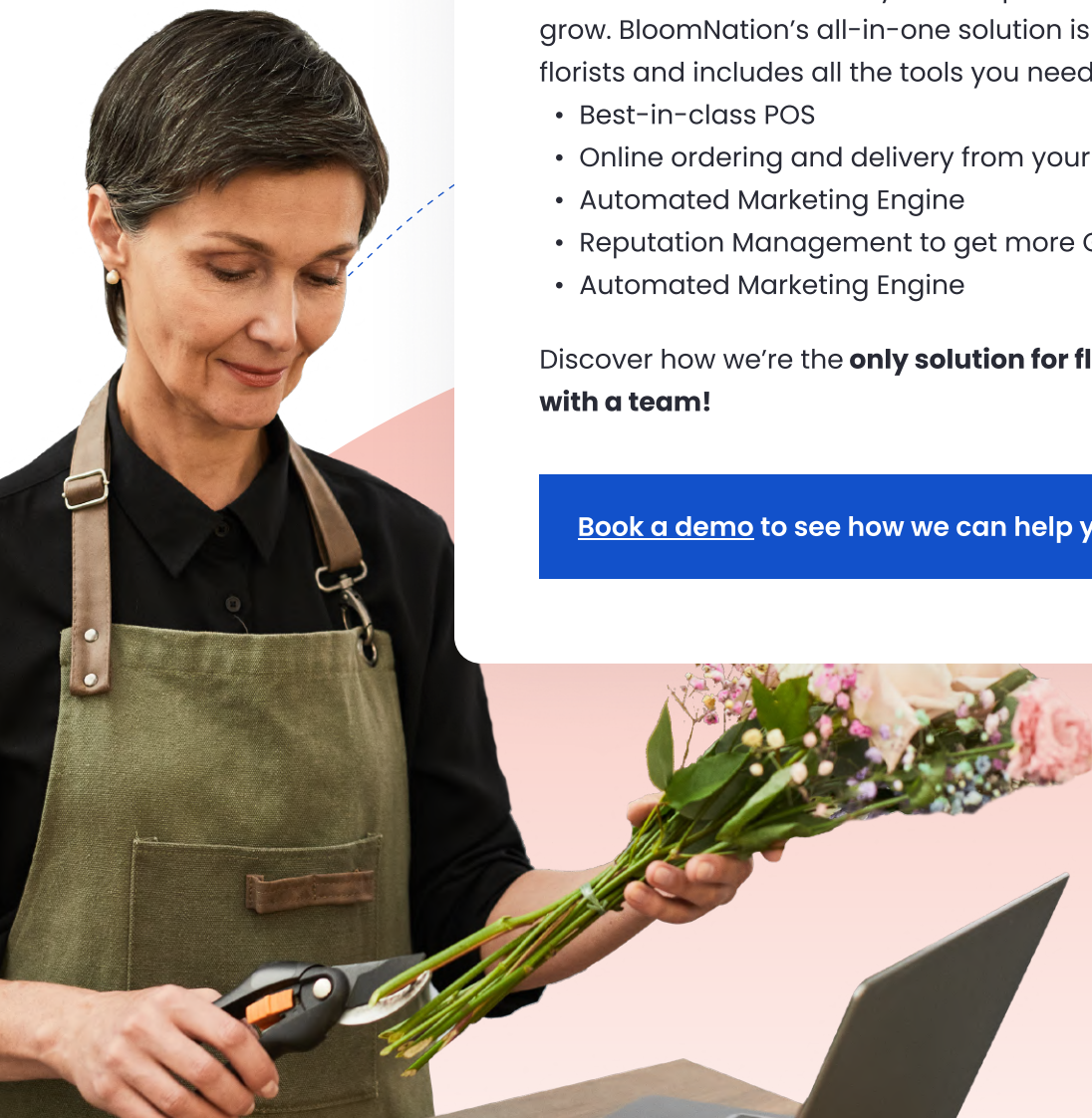


### STEP 7: Make the most out of the Q&A section

- Anyone can post and answer questions on your listing, so make sure to be the first one to provide accurate and quick responses that will help anyone who comes across your listing
- Give elaborate and detailed answers. For example, if someone asks whether you have roses, don't answer with a simple yes or no but rather inform them about your most popular rose arrangements.

### STEP 8: Last but not least – check out your progress with the Insights feature

Once your listing is complete, you'll get a dashboard that shows all the data about your customer's activity on the GMB listing. Use this data to figure out what strategies are working for you and which one you'll need to give more attention to in the future! [See Google for how to get started with Insights.](#)



**BloomNation** is the #1 way for independent, local flower shops to grow. BloomNation's all-in-one solution is trusted by thousands of florists and includes all the tools you need for growth:

- Best-in-class POS
- Online ordering and delivery from your flower shop
- Automated Marketing Engine
- Reputation Management to get more Google reviews
- Automated Marketing Engine

Discover how we're the **only solution for flower shops that comes with a team!**

[Book a demo](#) to see how we can help your business grow.