SEO for Florist

Conduct a Website Audit

- Check website speed (using tools like Google PageSpeed Insights).
- Audit backlinks profile (check domain authority and spammy links).
- Optimize title tags, meta descriptions, and headers (H1, H2, etc.).
- Review social media profiles and their integration with your site.
- Ensure images are optimized (file names, sizes) and include alt text.
- Analyze your link-building efforts (guest posts, mentions, etc.).

Conduct Keyword Research

- List general keywords like "Florist in [City]" or "Flower delivery services.
- Identify long-tail keywords (e.g., "affordable wedding flowers in [City]").
- Use tools like Google Keyword Planner to analyze keywords for volume and competition.
- Focus on "low-hanging fruits" — keywords with moderate volume but low competition.
- Use SERP features to identify content types (e.g., paragraph, listicles, video, image snippets).
- Use Google Trends to track keyword trends and seasonality.

Optimize for Local SEO

- Claim and optimize your Google My Business (GMB) profile
- Actively request and respond to reviews on Google and other platforms to build credibility.
- Use location-based keywords in your content, meta tags, and headers.
- Develop blog posts or landing pages targeting local events, news, or community topics.
- Get links from local websites, directories, or news outlets to enhance your site's authority.
- Use local business schema markup to enhance search engines' of your location.