

2026

THE 5 ORDERS PER DAY BLUEPRINT

For a Luxury Flower Shop in Los Angeles



PRESENTED BY
MASTERCLASS FOR FLORIST

Table of Contents

**PHASE 1 — LOCAL DOMINANCE
FOUNDATION (WEEK 1–2)**

PHASE 2 — OFFER ENGINE (WEEK 2–3)

PHASE 3 — TRAFFIC ENGINE (WEEK 3–6)

PHASE 4 — REPEAT MACHINE (WEEK 4–8)

DAILY 5-ORDER STRUCTURE

WHY YOU ARE NOT GETTING 5 ORDERS NOW

30 DAYS OF INTENSE EXECUTION

WHAT SUCCESS LOOKS LIKE AFTER 30 DAYS

HIGH-CONVERTING PRODUCT PAGE

THE KPI TRACKING SHEET FORMULA

SEO PAGE STRUCTURE

INTERNAL LINKING PROPERLY

TRACKING INTERNAL LINK IMPACT

1 LOCAL DOMINANCE FOUNDATION 01

Set Up & Optimize Google Business Profile (Non-Negotiable)

You need to rank for:

- “Luxury florist Los Angeles”
- “Same day flower delivery Los Angeles”
- “Hospital flower delivery Los Angeles”
- “Sympathy flowers Los Angeles”

Actions:

- Set primary category: Florist
- Add secondary: Flower Delivery, Gift Shop
- Upload 30 high-quality bouquet images
- Post 3 GBP updates per week
- Add service areas (all 30-mile radius cities)
- Add same-day delivery in description
- Turn on messaging

Goal:

Rank in Google Maps Top 3 within 60 days.



**GOOGLE
DIRECTORY**

Google Map

1 LOCAL DOMINANCE FOUNDATION ⁰³

Local Directory Listing – The Hidden SEO Benefit Florists Miss

Directories help create entity authority.

Search engines try to confirm:

“Is this business a real entity?”

They check if your business appears consistently across the web.

The more consistent citations exist, the stronger the entity signal.

This improves:

- Google Maps ranking
- Organic search ranking
- AI search visibility.

Example:

- Yahoo
- Yelp
- Apple Maps
- Bing
- BloomNation
- WeddingWire
- The Knot
- LinkedIn
- Instagram
- Facebook

OTHER DIRECTORIES & PLATFORMS

1 LOCAL DOMINANCE FOUNDATION 03

Build 8 High-Intent Landing Pages

You need:

- Same-Day Flower Delivery Los Angeles - Attracts Local Buyers
- Luxury Florist Los Angeles - Attracts Out-of-State Buyers
- Hospital Flower Delivery Los Angeles -
- Sympathy Flowers Los Angeles
- Memorial Flower Delivery
- Corporate Flower Services Los Angeles
- Beverly Hills Flower Delivery
- Santa Monica Flower Delivery

Each page:

- 800+ words
- Clear CTA
- 3 product links
- Delivery cutoff times
- FAQ section

This alone can generate 1–2 daily orders.

2 OFFER ENGINE

01

Luxury Doesn't Mean Vague

You need 5 Core SKUs that convert daily.

Example Structure:

1. \$129 Signature Luxury Bouquet
2. \$189 Premium Romantic Arrangement
3. \$249 Grand Statement Arrangement
4. \$149 Sympathy Classic
5. \$299 Orchid Luxury Design

No 100 choices. Controlled selection. High perceived value.

Add:

- “Delivered Today if Ordered Before 2 PM”
- “Hand-Designed by Local Luxury Florist”
- Scarcity (Limited Daily Slots)

You need urgency.



**SIGNATURE LUXURY
BOUQUET**

3 TRAFFIC ENGINE

01

Now we inject demand

A. Google Search Ads (High Intent Only)

Target:

- Same day flowers Los Angeles
- Florist near me
- Flower delivery Beverly Hills
- Hospital flower delivery LA

Budget:

\$30–\$50 per day minimum to test.

Luxury keywords convert.

Instagram traffic does not convert cold for florists.



GOOGLE AD / PPC

3 TRAFFIC ENGINE

02

Now we inject demand

Don't run awareness ads yet.

Install:

- Meta Pixel
- Retarget website visitors
- Retarget marketplace visitors if possible

Run:

- Carousel of best sellers
- Offer: "Free Delivery on Orders Over \$150 – This Week Only."

Small budget.
\$10–\$30/day.



**META ADS
(RETARGETING)**

3 TRAFFIC ENGINE

03

Now we inject demand

This is where 5 daily becomes easy.

Target:

- Law firms
- Real estate brokers
- Plastic surgeons
- Event planners
- High-end restaurants

Send:

- Luxury PDF lookbook
- Offer the first delivery at 10% corporate discount
- Monthly billing option

If you land 3–5 corporate clients, you hit 5/day average.



CORPORATE OUTREACH

4 REPEAT MACHINE

01

Retention

If someone orders once, we need to systematize them.

You need:

- Thank you email
- 30-day reminder email
- Birthday reminder collection
- 60-day “We Miss You” email
- Review request 24 hours after delivery

Repeat rate target: 30%

This stabilizes daily volume.



**RECURRING
CUSTOMERS**

DAILY 5-ORDER STRUCTURE

01

Objective

To hit 5 per day at \$180 average:

5 x \$180 = \$900/day
\$27,000/month

Luxury positioning supports this.

Breakdown:

2 Google Organic
1 Google Ads
1 Corporate
1 Repeat/Marketplace

That's the structure.



ORDERS PER DAY

WHY YOU ARE NOT GETTING 5 NOW 01

Broken Revenue Engine

Because:

- No Google presence
- No local SEO pages
- No urgency positioning
- No review authority
- No retargeting
- No corporate targeting
- No consistent traffic source

It's not talent.

It's structure.



**FIX THE REVENUE
ENGINE**

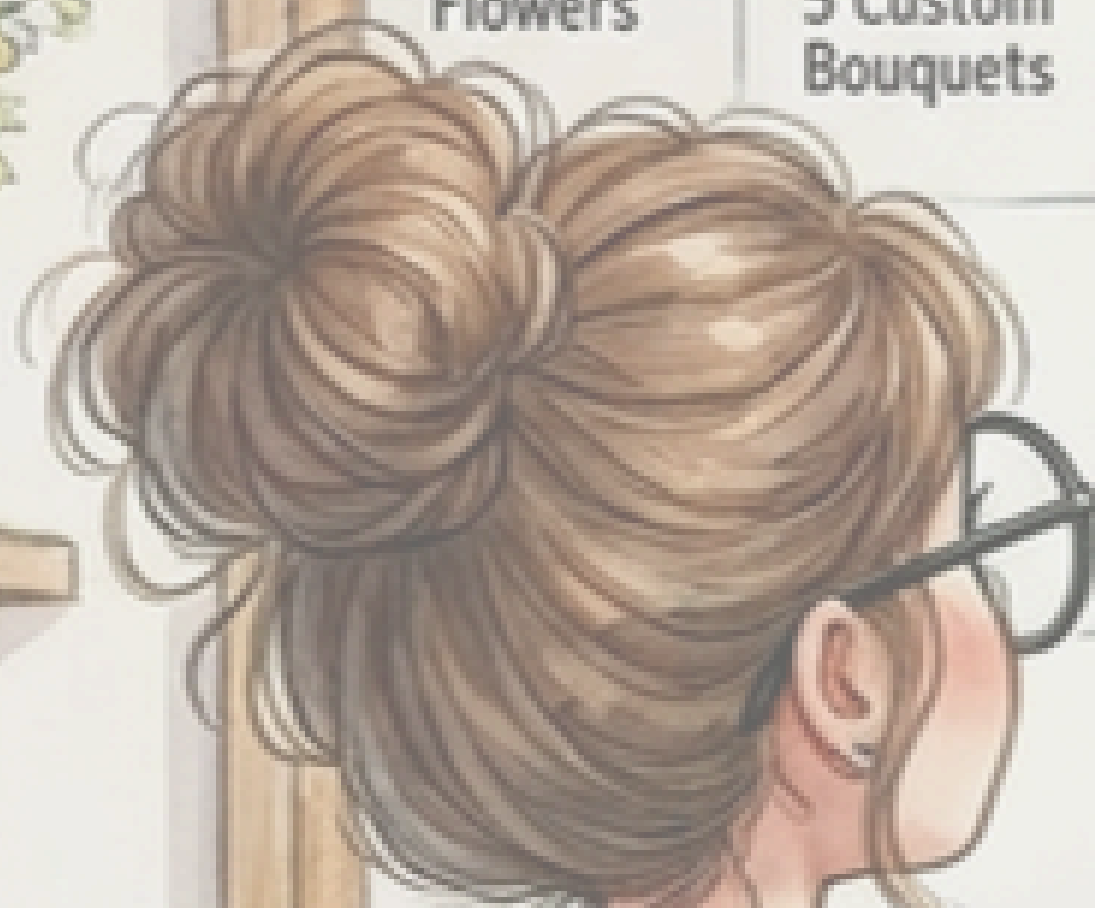
30 DAY EXECUTION PLAN: 5 ORDERS PER DAY

Execution
tasks
earliest!

Self Plans

Day 1 <ul style="list-style-type: none">• Source Flowers• Prep 5 Vases	Day 2 ✓ <ul style="list-style-type: none">• Source Flowers• Prep 5 Vases	Day 3 <ul style="list-style-type: none">• Arrange 5 Custom Bouquets ✓	Day 4 ✓ <ul style="list-style-type: none">• Arrange 5 Custom Bouquets	Day 5 <ul style="list-style-type: none">• Arrange 5 Custom Bouquets	Day 6 <ul style="list-style-type: none">• Arrange 5 Custom Bouquets ✓	Day 7 <ul style="list-style-type: none">• Arrange 5 Bouquets
Day 8 ✓ <ul style="list-style-type: none">• Source Flowers	Day 9 <ul style="list-style-type: none">• Arrange 5 5 Custom Bouquets	Day 10 <ul style="list-style-type: none">• Arrange 5 5 Custom Bouquets	Day 11 ✓ <ul style="list-style-type: none">• Arrange 5 Bouquets <small>Count down!</small>	Day 12 <ul style="list-style-type: none">• Mid-Month Review, Restock ✓	Day 13 <ul style="list-style-type: none">• Arrange 5 Custom Bouquets ✓	Day 14 <ul style="list-style-type: none">• Arrange 5 Custom Bouquets
		Day 14 ✓ <ul style="list-style-type: none">• Mid-Month Review, Restock	Day 15 <ul style="list-style-type: none">• Mid-Month Review, Restock ✓	Day 16 <ul style="list-style-type: none">• Mid-Month Review, Restock	Day 17 <ul style="list-style-type: none">• Arrange 5 5 Custom Bouquets ✓	Day 18 <ul style="list-style-type: none">• Arrange 5 Bouquets
		Day 20 <small>Count down!</small> <ul style="list-style-type: none">• Arrange 5 5 Custom	Day 21 <ul style="list-style-type: none">• Arrange 5 Bouquets	Day 22 <ul style="list-style-type: none">• Mid-Month Review,	Day 23 <ul style="list-style-type: none">• Arrange 5 5 Custom	Day 24 <ul style="list-style-type: none">• Arrange 5 Bouquets

**30 days
intense
execution**



WEEK 1 — VISIBILITY & FOUNDATION

Goal: Stop Being Invisible

Day	Requirement	Task	Expected Result
1	Google Presence	Create & verify Google Business Profile	Business appears on Google Maps
2	Authority	Upload 30 professional images + set 30-mile service areas	Visual credibility + local ranking signals
3	Local SEO	Write optimized GBP description (Luxury Florist LA + Same Day Delivery)	Keyword visibility foundation
4	Product Clarity	Reduce homepage to 5 hero SKUs only	Cleaner buying decision path
5	Conversion	Rewrite product descriptions with urgency + luxury positioning	Higher add-to-cart rate
6	Trust Signals	Add delivery cutoff time + phone number + clear radius	Reduced hesitation
7	Social Proof	Deliver 5 bouquets for Google reviews	First 5 reviews live

WEEK 2 — DEMAND INJECTION

Goal: Turn On Buyer Traffic

Day	Requirement	Task	Expected Result
8	Tracking	Install Google Ads + conversion tracking	Data accuracy
9	Traffic	Launch Google Search Campaign (High Intent Only)	Buyer traffic begins
10	Efficiency	Add negative keywords	Lower wasted spend
11	SEO Asset	Publish “Same Day Flower Delivery Los Angeles” page	Organic ranking foundation
12	SEO Asset	Publish “Luxury Florist Los Angeles” page	Luxury buyer capture
13	SEO Asset	Publish “Hospital Flower Delivery LA” page	Emotional urgency capture
14	Optimization	Review CPC + keyword performance	Early performance clarity

WEEK 3 — AUTHORITY & RETENTION

Goal: Stabilize & Diversify

Day	Requirement	Task	Expected Result
15	Email System	Install email popup (Free Delivery \$150+)	Start building list
16	Automation	Set thank you + review + 30-day reminder emails	Repeat system activated
17	Retargeting	Install Meta Pixel	Visitor tracking
18	Retargeting Ads	Launch retargeting ads	Recover abandoned visitors
19	Corporate List	Build list of 30 luxury businesses	Corporate pipeline
20	Outreach	Send lookbook + intro email	Business conversations
21	Follow-Up	Call 10 businesses personally	Higher closing probability

WEEK 4 — SCALE & OPTIMIZE

Goal: Push Toward 5 Daily

Day	Requirement	Task	Expected Result
22	Scaling	Increase budget on converting keywords	Higher volume
23	Cleanup	Pause non-performing keywords	Lower cost per order
24	Hyperlocal SEO	Publish Beverly Hills page	Local ranking boost
25	Hyperlocal SEO	Publish Santa Monica page	Expanded geographic reach
26	Hyperlocal SEO	Publish West Hollywood page	Increased coverage
27	Review Growth	Ask every customer for review	Stronger trust score
28	Conversion Audit	Improve product page layout + urgency	Higher conversion rate
29	KPI Analysis	Calculate cost per order + ROAS	Financial clarity
30	System Review	Adjust budget + refine strategy	Stable baseline system

What Success Looks Like After 30 Days

Broken Revenue Engine

- 10+ Google reviews
- Cost per order under \$45
- 6+ SEO pages live
- Retargeting recovering traffic
- Email capture working
- Corporate outreach active

You are no longer hoping.

You are controlling demand.



**CONTROLLING THE
DEMAND**

HIGH-CONVERTING PRODUCT PAGE ⁰¹ BLUEPRINT

HERO SECTION (Above the Fold)

Must Include:

LEFT SIDE:

- Large professional bouquet image
- Zoom enabled
- 3–5 thumbnail angles
- Lifestyle shot (in luxury home setting)

RIGHT SIDE:

- Product Name (Luxury tone)
- “The Beverly Grand – Luxury Handcrafted Arrangement”
- Price clearly displayed (\$189)
- ★★★★★ Google review snippet (even if 5 reviews only)
- Short emotional description (3–4 lines max)

HIGH-CONVERTING PRODUCT PAGE ⁰² BLUEPRINT

TRUST & ASSURANCE STRIP (Directly Below Add to Cart)

Small horizontal section:

- ✓ Same-Day Delivery Before 2 PM
- ✓ Hand-Designed by Local Luxury Florist
- ✓ 100% Freshness Guarantee
- ✓ Secure Checkout

This reduces hesitation instantly.

HIGH-CONVERTING PRODUCT PAGE ⁰³ BLUEPRINT

SIZE OPTIONS (Structured, Not Confusing)

Instead of dropdown chaos, use clean selection boxes:

- Standard – \$189
- Premium – \$229
- Grand – \$269

Each size:

- Clear description of the visual difference
- “Most Popular” badge on Premium

This increases AOV automatically.

HIGH-CONVERTING PRODUCT PAGE⁰⁴ BLUEPRINT

DELIVERY DETAILS SECTION

Clear. Not hidden.

Include:

- Same-day cutoff time
- Delivery window explanation
- Hospital delivery instructions
- Sympathy delivery note
- “We will text confirmation upon delivery.”

Luxury buyers want clarity.

HIGH-CONVERTING PRODUCT PAGE⁰⁵ BLUEPRINT

SOCIAL PROOF BLOCK

If you don't have 20 reviews yet, show:

- 3 Google review screenshots
- Real customer photos
- Short testimonials

Example:

“Absolutely stunning arrangement. Delivery was flawless.”
– Beverly Hills Client

People buy reassurance.

HIGH-CONVERTING PRODUCT PAGE⁰⁶ BLUEPRINT

PRODUCT STORY (Emotional Layer)

Short paragraph only.

Not an essay.

Example:

Inspired by timeless European floral design, this arrangement blends texture and scale to create a striking statement piece for any refined space.

Luxury sells a story, not stems.

HIGH-CONVERTING PRODUCT PAGE ⁰⁷ BLUEPRINT

ADD-ON SECTION (Increase AOV)

Below main product:

- Luxury Vase Upgrade +\$25
- Premium Card Stock +\$8
- Chocolates +\$18
- Extra Roses Add-On
-

Make them checkbox style.

No clutter.

HIGH-CONVERTING PRODUCT PAGE⁰⁸ BLUEPRINT

URGENCY & SCARCITY

Subtle, not aggressive.

Add:

“Limited daily design capacity – Only 12 slots available today.”

Luxury scarcity works better than a discount.

HIGH-CONVERTING PRODUCT PAGE⁰⁹ BLUEPRINT

FAQ SECTION

Short and direct:

- Do you offer same-day delivery?
- What time will it arrive?
- Can I request specific colors?
- What if the recipient isn't home?
- Do you deliver to hospitals?

This prevents abandonment.

HIGH-CONVERTING PRODUCT PAGE ¹⁰ BLUEPRINT

Conversion Optimization Essentials (Do Not Skip)

Make sure:

- ✓ Phone number is visible top right
- ✓ Free delivery threshold visible
- ✓ Apple Pay / Google Pay enabled
- ✓ Checkout minimal steps
- ✓ No forced account creation

HIGH-CONVERTING PRODUCT PAGE ¹¹ BLUEPRINT

Target Conversion Rate

For luxury florist with strong intent traffic:

2.5%–5% conversion rate is realistic.

If below 2%, something is wrong:

- Weak trust
- Weak images
- Weak urgency
- Weak reviews

HIGH-CONVERTING PRODUCT PAGE ¹² BLUEPRINT

Important Shift

Luxury conversion is not about lowering prices.

It's about:

- Removing doubt
- Increasing clarity
- Showing authority
- Making a purchase feels safe

The KPI Tracking Sheet Formula

DAILY PERFORMANCE TRACKER

Create columns exactly like this:

|Date | Ad Spend | Clicks | Impressions | CTR % | Avg CPC | Orders (Ads) | Revenue (Ads) | Cost per Order | ROAS | Organic Orders | Marketplace Orders | Repeat Orders | Total Orders | Total Revenue |

1 **2** **3** **4** FORMULAS (Copy These)

Assume:

- Ad Spend = Column B
- Clicks = Column C
- Impressions = Column D
- Orders (Ads) = Column G
- Revenue (Ads) = Column H
- Total Revenue = Column O

CTR % =IF(D2=0,0,C2/D2)

Avg CPC =IF(C2=0,0,B2/C2)

Cost per Order =IF(G2=0,0,B2/G2)

ROAS =IF(B2=0,0,H2/B2)

Total Orders =SUM(G2,J2,K2,L2)



What You Monitor DAILY

1. Cost per Order (Target: <\$45)
2. ROAS (Target: 3X+ minimum)
3. Orders from Ads
4. Organic growth trend
5. Total daily orders (Goal: 5)

The KPI Tracking Sheet Formula

WEEKLY SUMMARY TRACKER

Columns:

| Week | Total Ad Spend | Total Orders (Ads) | Avg Cost per Order | Total Revenue | Avg ROAS |
Total Orders (All Channels) |

Formulas:

Total Ad Spend = SUM(Daily!B2:B8) (adjust range per week)

Total Orders (Add) = SUM(Daily!G2:G8)

Avg Cost per Order = IF(B2=0,0,B2/C2)

Avg ROAS = IF(B2=0,0,D2/B2)

This shows trends.

The KPI Tracking Sheet Formula

CHANNEL BREAKDOWN

Columns:

| Date | Google Ads | Organic | Marketplace | Repeat | Corporate | Total |

Formula:

```
=SUM(B2:F2)
```

This tells you whether you're dependent on a single source.

Goal structure:

- 2 from Ads
- 1 from Organic
- 1 from Marketplace
- 1 from Repeat/Corporate

That equals 5.

The KPI Tracking Sheet Formula

PERFORMANCE ALERT RULES

If Cost per Order $>$ \$60 for 7 days \rightarrow Pause keywords.

If CTR $<$ 3% \rightarrow Ad copy is weak.

If Conversion Rate $<$ 2% \rightarrow Landing page problem.

If ROAS $<$ 2X \rightarrow Either CPC is too high or the product page is weak.

No guessing. Just data.

The KPI Tracking Sheet Formula

BREAK-EVEN CALCULATOR

Columns:

| Avg Order Value | Gross Margin % | Profit per Order | Break-Even Cost per Order |

Formulas:

If Avg Order Value = 180

Gross Margin = 70%

Profit per Order: $=A2*B2$

Break-Even CPA: Same as profit per order.

If profit per order = \$126

You MUST stay below that.

But target CPA = \$30-\$45 for healthy scaling.

SEO Page Structure Template

SEO is slow if done casually. It's powerful if done strategically.

 Building the high-intent landing pages SEO page

Your Location + 30-mile radius, luxury positioning.

We are not writing blog fluff.

We are building high-intent landing pages that rank and convert.

Below is your exact SEO Page Structure Template for:

- Same-Day Flower Delivery in [Your Location]
- Luxury Florist [Your Location]
- Hospital Flower Delivery in [Your Location]
- City - Specific Delivery Pages [Your Location + 30 miles radius]

This structure works for all of them.

SEO Page Structure Template

SEO is slow if done casually. It's powerful if done strategically.

H1 — CLEAR, BUYER-INTENT HEADLINE

Example:

Same-Day Flower Delivery in Los Angeles – Luxury Handcrafted Arrangements

or

Luxury Florist in Beverly Hills – Premium Same-Day Delivery

No clever wording.

Use keywords.

OPENING PARAGRAPH (100–150 Words)

Purpose:

- Immediately confirm the location
- Mention same-day delivery
- Reinforce luxury positioning

Structure:

- Who you are
- What you deliver
- Where you deliver
- Delivery cutoff time

Example structure:

Looking for same-day flower delivery in Los Angeles?

Our luxury floral studio designs premium handcrafted arrangements using fresh seasonal blooms and delivers throughout LA and the surrounding areas within a 30-mile radius.

Order before 2 PM for same-day delivery.

Clear. Direct. Conversion-focused.

SEO Page Structure Template

SEO is slow if done casually. It's powerful if done strategically.

FEATURED PRODUCTS SECTION

Embed 3–5 hero products:

- Signature Luxury Bouquet
- Premium Romantic Arrangement
- Grand Statement Piece
- Sympathy Classic

Each product block:

- Image
- Price
- Short 1-line description
- “Order Now” button

Internal linking boosts SEO and sales.

SEO Page Structure Template

SEO is slow if done casually. It's powerful if done strategically.

FEATURED PRODUCTS SECTION

Embed 3–5 hero products:

- Signature Luxury Bouquet
- Premium Romantic Arrangement
- Grand Statement Piece
- Sympathy Classic

Each product block:

- Image
- Price
- Short 1-line description
- “Order Now” button

Internal linking boosts SEO and sales.

SEO Page Structure Template

SEO is slow if done casually. It's powerful if done strategically.

WHY CHOOSE OUR FLORIST (Trust Section)

Bullet points:

- ✓ Same-Day Delivery Available
- ✓ Handcrafted Luxury Designs
- ✓ 30-Mile Delivery Radius
- ✓ Hospital & Sympathy Specialists
- ✓ Secure Online Ordering

Add a short explanation under each.

This reduces bounce rate.

SEO Page Structure Template

SEO is slow if done casually. It's powerful if done strategically.

SERVICE AREA SECTION (Critical for Local SEO)

List nearby cities naturally in paragraph form:

- Beverly Hills
- Santa Monica
- West Hollywood
- Sherman Oaks
- Studio City
- Pasadena
- Glendale

Don't keyword-stuff. Write naturally.

Example:

We proudly deliver to Beverly Hills, Santa Monica, West Hollywood, and surrounding Los Angeles communities.

This helps Google map you geographically.

SEO Page Structure Template

SEO is slow if done casually. It's powerful if done strategically.

DELIVERY DETAILS SECTION

Include:

- Same-day cutoff time
- Delivery windows
- What happens if the recipient isn't home
- Hospital delivery requirements

Google loves detailed service info.

Buyers love clarity.

SEO Page Structure Template

SEO is slow if done casually. It's powerful if done strategically.

OCCASION-BASED SUBSECTIONS (Keyword Boost)

Add small sections for:

- Birthday Flowers in Los Angeles
- Anniversary Flower Delivery
- Sympathy & Funeral Flowers
- Hospital Flower Delivery

Each 80–120 words.

This expands ranking potential without writing new pages.

SEO Page Structure Template

SEO is slow if done casually. It's powerful if done strategically.

GOOGLE REVIEWS SECTION

Embed:

- 3–5 review screenshots
- Google star rating badge

This improves dwell time and trust.

SEO Page Structure Template

SEO is slow if done casually. It's powerful if done strategically.

FAQ SECTION (Important for Ranking)

Add 5–7 FAQs:

- Do you offer same-day delivery in Los Angeles?
- What time is your delivery cutoff?
- Do you deliver to hospitals?
- Can I request specific flower colors?
- What areas do you cover?

FAQs often rank in Google snippets.

SEO Page Structure Template

SEO is slow if done casually. It's powerful if done strategically.

10 STRONG CTA (Bottom of Page)

Example:

- Order Your Luxury Flower Arrangement Today
- Same-Day Delivery Available Across Los Angeles

Add button:

“Shop Same-Day Arrangements”

Internal Linking Property

01

Internal linking is Google's Guide to Your Website Content

Very few build authority flow.

Internal linking is what tells Google:

- What is your main page?
- What your supporting pages are
- What do you want to rank for

If you do this correctly, your “Same-Day Flower Delivery Los Angeles” page becomes your power page.

Let's structure this properly.

Internal Linking Property

01

Internal linking is Google's Guide to Your Website Content

Very few build authority flow.

Internal linking is what tells Google:

- What is your main page?
- What your supporting pages are
- What do you want to rank for

If you do this correctly, your “Same-Day Flower Delivery Los Angeles” page becomes your power page.

Let's structure this properly.

Internal Linking Property

STEP 1: Define Your Page Hierarchy

We Need 3 Levels

LEVEL 1

Primary Money Page (Core Authority Page)

Example:

- Same-Day Flower Delivery Los Angeles

This is your most important SEO + conversion page.

Everything should point here.

LEVEL 2

Supporting Category Pages

Example:

- Luxury Florist Los Angeles
- Hospital Flower Delivery Los Angeles
- Sympathy Flowers Los Angeles
- Corporate Flower Services LA

These support the main page. They link up to Level 1.

LEVEL 3

Hyperlocal Pages

Example:

- Beverly Hills Delivery
- Sherman Oaks Delivery

These link up to Level 1 and sometimes Level 2.

They do NOT compete with each other.

They support the main authority page.

Internal Linking Property

🧠 STEP 1: Define Your Page Hierarchy

🏗️ VISUAL STRUCTURE (Think Pyramid)



All roads lead up.

Internal Linking Property

STEP 2: Linking Rules (Non-Negotiable)

RULE 1 – Every Page Links to the Main Page

On:

- Luxury Florist LA page
- Hospital page
- Beverly Hills page

You naturally include:

“Explore our same-day flower delivery options in Los Angeles.”

That phrase should link to:

Same-Day Flower Delivery LA page.

Internal Linking Property

STEP 2: Linking Rules (Non-Negotiable)

RULE 1 – Every Page Links to the Main Page

On:

- Luxury Florist LA page
- Hospital page
- Beverly Hills page

You naturally include:

“Explore our same-day flower delivery options in Los Angeles.”

That phrase should link to:

Same-Day Flower Delivery LA page.

Internal Linking Property

STEP 2: Linking Rules (Non-Negotiable)

RULE 2 – Hyperlocal Pages Link Up, Not Sideways

On Beverly Hills page:

You link to:

- Same-Day Flower Delivery LA
- Luxury Florist LA

You DO NOT aggressively link to Santa Monica page.

Why?

Because we want authority consolidation, not dilution.

Internal Linking Property

STEP 2: Linking Rules (Non-Negotiable)

RULE 3 – Product Pages Link Back to Location Pages

On every product page, add:

“Available for same-day delivery across Los Angeles, Beverly Hills, Santa Monica, and surrounding areas.”

Each city name links to its respective page.

This strengthens geographic signals.

Internal Linking Property

07

STEP 2: Linking Rules (Non-Negotiable)

RULE 4 – Use Natural Anchor Text (No Spam)

Bad:

“Same Day Flower Delivery Los Angeles, Same Day Flower Delivery Los Angeles, Same Day Flower Delivery Los Angeles”

Good:

“Order same-day flower delivery in Los Angeles.”

Natural. Clean.

Internal Linking Property

STEP 3: Internal Linking Minimum Standard

Each page should contain:

- 3–5 internal links minimum
- At least 1 link pointing upward (authority page)
- At least 1 link to product collection
- At least 1 link to contact or shop page

Internal Linking Property

09

STEP 4: Revenue-Focused Linking

You are not blogging.

So every page should link to:

- ✓ 3 hero products
- ✓ Shop All Same-Day Arrangements
- ✓ Corporate Inquiry page

Internal linking should drive sales, not just SEO.

Internal Linking Property

STEP 5: Link From Google Business Profile

In your GBP:

Add:

- Website main URL
- Same-Day Flower Delivery page
- Appointment link (if available)

Your GBP authority should flow to your money page.

Internal Linking Property

WHAT THIS DOES

After 30–60 days:

Google understands:

- Your authority page
- Your service area
- Your delivery specialization
- Your luxury positioning

Without internal linking, Google sees random pages.

With structure, Google sees dominance.

 Most Florists Get This Wrong

They:

- Create 10 city pages
- Don't link them properly
- Compete against themselves
- Spread authority thin

You are building a central authority hub.

That's how you rank in LA.

Tracking Internal Link Impact

WHAT YOU'RE ACTUALLY TRACKING

Internal linking should improve:

1. Impressions (how often you show in search)
2. Average Position (ranking movement)
3. Clicks
4. Crawl frequency
5. Index coverage

If those don't improve after internal linking changes, something's wrong.

Tracking Internal Link Impact

01

STEP 1 — IDENTIFY YOUR MONEY PAGE

Example:

/same-day-flower-delivery-los-angeles/
This is the page everything links to.
You must track this page individually.

What You Should See After Internal Linking

Within 2–6 weeks:

- Impressions increase first
- Position gradually improves
- CTR improves if the title/meta is strong

If impressions don't increase → Google still doesn't see it as an authority.

STEP 2 — USE THE PERFORMANCE REPORT (Page-Level Tracking)

In Google Search Console:

1. Click Performance
2. Click Search Results
3. Click + New
4. Choose Page
5. Paste your money page URL
6. Apply

Now you're seeing data for ONLY that page.

Track these 4 metrics:

- ✓ Total Clicks
- ✓ Total Impressions
- ✓ Average CTR
- ✓ Average Position

Tracking Internal Link Impact

STEP 3 — CHECK INTERNAL LINKS COUNT

In GSC:

1. Go to Links
2. Click Internal Links
3. Search your money page

You'll see how many internal links point to it.

If your main page only has 2–3 internal links → weak structure.

Target:

At least 10–20 internal links pointing to your money page across your site.

STEP 4 — TRACK KEYWORD MOVEMENT

Back in Performance → Page filter active:

Click the Queries tab.

Look for:

- same day flower delivery los angeles
- florist los angeles
- flower delivery los angeles

Check:

- Position this week
- Compare last 28 days vs previous 28 days

Use:

Date → Compare → Last 28 days to previous period

If internal linking is working:

Average position improves gradually.

Tracking Internal Link Impact

STEP 5 — MONITOR INDEXING & CRAWL BEHAVIOR

Go to:
URL Inspection Tool
Paste your money page.

Check:

- ✓ Is it indexed?
- ✓ Last crawl date?
- ✓ Is Google seeing the updated version?

If you just added internal links and Google hasn't crawled recently:

Click "Request Indexing."

STEP 6 — WATCH HYPERLOCAL PAGES

Now repeat this process for:

- /beverly-hills-flower-delivery/
- /santa-monica-flower-delivery/

Track whether:

- They gain impressions
- They begin ranking for "[City] flower delivery"

If they don't gain impressions after 30 days:

You likely didn't link them properly from your main authority page.

Tracking Internal Link Impact

04

HOW TO KNOW INTERNAL LINKING IS WORKING

Within 30–60 days:

- ✓ Main page impressions increase
- ✓ Related pages start appearing in Queries
- ✓ Crawl frequency increases
- ✓ Internal link count increases
- ✓ Average position improves gradually

Internal linking doesn't explode traffic overnight.

It strengthens authority over time.

COMMON MISTAKES

- Creating 10 city pages with no links to the main page
 - Using identical anchor text everywhere
 - Not checking internal link count in GSC
 - Never comparing 28-day periods
 -
- SEO is data. Not hope.

Tracking Internal Link Impact

ADVANCED MOVE (If You Want to Be Serious)

After 60 days:

Look at:

Performance → Queries → Filter by “Contains: Los Angeles.”

See which pages rank.

Then build supporting internal links toward pages that are already gaining traction.

You strengthen what’s working.