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| **MID:** |  | **VERTICAL: Florist - Retail** |
| **MONO ID:** | 19/10/16 | |
| **GENERAL INFORMATION**  **Any Occasion Florists** [company\_name]  **Main Address**  [street]  [city]  [state]  [zip]  [phone]  [email]  **Other Addresses:**  **Other Phone Numbers**  Fax: | **Hours**  Monday – Friday:  Saturday:  Sunday:  **SERVICE AREA (indicate on Home Page only for mobile services)**  Bullet | |
| **SITE MAP**  Home  About Us  Services  Contact Us |  | |

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| **Home (Page 1)** | |
| **Page Title** | Florist [city] | Home | [company\_name] |
| **Meta Description** | [company\_name] has a variety of flowers in stock to create stunning bouquets for any occasion. Call your favourite florist in [city] today! |
| **H1** | **Your** **Florist in [city] – We Have Flowers for Every Occasion** |

When your words alone don’t seem to be enough, say it with flowers. [company\_name] is your florist in [city] carrying a colourful collection of exotic flowers and plants. Our bouquets and floral arrangements are a perfect complement to any occasion. Make your next birthday, graduation, wedding or anniversary sweeter with a beautiful floral arrangement to mark the event. The bright hues of flowers can also help lift the mood during unpleasant events such as accidents, illnesses and funerals.

**Wedding Arrangements**

Flowers make a beautiful statement when celebrating your special day. Our floral arrangements are the perfect accent to your wedding decor, and we can also create table centrepieces to match your colour scheme. Choose from a colourful mix of bright- and light-coloured flowers to craft your bouquet. We can go big or small, you decide! Whatever your theme, our wedding packages can be customized using the assortment of flowers that you choose. Contact us today to order flowers for your upcoming wedding!

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| **CTA** |
| **Button:** Contact Us Today  **Link to: Contact Us** |

**Gift Baskets Filled with Goodies**

Whether you’re sending congratulations on an engagement or well wishes for a speedy recovery, a gift basket full of treats says you care. Express yourself even more with a personalized card to your recipient! We also carry other small gift items which can be included with your basket. Attach a stuffed animal or another keepsake for an extra-special surprise! You can choose pre-arranged gift baskets or get yours tailor-made for that special someone.

**Exotic Plants & Flowers**

Capture the beauty of nature with exotic flowers from [company\_name] in [city]. Our floral boutique carries varieties from across the world! Brighten your space with crazy-colourful exotic flowers or refresh your home with air-purifying houseplants. We have a large selection of green plants that are ideal for cleaning stale indoor air. Pick a hanging plant, a tall potted plant or a table topper today and start breathing purer air in your home or office.

To speak with us about our products or services, please call, email or fill out our contact form.

**Eform**

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| **SPOT TEXT – PRIMARY CTA** |  |
| **Title:** Wedding Bouquets, Centrepieces & Arrangements  **Text:** Adorn your wedding venue with fragrant flowers! From a church to a banquet hall, decorate it on budget with [company\_name].  **Button:** Learn More  **Link to: Services** | |

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| **SPOT TEXT – PRIMARY CTA** |  |
| **Title:** Celebrate Your Anniversary  **Text:** Make a beautiful bouquet a tradition on your anniversary. Customize a bouquet that your special someone will love.  **Button:** Learn More  **Link to: Services** | |

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| **SPOT TEXT – PRIMARY CTA** |  |
| **Title:** Floral Arrangements for Any Event  **Text:** Send the message with flowers! Say “Happy birthday” or “Congratulations” the colourful way. Place your order today!  **Button:** Order Flowers  **Link to: Contact Us** | |

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| **CTA** |
| **Title:** Exotic Flora  **Text:** Find exotic flowers to brighten up your home or office.  **Button:** Learn More  **Link to: Services** |

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| **CTA** |
| **Title:** Gift Baskets  **Text:** Send a basket full of goodies to make someone grin.  **Button:** Learn More  **Link to: Services** |

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| **CTA** |
| **Title:** Houseplants  **Text:** Breathe cleaner air indoors with air-purifying green plants.  **Button:** Learn More  **Link to: Services** |

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| **CTA** |
| **Title:** Delivery Service  **Text:** Schedule a flower or gift basket delivery today.  **Button:** Call Now  **Link to: Contact Us** |

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| **CTA** |
| **Title:** Find Our Shop  **Text:** Our flower shop is easy to find from anywhere in [city].  **Button:** Get Directions  **Link to: Contact Us** |

**Links:**

**Contact us today > Contact Us Page**

**please call, email > Contact Us Page**

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| **About Us (Page 2)** | |
| **Page Title** | Flower Shop [city] | About Us | [company\_name] |
| **Meta Description** | [company\_name] creates beautiful bouquets, floral arrangements and gift baskets for all occasions. Visit our flower shop in [city] today! |
| **H1** | **Find The Perfect Gift at Our Flower Shop in [city]** |

[company\_name] is the flower shop in [city] where area residents can find flowers and other gifts to help them celebrate special occasions or show someone how much you care – you won’t have to say a single word! Flowers are also perfect party décor. When your guests arrive at your event, greet them with the sweet smell of flowers.

The floral packages we offer are customizable and you choose which flowers you want featured in your arrangement. Contact us to choose a floral package that suits your needs and your budget.

**Every Flower Symbolizes Something**

Flower selection is a science; not only does the type of flower matter, but so does the colour. Each flower has a unique symbolism, and our friendly florists can educate you on the flowers in our shop and help you pick a suitable arrangement. While roses are customarily thought to symbolize love, jasmine and carnation flowers do, too! Stop by today and we’ll help you craft the perfect floral arrangement.

**Links:**

**Contact us > Contact Us**

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| **Services (Page 3)** | |
| **Page Title** | Flower Delivery [city] | Services | [company\_name] |
| **Meta Description** | Call [company\_name] for flower delivery in [city]. We sell arrangements with the season’s most fragrant flowers along with gift baskets and other goodies. |
| **H1** | **Fast, Affordable Flower Delivery in [city]** |

When you need flower delivery in [city], [company\_name] will make sure your arrangement looks gorgeous and gets to its destination still looking that way! We create lovely bouquets with the season’s most fragrant flowers. Whether you are celebrating a wedding or mourning the passing of a loved one, a floral arrangement will help to lift the ambiance. Rest assured our flowers are delivered fresh and on time. Call today to schedule a delivery!

Our houseplants are great housewarming gifts for friends and family as well as nice additions to your own home. We carry a number of plants which are known for their air-purifying properties; speak to our florists to learn more about which houseplants will work best in your indoor space.

**Help Your Plants & Flowers Live Longer**

Follow these tips for the flowers in your home and spread the word when you’re sending them! Remember to change their water every two to three days AND trim their stems every time you do so. And unlike houseplants, cut flowers require a cool, dark environment to live longer. Lastly, avoid placing your flowers near ripening fruit or vegetables as their ethylene gas emission causes flowers to lose their petals faster.

Our florists will tell you how to best care for your houseplant, but here are some general tips to help it thrive. Wipe broad, glossy leaves with a cloth to stop damaging dust buildup, and remove any dead leaves or flowers regularly. And instead of watering your plant from the top, stand your plant in a dish of water until all the moisture has been absorbed.

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| **CTA** |
| **Button:** Contact Us Today  **Link to: Contact Us** |

**Links:**

**Call today to schedule a delivery! > Contact Us Page**

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| **Contact Us (Page 4)** | |
| **Page Title** | [company\_name] | [city] | Contact Us |
| **Meta Description** | Visit [company\_name] to find floral arrangements in [city]. You can also choose from exotic flora, houseplants and gift baskets. Call now – we deliver! |
| **H1** | **Creating Beautiful Floral Arrangements for [city]** |

Are you stumped trying to find the right words to express yourself? Say it with flowers, gift baskets and other keepsakes from [company\_name]! You can create custom floral arrangements in [city] with our lovely flowers. Our florists will help you choose the right flowers for the occasion, whether it’s a wedding, birthday, anniversary or the loss of a loved one. We understand the symbolic meaning behind each flower in our shop and which colour is most relevant to the situation. Contact us or stop by today to order a flower delivery, select a floral package for an event or find another great gift!