I SPEAK FLOWERS · WORLD CUT FLOWER COMMISSION

AI-Ready Florist Evaluation

OFFICIAL SCORECARD
10 checks · 100 points
Edition 2026

FREE · NO MEMBERSHIP NEEDED

FLOWER SHOP NAME	CITY, STATE	WEBSITE	DATE

Customers used to search. Now they ask AI, and AI names only the shops it can find, read and trust. Score each check from **0 to 10** by counting how much of the green column you have done: all = 10, most = 7–9, about half = 4–6, one or two pieces = 1–3, matches the pink column = 0. Then turn the page and have any AI confirm your scores.

	WHAT WE CHECK	HIGH SCORE (8–10)	LOW SCORE (0–2)	SCORE
1	**Does AI name your shop?** Ask ChatGPT, Google Gemini and Perplexity: "Best local florist in [your town]?"	Your shop is named by 2 or 3 of them, with correct details.	Not named by any. Grocery stores or order-gatherers named instead.	☐ / 10
2	**Google Business Profile** The #1 source AI reads for local shops.	Claimed. Category "Florist." Hours and holiday hours set. 20+ real photos. A post in the last 30 days.	Unclaimed, wrong category, missing hours, or few photos.	☐ / 10
3	**Reviews** AI trusts what customers say about you.	4.5+ stars, 50+ reviews, a new one this month, and the owner replies.	Under 10 reviews, none recent, no replies.	☐ / 10
4	**Same name, address & phone everywhere** Search your phone number on Google.	Identical on your website, Google, Yelp, Facebook, Apple Maps and Bing.	An old phone, old address or different spelling shows up anywhere.	☐ / 10
5	**Your website says it in plain words** AI reads text, not pictures.	Home page states: florist, your town, delivery area, walk-in hours, weddings, sympathy, everyday.	Pictures only, no town named, or no website at all.	☐ / 10
6	**Proof you're a real shop** A walk-in shop with fresh flowers in the cooler.	Storefront, cooler and staff photos. "Walk in" and street address on your site.	Stock photos only. No sign of a physical shop.	☐ / 10
7	**Website basics** Open your site on your phone.	Secure (https), loads fast, works on a phone, has "Florist" business markup.	"Not secure" warning, slow, or breaks on a phone.	☐ / 10
8	**Listed where AI looks** Beyond Google.	5+ of: Yelp, Bing Places, Apple Business Connect, Facebook, Chamber of Commerce, local news.	Google only, or nowhere.	☐ / 10
9	**Answers customer questions** AI repeats clear answers.	FAQ covers delivery area, same-day cutoff, price range, funeral home delivery.	No answers anywhere. Customers must call to learn basics.	☐ / 10
10	**The order comes to you** Click your listing like a customer would.	The link and phone go straight to your shop and your own checkout.	The listing sends customers to a middleman that takes a cut.	☐ / 10

TOTAL SCORE

_____ / 100

85–100
AI-Ready
AI can find, read and recommend you.

65–84
Getting There
Visible, but a competitor can pass you.

40–64
Hard to Find
AI knows you exist but rarely names you.

0–39
Invisible to AI
Customers asking AI won't hear your name.

STEP TWO · DON'T TAKE OUR WORD FOR IT

Confirm Your Score With Any AI

TAKE A PICTURE
of the box below
FREE · NO MEMBERSHIP NEEDED

Fill in the blanks, tick your shop facts, then take a photo of this box and give it to ChatGPT, Gemini, Claude or Perplexity. Use one that can search the web.

GIVE THIS TO ANY AI

Please evaluate my flower shop for how ready it is to be found and recommended by AI.

Shop name: _____ City, State: _____

Website: _____ Years in business: _____

My shop facts (I ticked what is true):

- ☐ Walk-in storefront at a street address
- ☐ Flowers are our main business
- ☐ Our own staff deliver the flowers
- ☐ Fresh flowers in the cooler every day
- ☐ Trained floral designers on staff
- ☐ Locally owned

Designer certifications (AIFD, CFD, ICPF, other): _____

Search the web and score each of these 10 checks from 0 to 10. For each, give the score, one sentence on what you found, and one fix:

1. When asked "best local florist in my town," do AI assistants name my shop?
2. Is my Google Business Profile claimed, set to "Florist," with hours, photos and recent posts?
3. Star rating, number of reviews, how recent they are, and whether I reply.
4. Are my name, address and phone identical everywhere online?
5. Does my website say in plain text what I am, where I am and where I deliver?
6. Is there clear proof I'm a real walk-in shop (storefront, cooler, staff photos)?
7. Is my website secure, fast, phone-friendly, with local business markup?
8. Am I listed on Yelp, Bing, Apple Maps, Facebook, the Chamber, local news?
9. Do I answer common questions (delivery area, same-day cutoff, prices)?
10. Do my listings send orders straight to my shop, or to a middleman?

Then, for each shop fact I ticked, tell me whether my website and listings say so where customers and AI can see it. A true fact that isn't online can't help me. Finish with a total out of 100 and the three fixes that would help most.

1. Score it yourself
Use the front of this sheet. Be honest. A 5 is a 5.

2. Have AI check it
Photo the box above. Compare its scores to yours.

3. Fix three, re-score
Do the top three fixes, then run it again in 30 days.

The industry markets the flower.
We market the florist.

I Speak Flowers is building the list AI can trust: real brick-and-mortar flower shops only. Free to use. You don't need to be a member.

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This scorecard is an evaluation guide built from common local and AI search practices. No one can guarantee placement in any AI answer, and AI results change from day to day. Re-check monthly.