

joannekor.com

# Sample Audit Report

## Blossom & Co. — Instagram Link-in-Bio Page

Client	Blossom & Co. (Florist & Lifestyle Brand, Singapore)
Page audited	Instagram link-in-bio (Linktree)
Goal	Drive online orders and grow mailing list
Audited by	Joanne Kor · joannekor.com
Date	April 2025

OVERALL SCORE

**61 / 100**

Section	Score	Rating
1. First Impression & Clarity	7/10	Good
2. Messaging & Value Proposition	6/10	Needs Work
3. Conversion Flow & CTAs	5/10	Needs Work
4. Content & Structure	7/10	Good
5. Trust Signals	4/10	Critical
6. UX & Mobile Experience	8/10	Strong
7. Channel-Specific Audit	6/10	Needs Work
8. Competitor Positioning	5/10	Needs Work

## Section 1 — First Impression & Clarity

7/10 | Good

What a first-time visitor sees and understands within 5 seconds of landing on your page.

**WORKS** Profile photo and bio are warm and on-brand. The page name "Blossom & Co." is immediately clear. Pastel colour palette is consistent across all highlights.

**ISSUE** No clear differentiating tagline. "Fresh flowers for every occasion" is generic — it could apply to any florist in Singapore. Nothing here tells a visitor why to choose you over the next result.

**FIX**

Add a specific one-liner to your bio: "Same-day delivery across Singapore — for the moments that matter most." This sets you apart before they scroll.

## Section 2 — Messaging & Value Proposition

6/10 | Needs Work

Is it instantly clear what you offer, who it's for, and why choose you?

**ISSUE** Button copy is transactional ("Shop Now", "View Menu", "DM Us") with no emotional hook. Customers don't buy flowers — they buy the feeling. Nothing on the page speaks to the occasion, the relationship, or the urgency.

**WORKS** Pricing is visible in highlights — this transparency reduces friction for price-conscious buyers and is a genuine strength.

**FIX**

Rewrite your top 2 button labels to lead with the benefit. "Order by 12pm — same-day delivery" converts browsers into buyers faster than "Shop Now".

## Section 3 — Conversion Flow & CTAs

5/10 | Needs Work

How clearly does the page guide a visitor to take action?

**ISSUE** 7 links on the Linktree. Most visitors won't scroll past the first 3. Your highest-revenue actions (order, enquire) are buried below lifestyle content links. This creates decision fatigue and drop-off.

**ISSUE** No urgency trigger on any link. Every button looks equally important, so nothing feels pressing.

**FIX**

Move your primary order/shop link to position 1. Cap total links at 4. Add a time-based nudge: "Order before 12pm for same-day" directly below the primary button.

## Section 4 — Content & Structure

7/10 | Good

**WORKS**

Highlight covers are visually consistent and well-labelled. "Pricing", "Reviews", and "How to Order" highlights are exactly what a buyer needs before committing.

**MINOR**

The "FAQ" highlight hasn't been updated in 6 months. Stale content signals an inactive brand to new visitors — especially harmful for first impressions.

**FIX**

Refresh FAQ with the 3 questions your DMs receive most often. This reduces repetitive messages AND shows the page is active and maintained.

## Section 5 — Trust Signals

4/10 | Critical

Reviews, credibility markers, and social proof that reassure first-time buyers.

**ISSUE** No visible reviews or testimonials on the link-in-bio page. Your Instagram has positive comments — none are surfaced here. New visitors have zero social proof before deciding to click through.

**ISSUE** No order count, customer number, or credibility signal in the bio. "1,000+ happy customers" or "500+ orders delivered" is free to add and immediately builds trust.

**FIX** Create a "Reviews" highlight with 5-8 screenshots of real customer DMs or comments. Place it as position 2 (after pricing). This single change can lift conversion rate by 15-25% for cold traffic.

**FIX** Add a proof number to your bio first line: "500+ orders delivered" or "Trusted by 1,000+ customers in Singapore".

## Section 6 — UX & Mobile Experience

8/10 | Strong

**WORKS** Page loads fast on mobile. Profile picture is clear at small sizes. Font sizes are legible. Button spacing is comfortable for thumb tapping. No broken links found.

**MINOR** "Workshop Waitlist" link leads to a Google Form last updated January 2025 — it shows outdated dates. A dead or stale link erodes trust disproportionately.

**FIX** Update or remove the outdated workshop form link. If the next workshop is unconfirmed, replace with a "Join waitlist" simple email capture instead.

## Section 7 — Channel-Specific Audit

6/10 | Needs Work

How each of your active channels is set up — and what to do on each one.

### INSTAGRAM

Active · Primary channel

**Current state:** Bio not optimised for search (no keyword like "florist" or "Singapore delivery"). Profile link goes to Linktree but there is no landing page — visitors bounce between platforms before committing.

**Recommendation:** Add "Singapore florist | Same-day delivery" to your bio name field (not just the handle) — this makes you searchable inside Instagram. Point the profile link directly to your ordering page, not a Linktree with 7 options.

### TIKTOK

Not active · Opportunity

**Current state:** No TikTok presence found. The platform has significant organic reach potential for lifestyle and gifting content. Short behind-the-scenes, "flower arranging in 60 seconds", and order unboxing content consistently performs well for SG florists.

**Recommendation:** Start with 2 videos per week. Focus on process content: wrapping, arranging, personalising orders. No need for talking to camera — hands and product are enough. Link in bio should go directly to your order page.

## META (FACEBOOK ADS)

Inactive · Not running paid

**Current state:** No paid campaigns detected. Without paid, reach is limited to organic followers only. Meta ads are highly effective for florists targeting occasion-based buyers (birthdays, anniversaries, Mother's Day) with tight geographic targeting.

**Recommendation:** A small budget (SGD \$10-15/day) on Meta with occasion-based creative and a 5km radius around your base can generate consistent orders. Lead with an image of the product, not lifestyle. Test "Order by 12pm for same-day" as the primary hook.

## GOOGLE (SEARCH)

Not running · High intent gap

**Current state:** No Google Search ads or optimised Google Business Profile found. People searching "florist Singapore delivery" or "flower delivery near me" are your highest-intent buyers — they have decided to buy and are choosing where. You are invisible to this audience.

**Recommendation:** Claim and complete your Google Business Profile immediately — it's free and drives high-intent local traffic. Add your menu/pricing, collect 5 reviews this month, and post once a week. For paid: a basic Search campaign on "florist Singapore", "flower delivery Singapore", "same day flower delivery" with a \$15/day budget will generate consistent high-quality leads.

## LINKEDIN

Not applicable

**Current state:** LinkedIn is not a relevant acquisition channel for B2C floral sales. No action needed.

**Recommendation:** Skip LinkedIn for now. Redirect that energy to Google Business Profile and TikTok, which have significantly higher ROI for this business type.

Analysis of 4 direct competitors in the Singapore florist space — what they do well, where they fall short, and where your gaps are.

	Petite Fleur SG	The Bloom Room	Garden Story	Windflower Florist
<b>Google Business Profile</b>	Complete, 4.9 stars, 200+ reviews	Complete, 4.7 stars, 140+ reviews	Incomplete, no recent posts	Complete, 4.8 stars, 300+ reviews
<b>Link-in-bio clarity</b>	Clean, 4 links max, reviews front	5 links, delivery badge prominent	7+ links, confusing hierarchy	3 links, very clean
<b>Social proof visible</b>	Yes — reviews highlight + bio count	Yes — testimonial highlight	No	Yes — "10K+ orders" in bio
<b>Delivery messaging</b>	"Same-day before 2pm" — prominent	"Deliver islandwide" — in bio	Not mentioned	"Same-day" badge on every CTA
<b>TikTok presence</b>	Active, 8K followers	Not active	Active, 2K followers	Active, 22K followers
<b>Paid ads (Google/Meta)</b>	Running Meta ads	Not detected	Not detected	Running Google + Meta
<b>Pricing visibility</b>	Highlight + bio mention	In highlights only	Not visible	Homepage + bio
<b>CTA quality</b>	Specific ("Order for today")	Generic ("Shop Now")	Generic	Specific ("Order before 1pm")

### Key findings:

#### Gap 1 — Reviews

Windflower Florist has "10K+ orders" in their bio. You have nothing. This is the single biggest trust gap between you and your top competitor. Visitors who land on both pages will default to the one with the number.

#### Gap 2 — Delivery messaging

Every top competitor leads with their delivery promise, front and centre. Yours is buried. "Same-day" needs to appear in your bio, your primary button, and your first Linktree link.

#### Gap 3 — TikTok

Windflower Florist is the category leader on TikTok at 22K followers. Garden Story has 2K. You have 0. This is an uncontested opportunity — florist process content consistently goes viral in SG.

#### Opportunity — CTA specificity

Garden Story and The Bloom Room use generic CTAs. Your opportunity is to be the most specific: "Order before 12pm · Delivered today." This outperforms every generic "Shop Now" on the page.

#### Opportunity — Google

Only Windflower Florist is running Google Search ads. Searches like "flower delivery Singapore", "same day florist SG", and "bouquet delivery near me" have commercial intent and low competition from indie florists.

## Quick Wins

Do these first. Ranked by impact. Each takes under 30 minutes.

1

**Add a review highlight** Screenshot 6 real customer DMs or comments. Create a highlight cover labelled "Reviews". Move it to position 2 on your profile. This is the highest-impact trust signal you are currently missing.

2

**Add a number to your bio** "500+ orders delivered" or "1,000+ happy customers" in your first bio line. Takes 2 minutes. Matches what your top competitor (Windflower) is doing right now.

3

**Reorder your Linktree** Move primary order link to position 1. Cap at 4 links total. Add "Order before 12pm for same-day delivery" as subtext under the first link.

4

**Update your bio tagline** Replace "Fresh flowers for every occasion" with something specific: "Same-day delivery across Singapore" or "Handcrafted, not mass-produced." One line that sets you apart.

5

**Claim your Google Business Profile** If not done yet: [google.com/business](https://google.com/business). Complete every field. Add 5 photos. Ask your last 5 customers for a review this week. This is free and drives the highest-intent traffic of any channel.

## Growth Opportunities

Test these once quick wins are live.



**Start TikTok — 2 videos/week** Process content: wrapping, arranging, personalising. No talking needed. Windflower is at 22K followers — the category is proven. You would be entering with no competition from peer-sized brands.



**Run a Meta retargeting campaign** SGD \$10/day targeting 7-day Instagram profile visitors and website visitors with social proof creative ("500+ customers" + review screenshot). This audience already knows you — conversion rate is significantly higher than cold traffic.



**A/B test your primary CTA copy** "Order for today" vs "Shop bouquets" for 2 weeks each. Track tap-through rate in Instagram analytics. This takes 5 minutes to set up and gives you data to optimise every future campaign.

---

This is a sample report. Your audit will be tailored to your actual page, audience, and goals.

[joannekor.com](https://joannekor.com)