



How Shopper Approved Can Genuinely Help Robert and Bast Brothers:


1. Local Seller Ratings

-  Build **trust in the *Bast Brothers brand* itself** (friendly service, healthy plants, expert advice).
- Not about the product ("this flower was pretty") — about **the people and experience** ("they helped me build my dream backyard").


2. Security and Professionalism Badges

-  They don't sell online — but just **browsing** a garden center website, visitors still subconsciously look for **security trust signals**.
- A clean Trust Guard badge would **make them look more professional** and **improve inquiry and event bookings**.

3. Q&A for SEO and Engagement

-  Imagine someone Googling "When's the best time to plant hydrangeas in New Jersey?"
- Bast Brothers could **show up** with an FAQ/Q&A structured answer.
- Build authority *and* answer questions people already have.

4. Rich Snippets for Seasonal Products

-  **Mother's Day specials? Fall flowers? Pumpkin patch events?**
- If they list events or seasonal sales, structured data could **push them into Google's rich results** and **drive free local traffic**.