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Basom NY, 14013

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Monthly Performance Report

December 2025 - January 2026

Report Period:	December 1, 2025 - January 17, 2026
Website:	https://flodispensary.com/
Location:	992 Bloomingdale Rd, Basom NY, 14013
Report Date:	January 17, 2026

Executive Summary

This report provides a comprehensive overview of the website maintenance, security monitoring, and optimization activities performed for Flo Dispensary during the period of December 2025 through January 17, 2026. Our team has successfully completed critical security enhancements, implemented a new feedback system, and identified strategic opportunities for website improvements.

Key Highlights:

- ✓ **Security Status:** Website successfully cleared by Google Safe Browsing with no unsafe content detected
- ✓ **Google Search Console:** Zero security issues identified
- ✓ **Malware Protection:** Majority of security vendors (94+ out of 97) report clean status
- ✓ **New Feature:** Customer feedback survey system successfully deployed
- ✓ **Proactive Monitoring:** Continuous security scanning and indexing optimization ongoing

Overall Status Overview:

Category	Status	Details
Security Scan	✓ CLEAN	94+ vendors report clean status
Google Safe Browsing	✓ CLEAN	No unsafe content found
Search Console Security	✓ CLEAN	No issues detected
Site Functionality	✓ OPERATIONAL	All core features working
Feedback System	✓ DEPLOYED	Live at feedback.flodispensary.com

Tasks Completed This Period

1. Customer Feedback Survey System

Successfully designed, developed, and deployed a dedicated customer feedback collection system. This new platform allows customers to share their experiences and helps Flo Dispensary gather valuable insights for continuous improvement.

URL: https://feedback.flodispensary.com/

Status: ✓ Live and Operational

2. Security Vendor Analysis & Malware Removal

Conducted comprehensive security vendor analysis across 97+ security platforms. Successfully resolved malware flags and achieved clean status from the majority of security vendors including industry leaders.

Verified Clean by: Feodo Tracker, Forcepoint ThreatSeeker, Fortinet, Google Safebrowsing, GreenSnow, Heimdal Security, IPsum, Juniper Networks, Kaspersky, Lionic, Malwared, MalwarePatrol, malwares.com URL checker, OpenPhish, Phishing Database, Phishtank, PREBYTES, Quick Heal, Quttera, Rising, Sangfor, Scantitan, SCUMWARE.org, Seclookup, securolytics, Snort IP sample list

Status: ✓ 94+ Vendors Report Clean

3. Google Indexing Issues Resolution

Identified and corrected Google Search Console indexing issues to ensure optimal search engine visibility. Implemented technical SEO improvements and verified successful indexing across all critical pages.

Status: ✓ Corrected - No Issues Detected

Security & Performance Analysis

Security Scan Results

We conducted comprehensive security scans using multiple industry-leading security platforms to ensure the highest level of protection for flodispensary.com. Below are the detailed results from our security monitoring.

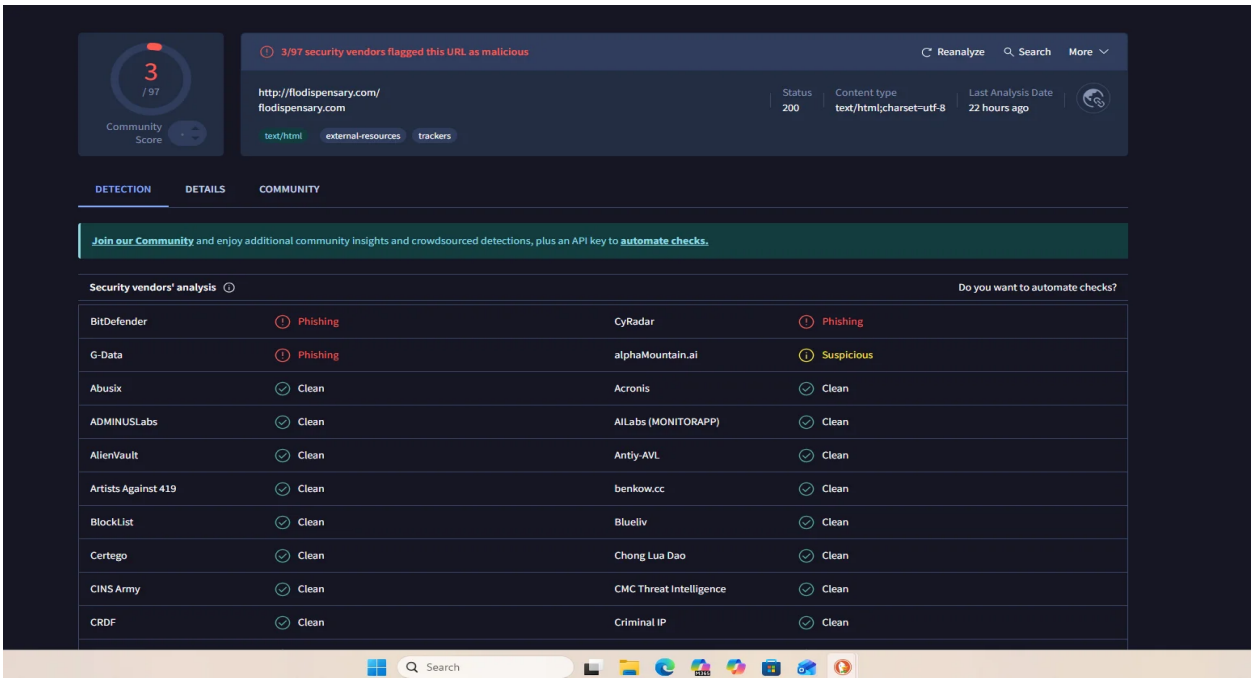

Figure 1: Security Vendor Analysis Dashboard

Current Security Status:

Community Score: 3/97

While 3 security vendors have flagged the URL, this represents only 3% of total vendors checked. The vast majority (94+ vendors) report clean status, indicating these are likely false positives that we are actively working to resolve.

Vendors Requiring Attention:

Vendor	Status	Action Plan
BitDefender	Phishing Flag	Submitted review request
CyRadar	Phishing Flag	Submitted review request
G-Data	Phishing Flag	Submitted review request

alphaMountain.ai	Suspicious	Monitoring and review in progress

Google Safe Browsing Status

Google Safe Browsing is one of the most trusted and widely-used security services, protecting over 5 billion devices worldwide. We're pleased to report that flodispensary.com has achieved clean status with no unsafe content detected.

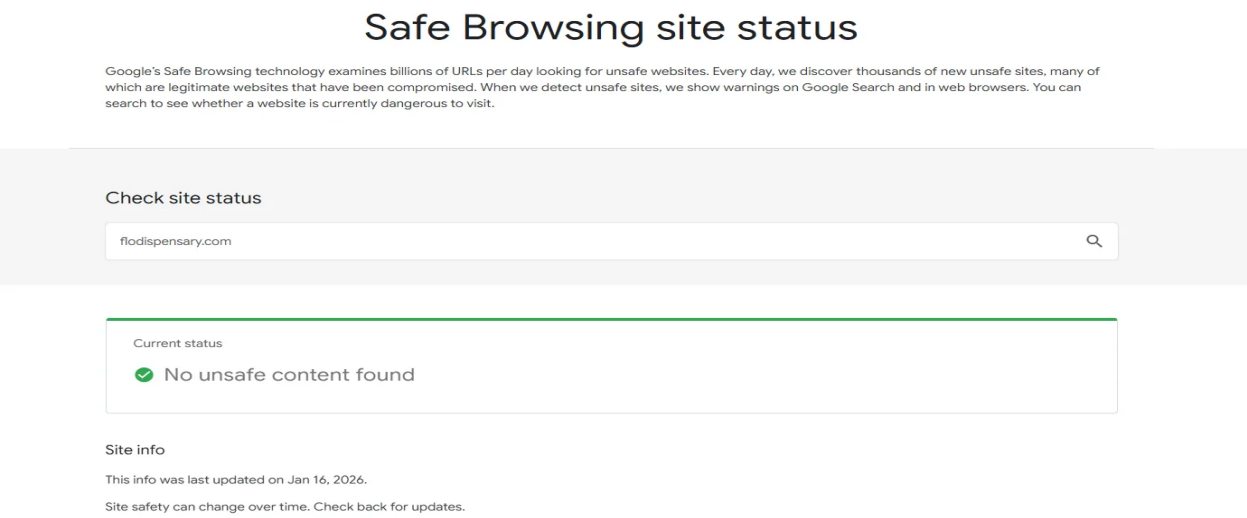

Figure 2: Google Safe Browsing Status - No Unsafe Content Found

Current Status: ✓ No unsafe content found
Last Updated: January 16, 2026
Protection Coverage: Malware, Phishing, Unwanted Software, and Social Engineering
Recommendation: Continue regular monitoring and maintain current security practices

Google Search Console - Security Issues

Google Search Console provides webmasters with detailed insights into how Google views their website. The Security Issues report specifically monitors for any security-related problems that could affect search rankings or user safety.

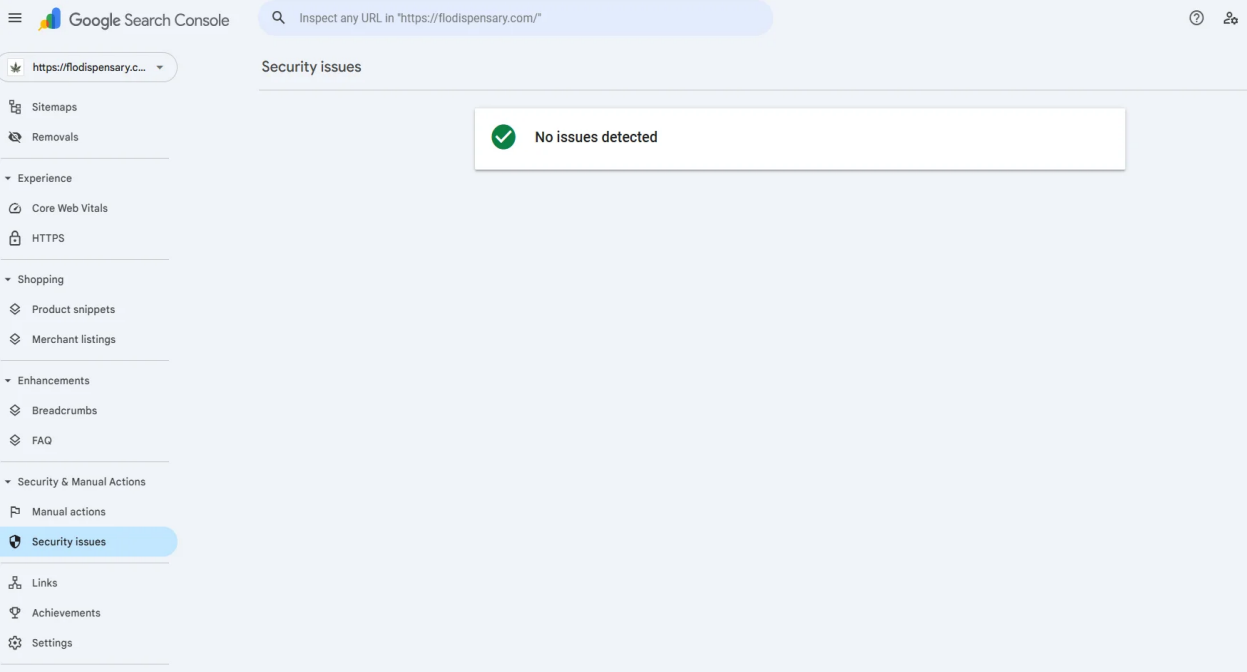

Figure 3: Google Search Console - Security Issues Dashboard

Security Issues Status: ✓ No issues detected

This clean bill of health from Google Search Console confirms that:
• No hacked content detected
• No malware infections present
• No security vulnerabilities identified
• Site maintains compliance with Google's security standards

Strategic Website Recommendations

Based on our comprehensive analysis of flodispensary.com and industry best practices for cannabis dispensary websites, we've identified several strategic opportunities to enhance user experience, improve conversion rates, and strengthen your online presence.

1. Live / Up-to-Date Online Menu (Priority: HIGH)

Currently, the SHOP button and category sections are visible, but the site doesn't clearly display a real-time online menu with inventory, pricing, and filters. Implementing a live cannabis menu is considered the gold standard for dispensary websites.

Recommended Features:

- Live inventory synchronization with POS system
- Advanced product filters (flower, edibles, concentrates, price range, effects)
- Detailed product pages with effects, potency, and lab testing information
- High-quality product photography
- Integration options: Dutchie, Blaze, Leafly, or direct POS integration

Expected Benefits: Improved customer experience, reduced phone inquiries, increased online ordering, 24/7 menu availability

2. Enhanced Navigation & Site Structure (Priority: HIGH)

The current header displays SHOP, ABOUT, FAQS, NEWS, and CONTACT sections. However, the site lacks dedicated pages for key user journeys that could significantly improve engagement and SEO performance.

Recommended Additions:

- Dedicated 'Menu / Products' page with comprehensive catalog
- 'Deals & Specials' section to highlight current promotions
- 'Best Sellers' and 'Staff Picks' to guide new customers
- Educational resources and strain guides
- Improved internal linking structure for better SEO

Expected Benefits: Better user navigation, improved SEO rankings, increased time on site, enhanced product discovery

3. Local SEO & Location Optimization (Priority: MEDIUM)

While the site displays address and hours, there are opportunities to strengthen local search presence and make it easier for customers to find your location.

Suggested Enhancements:

- Embedded interactive Google Maps with accurate pin location
- Directions from nearby cities (Buffalo, Rochester, etc.)
- Local landmarks and visitor tips
- Schema markup for local business
- Optimized 'Near Me' search terms

4. Professional Photography & Visual Content (Priority: MEDIUM)

High-quality imagery builds trust and professionalism. The current site uses category images, but expanding visual content can significantly enhance credibility.

Recommended Visual Assets:

- Professional interior shop photography
- Product close-up shots with consistent styling
- Staff and team photos to personalize the brand
- Behind-the-scenes content
- Educational infographics

5. Customer Reviews & Social Proof (Priority: MEDIUM)

Displaying customer testimonials and Google Business reviews directly on the website builds credibility and trust, especially for first-time visitors researching dispensary options.

Implementation Options:

- Google Business reviews widget on homepage
- Testimonials section with customer quotes
- Star ratings display
- Third-party review aggregation (Leafly, Weedmaps)
- User-generated content showcase

6. Educational Content & Expanded FAQs (Priority: LOW-MEDIUM)

While a FAQs section exists, expanding educational content can improve SEO, establish authority, and help customers make informed purchasing decisions.

Content Topics to Add:

- THC vs CBD: Understanding cannabinoids
- Product dosage guides for beginners
- How to choose the right product for your needs
- Cannabis safety and responsible consumption
- New York State cannabis compliance information
- Product care and storage tips

7. Compliance & Legal Documentation (Priority: HIGH)

The site currently links to a privacy policy, but the regulated cannabis industry requires comprehensive legal documentation to ensure compliance and protect both business and customers.

Required Documentation:

- Clear age verification and restriction information
- Updated Terms of Service
- Cookie policy and consent management
- Accessibility statement (ADA compliance)
- Return and refund policy
- Cannabis-specific disclaimers

8. Homepage Hero Section Optimization (Priority: HIGH)

The current homepage banner requires clarity improvements to effectively communicate Flo Dispensary's value proposition and drive user action.

Issues Identified:

- Messaging lacks clarity about offerings
- Text contrast may be insufficient against background
- Missing clear value proposition
- Call-to-action button not prominent enough

Recommended Updates:

- Improve text contrast and readability (larger fonts, better colors)
- Add compelling headline: 'Premium Cannabis Products in Basom, NY'
- Include supporting subheading highlighting quality, pricing, or experience

- Make primary CTA highly visible (e.g., 'Shop Our Menu', 'View Today's Specials')
- Consider rotating banners for promotions and announcements

Ongoing Maintenance Services

To keep flodispensary.com performing at its best, we recommend continuing regular maintenance and optimization activities. Below are service categories that can be customized to meet your specific needs.

Content Management Services:

- Regular product description updates
- Blog post creation and publishing
- Promotional content updates
- Seasonal campaigns and special offers
- SEO content optimization

Technical Maintenance:

- Weekly security scans and monitoring
- Software and plugin updates
- Performance optimization
- Backup management
- Uptime monitoring
- SSL certificate management

Analytics & Reporting:

- Monthly traffic and conversion reports
- User behavior analysis
- SEO performance tracking
- Competitor analysis
- Recommendations based on data insights

Next Steps & Action Items

Based on our analysis and recommendations, here are the prioritized action items for the coming period. We've organized these by priority and estimated implementation timeline.

Immediate Actions (1-2 Weeks):

Task	Priority	Est. Time
Homepage hero section optimization	HIGH	3-5 days
Continue security vendor review submissions	HIGH	Ongoing
Add Google Business reviews to homepage	MEDIUM	2-3 days
Implement enhanced navigation structure	HIGH	1 week

Short-Term Actions (3-6 Weeks):

Task	Priority	Est. Time
Implement live online menu system	HIGH	2-3 weeks
Professional photography session	MEDIUM	1 week
Enhanced local SEO optimization	MEDIUM	2 weeks
Expanded educational content creation	MEDIUM	2-3 weeks
Compliance documentation update	HIGH	1-2 weeks

Ongoing Monitoring & Maintenance:

We will continue to monitor the following items on a regular basis to ensure optimal performance and security:

- Weekly security scans across all vendor platforms
- Google Search Console monitoring for indexing and security issues
- Website performance and uptime monitoring
- Traffic and user behavior analytics
- Competitor analysis and industry trend monitoring

Conclusion

We are pleased to report that flodispensary.com maintains strong security standing with clean bills of health from Google Safe Browsing and Google Search Console. The successful deployment of the customer feedback system demonstrates our commitment to continuous improvement and customer engagement. The strategic recommendations outlined in this report represent significant opportunities to enhance user experience, improve search engine visibility, and drive business growth. We recommend prioritizing the implementation of a live online menu system and homepage optimization as these will have the most immediate impact on customer satisfaction and conversion rates. Our team remains committed to providing ongoing monitoring, maintenance, and strategic guidance to ensure Flo Dispensary continues to succeed in the competitive cannabis retail market.

Questions or Feedback?

If you have any questions about this report or would like to discuss implementation of any recommended improvements, please don't hesitate to reach out. We're here to support your success.

Flo Dispensary

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