

A Lovingly Look at Florists' Web Reputation in North America.

GDPR, California Privacy Act, Google Search Best Practices, Oh My! It all comes down to building trust.

FISHKILL, NY, USA, August 29, 2018 /EINPresswire.com/ -- Google rewards higher domain authority and, therefore, creates a higher search page ranking to [https-secure*](https://secure*) websites that have the ultimate recipe of relevant, fresh content, impeccably presented with mobile-friendly technology and stellar reviews. (*August 2018: According to Lovingly research, only 40% of NA Florists have fully secure websites.)

The Trends Speak for Themselves: Savvy online shoppers demand elegant user-experiences for gifts and floral arrangement websites. If not, they run for the hills. Or, more precisely, they search for another website that gives them what they want, when they want it, without hiccups. In other words: They want simplified, streamlined, secure and satisfying online shopping experiences. That optimal experience provides a seamless connection between retail solutions and compelling content. Moreover, it is delivered flawlessly by developing trust with the shopper and by providing a comforting experience for the gift recipient.

“

For Lovingly, building trust starts with local businesses and extends from there to gift-givers and recipients. That's how Lovingly creates long-term success.”

Lovingly co-founder and managing partner, Ken Garland.



“For Lovingly, building trust starts with local businesses and it extends to gift-givers and recipients,” says Ken Garland. “That means optimized ecommerce websites, along with a suite of features and services inclusive with partnership.”

All This, and Challenges To Spare:

Over the past 10 years, the contraction of real, local florists along Main Street North America has been pronounced. The most helpful technology providers to these groups position their business for the mobile shopper. They also counter the ill effects of Order Gatherers masquerading as real, local florists, when in fact they act as middlemen, often stripping away any viable margin from floral arrangement sales. Retail florists can up their success rate by pivoting with the times while helping shoppers celebrate life's special moments. It's all about embracing intuitive technology that supports meaningful relationships

up and down the distribution chain.

On Facilitating Trust at Every Touch:

The recipe for success with shoppers is pretty basic: Give them 100% secure websites (Google Standards, all pages encrypted - not just the checkout page), proactive privacy compliance ([GDPR](#)), impeccable online reputation management, best practice search optimization/SEM while providing an enjoyable, productive user experience. As for the California Privacy Act, Lovingly acknowledges, proactively follows and will consider the implications well before the Bill's implementation currently set for Jan. 1, 2020.

Tech providers can best align with retailers by providing them with user-friendly tools to defend their roles in their local community. This strategy alone goes a long way to stem the loss of these meaningful contributors to the social fabric of Main Street, North America. In fact, Lovingly created a HTTPS status checker tool, for free, so that any floral business could check the status of their website, regardless of whether or not they are a partner. That tool can be located here: <https://www.lovingly.com/u/is-your-site-secure>

Add to that, [Lovingly Weddings](#) provides an example of fortifying flower shops; it's a free referral system for engaged couples. It builds trust while streamlining and improving the on-boarding process of Wedding Clients to Lovingly Partners. And it works simply by taking pesky frustrations off the table in a Floral Services Wedding Consult.

Education also builds trust between florists, gift shoppers and their recipients. It helps close up the gap between expectations and capabilities. To further the cause, Lovingly has delivered online business-building consulting on a one-to-one basis to partner shops. Lovingly also provides Ebooks for Best Practices in Online Floral Sales, holds business seminars at Floral Trade events and sponsors Floral Designers' continuing education seminars.

Then there's the recently announced Lovingly U, which adds another level of commitment to educational content to bolster trust in the real, local flower shop offering. Lovingly is presently building the education team while drafting the curriculum and the distribution model. The new Lovingly U web page can be viewed as of August 27, 2018.

"For Lovingly, building trust starts with local businesses and extends from there to gift-givers and recipients," says Lovingly co-founder and managing partner, Ken Garland. "That means optimized ecommerce websites, along with a suite of features and services inclusive with partnership. No hidden fees. No long lists of additional charges. Craftspeople can't build relationships with their clients with stumbling blocks at every step. Great user experience and support is for everyone. That's how Lovingly creates long-term success."

The Trend is Trust!

In ecommerce and the gifting techspace, it's extremely beneficial to be fully compliant with Google. Lovingly continues to advocate for best practices at every touch between the distribution chain and the consumer. It's the surest path to build trust and a powerful recipe for online success for everyone involved.

The Lovingly Outlook:

The European/US governmental dialog (Privacy Shield) shouldn't stop the online floral industry providers from erring on the safe side of always building trust for shoppers, for their recipients and the distribution outlets — they're real, local florists and community heroes.

Trust Comes First... Online consumer loyalty, stronger relationships and higher conversion rates follow.

About Lovingly: Lovingly strengthens relationships through meaningful gift-giving and shared experiences. Founded over ten years ago, the company has introduced many [firsts to the online floral industry](#).

Michael Delgorio

Lovingly
(914) 930-6743
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.
© 1995-2018 IPD Group, Inc. All Right Reserved.