



Classic Nursery & Landscape Company, Redmond, WA www.classicnursery.com

Classic Nursery keeps the cost of maintaining its website down by belonging to a local professional business barter organization. After paying a fee to join, the garden center barter design, installation, nursery materials and labor for credits that are “like having a special Visa card,” says Alan Burke, Owner. Classic differentiates its website with a rustic look that reflects the operation’s identity. “One of the facets of it is this hominess, this Mayberry appeal, that we want people to feel when they come here,” Burke says. The garden center updates the website monthly with fresh images and colors on the splash page. Recently, it added an “About Us” audio file and an employment page that lists every job at the garden center, even if the position is unavailable.



Cipriano Nursery & Florist, East Meadow, NY www.ciprianonursery.com

Cipriano’s brightly colored website, launched five years ago, serves as the hub of communication for garden club members. Customers who sign up for the loyalty program online can download a 10 percent-off coupon. Every month, several coupons are redeemed by customers, says Jennifer Cipriano, Horticulturist. Two years ago, a family friend redesigned the website. The garden center updates it monthly with gardening tips and listings of events, lectures and what’s in stock. Photos on the “Florist/Plants” page show samples of arrangements and are updated seasonally. Cipriano says the events page is the most popular destination at the website: “It’s customers’ way of knowing what’s going on in the nursery.”