



**Russell's Garden Center, Wayland, MA  
www.russellsgardencenter.com**

Russell's Garden Center uses its website to keep customers informed about different aspects of its business. "We publicize our events on there so people are drawn to it," says Marketing Manager Melissa Szathmary. "They want to know what kind of informative and educational lectures they can attend." E-mail is also an important aspect of the site. Staff members answer questions, such as when particular varieties will be available or how to better take care of plants. To expand traffic at the website, Szathmary has advertised on a public radio station's website that gets 1.5 million hits a month.



**Clifton's Flower & Garden Center,  
Porterville, CA  
www.buyplantsonline.com**

Clifton's Owner John Dhanens has been able to reach new markets through his website. "Instead of just selling to a trade area of 40,000 to 60,000 people here locally, we now have the entire United States as our client base," he says. While an outside company designed and hosts the site, Dhanens can make updates according to what is in stock at the store. "If something is looking particularly nice, I put [a picture of] it on the index page," he says. "If something runs out, it goes off the site." The website uses secure online ordering.



**Tagawa Garden Center & Florist, Aurora, CO**  
[www.tagawagardens.com](http://www.tagawagardens.com)

Tagawa's Manager Beth Zwinak uses the store's website as a way to inform customers of what the garden center has to offer in both tips and products. "We use it mostly for informational purposes to keep people updated on classes, events and what kinds of plants we carry," Zwinak says. "A lot of people have told us ... they came because they checked out the website and [thought], 'Oh my gosh, you guys have a lot of stuff. We want to come and visit.'" At the website, customers can also buy gift certificates, order flowers from the florist shop or register for upcoming classes.



**The Great Outdoors Garden Center, Austin, TX**  
[www.gonursery.com](http://www.gonursery.com)

"Our goal is to make our garden center a really fun, interactive place for customers," says Merrideth Jiles, General Manager. "So we try to extend that into everything we do, including our website." Recently, the retailer changed its address from [www.gardenadventures.com](http://www.gardenadventures.com) to [www.gonursery.com](http://www.gonursery.com) - to cut back on the length and make it easier for visitors to access the website. The change also presented the opportunity to redevelop the content. "It's definitely something we believe in," Jiles says. "We'll definitely keep investing time and money into keeping it up."