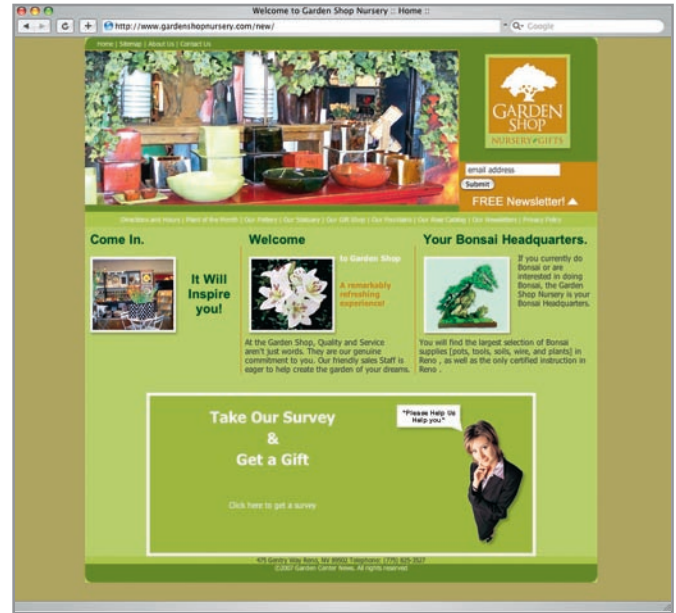


**Johnnie's Garden,
Vail, CO
www.johnniesgarden.com**

It took Johnnie's Garden a couple of months to get its website up and running efficiently, and it was time well spent, says Owner John Rosenfeld, who now only puts in two hours a month in updating the content and images. It is a major part of the garden center's marketing strategy: The address is promoted on invoices, flyers, business cards and on the side of the garden center's trucks so people can't miss it. "We've shifted our philosophy on marketing from the *Yellow Pages* and print advertising to the website," Rosenfeld says. Requests for landscaping work are submitted via the website, as are applications for employment. Visitors enjoy getting to know the employees at the "About Us" page, featuring portraits, short bios and contact info.



**Garden Shop Nursery,
Reno, NV
www.gardenshopnursery.com**

Time-lapse slideshows at Garden Shop Nursery's website demonstrate the garden center's product mix in several departments. While the photos are current, they are updated only a few times a year. "We keep it the same because we want to promote our main key areas: the gift shop, trees, shrubs and bonsai," says General Manager Janet Clay, who gives the final approval on the content. In the slideshows, imagery is used exclusively - without text - to make it easier to update. "Our product changes so quickly, and the pictures show what we carry overall," Clay says. The most frequented sections of the website are the pottery and fountain pages. To encourage participation in its online survey, the garden center offers a 15 percent-off coupon to visitors who vote.