



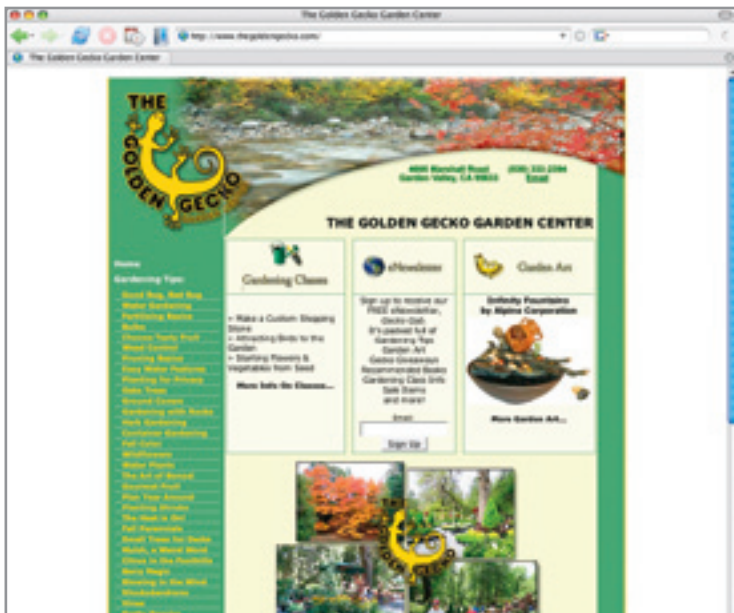
**Eagle Creek Garden Center, Bainbridge, OH
www.eaglecreekgrowers.com**

Eagle Creek Garden Center pays close attention to traffic at its website in an effort to strategically target its online presence as an effective marketing tool. Monthly, the garden center monitors the number of hits at each page, and its in-house staff updates the content based on the findings. Customers who want to find out about upcoming events can sign up for “e-blasts” by clicking the “Grab the Vine” link. “We know people are seeing our events,” says Jill Cain, Owner/Operator. “They are liking what they see, and then they are going in to get directions to our store.” A weekly specials page is kept up regularly. Changes planned this year include adding more care sheets and growing information.



**The Arbor Gate, Tomball, TX
www.arborgate.com**

It’s a simple yet inviting website, and it serves its purpose well. As the homepage states, it’s “an ordinary journey to an extraordinary place,” and The Arbor Gate’s Owner, Beverly Welch, says that’s what it’s all about. “It’s not my goal to sell over the Internet,” she explains, “other than to motivate [customers] to come to my nursery. That’s my goal.” Welch sends updated material almost weekly to the web host that manages the site. Daisy’s Corner, named after Welch’s pet basset hound, keeps customers informed of current events and special features. Another informational area on the website lists links to educational resources. Be selective, Welch suggests, when choosing resources to link to your site.



**The Golden Gecko Garden Center,
Garden Valley, CA
www.thegoldengecko.com**

Visitors are drawn to The Golden Gecko Garden Center's website thanks to its dynamic, interactive format. Owner Trey Pitsenberger put a modern spin on drawing repeat visitors with the addition of a blog that he updates every couple of days. "What I wanted to do was create more of an informal method of talking with people," he says. "I put anything in there that crosses my mind." The homepage has a personality of its own, changing to coincide with the release of each biweekly e-newsletter. Pitsenberger says the garden center actively promotes the website "everywhere we can possibly think of," including the side of company cars.



**Chelsea Garden Center, New York, NY
www.chelseagardencenter.com**

Changes are in store for Chelsea Garden Center's website. The urban retailer plans to revamp it soon so that it appears more modern, is easier to navigate and is more graphics-focused. "When you're really busy and you live the kinds of lives we lead, you're not going to get people to read a whole lot of content," says President David Protell. "The thing we want to do is just make it a little bit more visually interesting for people." The garden center features its best-selling SKUs at the website. Recognizing the growing trend of consumers sourcing retailers online, Chelsea lists the web address in all of its marketing materials. To keep it fresh, it updates the content monthly.