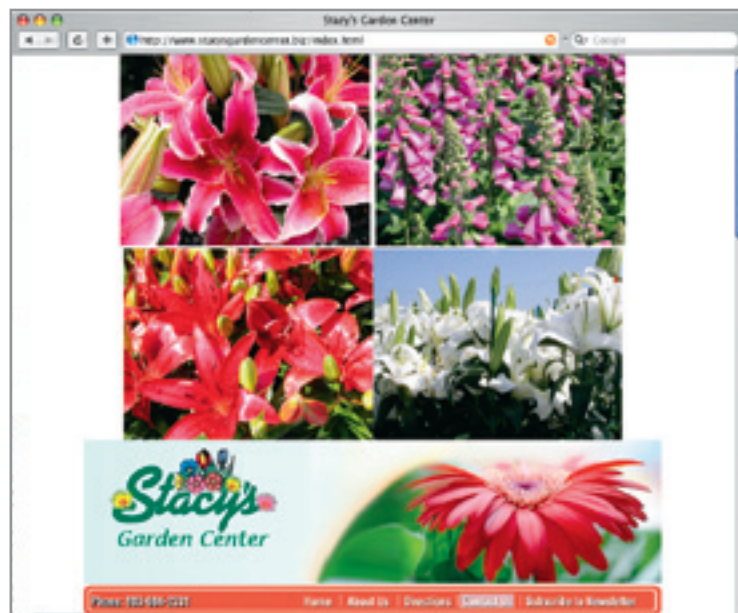




**Passiglia's Nursery & Garden Center,  
Wildwood, MO  
[www.passiglia.com](http://www.passiglia.com)**

"Mom and pop" with a professional flair is the image Passiglia's Nursery & Garden Center wants its website to convey. The retailer launched the site three years ago and uses it to show the wide selection of products it sells. "It gives visitors the opportunity to be at home during the evening and shop our website," says Chris Passiglia, Co-owner. "We don't sell products online but it gives them an opportunity to shop beforehand. It extends our visibility." The website also highlights the garden center's landscaping services with "before" and "after" photos. Passiglia works with an outside designer on updating the site. Plans for adding product availability and price lists are in the works.



**Stacy's Garden Center,  
York, SC  
[www.stacysgardencenter.biz](http://www.stacysgardencenter.biz)**

About a year and a half ago, Stacy's Garden Center redesigned its website after switching web-hosting companies. The new look, which is more user-friendly and easier to navigate, features photos of the garden center at almost every link. "We have a lot of great pictures of the garden center, which changes during the different seasons," says Stacy Koon, Director of Inventory. "It's nice to include the photos to give people a sense of what the place looks like." Customers frequently e-mail from a link at the website to ask questions about product availability. The staff updates the content weekly to maintain current information and keep it fresh.