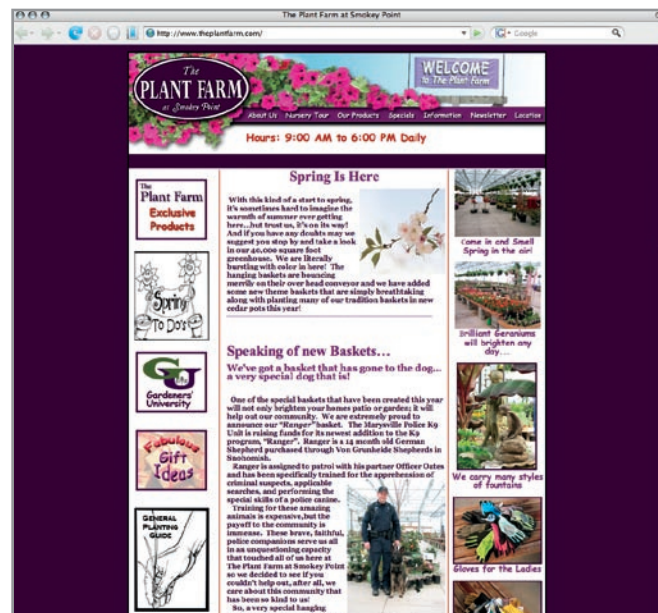


**Beeson's Nursery,
Deerfield, IL
www.beesonnursery.com**

Beeson's website emphasizes creativity. Colleen Beeson, Retail and Green Goods Manager, Art Director and Web Designer, puts a unique spin on the graphics and content she develops to excite websurfers about the nursery stock and landscape talent at the family-run garden center. "Being nurserymen and landscape designers isn't all back-breaking labor, vast catalogs of Latin names and layouts that mean nothing to the client for whom they were designed," she says. "Landscape design is, well, about design, and design should be fun." New features currently in the works include an online store and a searchable database of plants. "I also plan to change the layout to a hit-counter per page to get a feel for which sections to better emphasize," Beeson says.



**The Plant Farm,
Marysville, WA
www.theplantfarm.com**

It's challenging to present a website that is consistently fresh and informative, says The Plant Farm's Sales Manager Mary Archambault: "It's hard to keep it up when you're a retail store. You have the retail detail to worry about." To help with maintenance, the garden center hired a person on staff to add weekly updates, including nursery photos and information. "The website dates very quickly. You have to make the commitment to have somebody monitor and keep it up," Archambault says. Even with the expense involved, maintaining a compelling website is essential in today's retail climate, she says: "We know that people look online more and more. It's like the *Yellow Pages* now. People look up everything on the Internet."