



Philip Adikes President, Garden Center News Speaking Topics for 2009
www.gardencenternews.com

Search Engine Optimization:

Situation:

“My garden center has a great Website, but nobody comes to it. We have customers that look on the Internet and can’t find it.”

Solution:

This seminar will focus on using Internet search engines to drive “net new” customers to your garden center.

Topics Covered:

- Choosing your domain name or multiple domain names
- Common search terms that will draw traffic
- How to raise your search engine power rankings
- How to create gateway pages that will attract different visitors
- Make your site dynamic with fresh and new content
- Sources for free content
- Common search engine mistakes that result in blacklisting
- Tracking results and making changes
- Payperclick strategies for a budget

Handouts:

- Data will be provided on search terms and results
- Glossary of common terms and their userfriendly explanations
- List of free resources that provide valuable information



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Strategic Web design:

Situation:

“I wish I had more information to drive my emarketing decisions. I am interested in knowing what features make a garden center site ‘GREAT’. I want to hear a business discussion on costs, return on investment, and how to measure success from a business owner’s perspective.”

Solution:

This seminar will highlight the most successful garden center sites on the Internet. We will start with basic sites that offer an instant, inexpensive presence for garden centers. We will then proceed with a typical growth pattern and consider each option with regards to cost and measurable result.

Web topics considered:

- Free online site building tools
- ENewsletters
- User Forums
- Social network
- Blogs
- Online calculators and libraries
- Online landscape design tools
- Ecommerce
- Podcasting
- Video Tutorials

Before the session begins, I will gather cards from several attendees so we can look at Web sites on the fly.

Handouts:

Attendees will learn how to use free site tools to build a site for less than \$100. We will look at different sites from across the country to show a logical progression in cost and return.



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Building an ENewsletter Program that Works

Situation:

“We started working on an ENewsletter but it didn’t really work. In the winter we didn’t have many subscribers, and then during the spring we got too busy. People told us they liked it, but we don’t know if it really drove any sales”.

Solution:

This discussion will look at how to implement a successful ENewsletter program. We will hand out a planning calendar and work through the things that can be done before you start to assure your success.

Topics Covered:

- How to build a subscriber list
- Making sure your ENewsletter stays out of junk mail folders
- Improving your open rate from the typical 20% to 60%
- Article planning to get folks off the sofa and into your store
- Getting vendors to pay for your ENewsletter
- Building editions in advance
- Making your ENewsletter interactive
- Using color images to make your readers hungry for your products
- Using your ENewsletter to interact with your customers

Handouts:

Planning calendars will be provided in paper form, and emailed in Excel format to anyone that wants it. We will provide a list of 1,000 article topics. Participants will be provided with a list of Websites that offer free content.