

Why **Every** Business in the Nursery and Garden Industry Should Have a Website

By Leisha Jordan

In today's digital world, having a website is not just a luxury—it's essential for business growth. As a member of NGINA, **whether you're a plant grower, wholesaler, retailer, landscaper, or allied supplier, a website offers valuable benefits that can help your business thrive.** A website not only increases your visibility on Google, improving your SEO and helping you reach new customers, but it also opens up opportunities to streamline operations. You can link it to your point-of-sale system, manage stocktake, and even expand your business by taking orders online. Despite these advantages, many businesses in the greenlife sector hesitate to create a website due to misconceptions about cost, time, or complexity. The truth is, building a website is more affordable and simpler than ever—and the benefits far outweigh the initial investment. I'd go so far as to say: "You can't afford NOT to have one!"



Boost Your Visibility and Reach

Consumers increasingly turn to Google to find local businesses and services. Without a website, your business may not show up in search results. By having an online presence, you make it easier for potential customers—whether wholesale, production, suppliers, landscapers, or the general public—to find your offerings when they search for plants, gardening products or services. If you prefer to keep your business trade-only, it's simple to specify that on your website. Your site not only helps with search visibility but also attracts local and regional customers searching for specific plant varieties, tools, or expert advice.

Build Trust and Credibility

A professional website builds trust and credibility with your customers. In our competitive industry, a well-designed site sets you apart from businesses without an online presence. Whether you're a plant grower, retail garden centre, or industry supplier, your website is a great platform for sharing testimonials, case studies, and product reviews. It allows customers to see your credentials and learn more about your expertise and products - essential in an industry where trust and quality are key to strong relationships.

Affordable Marketing with Long-Term Benefits

Traditional advertising can be expensive, especially for small businesses. A website offers a more cost-effective alternative. Platforms like Wix, WordPress, Shopify, and Squarespace provide affordable, easy-to-use tools to create a professional online presence without the high costs.

As times change, there is an increasing push for people to consume information and make purchases online. A website allows you to meet this demand, expanding your business to new audiences who expect the ease of browsing and purchasing at their convenience. By having an online presence, you not only keep up with the shifting consumer habits but also open your business up to a wider reach.

Unlike flyers or print ads that are short-lived, your website works 24/7, providing a constant point of contact for potential customers. Your website becomes an always-on marketing tool that actively promotes your business.



Increase Accessibility and Streamline Your Workflow

Your website makes it easy for customers to access information about your products and services at their convenience. They can browse your offerings, learn more about your products, view your stock, and contact you - all without visiting in person.

For example, nurseries can showcase available plant varieties, provide planting tips, or share product catalogues. Retailers can list gardening tools, visual displays, available stock and accessories, while service providers like consultants can highlight their expertise through blogs or service descriptions. Websites like Shopify also allow you to **manage your stock and process online orders directly through the platform**, so updating your website with current stock isn't as time-consuming as it once was.

Additionally, businesses can streamline processes like emailing stocklists to customers - something that can now be easily done through your website without the need for separate, manual stock updates. You can also link your website to services like Evergreen Connect and Agnov8 to improve inventory management and connectivity.

If you want to keep certain information private, you can create password-protected pages for exclusive content, such as specific pricing or details only accessible to chosen clients. This flexibility ensures your website can cater to both public and private needs.



If you outsource your website development, ensure you have full access to make updates yourself. With modern website platforms, there's no need to rely on a third party for simple changes. Many businesses sign up for costly support contracts, only to be left waiting for updates. Retaining control means you're not dependent on others for quick fixes, saving time and money.



Website Building Options for Every Budget

Creating a website today is easier and more affordable than you might think. Most platforms offer drag-and-drop tools, allowing you to build a website without needing coding skills. Here are some options tailored for businesses in the nursery and garden industry:

- **Wix:** Easy to use and affordable, with plans starting at just \$16 per month. Ideal for small businesses looking for an affordable, simple DIY website solution. It offers a wide range of integrations for future growth, along with built-in marketing tools and analytics to help you track performance and reach more customers.
- **Squarespace:** Known for sleek, modern designs, Squarespace offers plans starting at \$16 per month and is perfect for businesses that want a simple polished, professional look.
- **WordPress:** A flexible and cost-effective platform, WordPress has free and paid options. Paid plans start around \$5 per month, making it a great choice for small businesses looking to create a customised website. Wordpress is more robust and has endless capabilities, marketing and analytics but these do require more technical skills or should be setup through a web developer.
- **Shopify:** For businesses looking to sell products online, Shopify offers e-commerce solutions starting at \$29 per month, with various additional features to enhance the online shopping experience. Shopify also has integrated POS systems to help with taking payments, shipping and doing stocktake in real time.

These platforms make it easy to create a functional, professional website with minimal effort. Plus, they come with built-in tools to help optimise your site for search engines, making it easier for customers to find you. ✓