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# The *Virtual* Landscape

A Newsletter for Southwestern Home, Garden, and Land Use  
 Organizations Ready to Cross the Digital Divide

Issue No. 1

Summer 2002

**Virtual notes of interest:**

- If you build it, they will come—well-designed Websites increase sales across all home, garden, and land use business types
- Nearly 50 percent of Americans have Internet access at home, and most go to the Web to research homebuilders, developers, and garden centers before driving to the site or business

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## Civano Nursery Launches New Website

### CivanoNursery.com Brings Visitors and Business from Across the Southwest

When Civano Nursery launched its completely redesigned Website at [www.CivanoNursery.com](http://www.CivanoNursery.com) in February, general manager Scott Calhoun didn't anticipate the immediate impact it would have.

"Our redesigned Website has brought us new customers," he said, "more and sooner than we thought possible."

One customer came from more than 40 miles away—over an hour's drive—to visit the nursery in southeast Tucson, Arizona, because she wanted to see if the Garden Center compared to the Website (no doubt, it does). The Wholesale Nursery section of the Website has been revised because so many requests came from locations too distant to ship native plants to.

"We'd rather have to scale back the Website right now because of high demand," said Calhoun, "than guess whether it is reaching intended audiences."

The site, redesigned by Ocotillo Design, integrates the nursery's three business lines—Garden Center, Tree Salvager, and Wholesale Nursery—within one online



The entry to Civano Nursery's garden center in southeast Tucson, Arizona, served as design inspiration for CivanoNursery.com.

location. Though the Garden Center section of the site is the most comprehensive, from a revenue perspective it couldn't overshadow the other business lines. Ocotillo Design developed a home page design with three entry points for each business line, each providing an overview of that section while introducing Civano Nursery overall as "Southern Arizona's premier garden center, tree salvager, and wholesale nursery."

**Continued on Page 2**

## Stapleton Redevelopment Promotes Sustainable Access

The largest urban infill project in the country—the 4,700-acre Stapleton Redevelopment in Denver, Colorado—will feature a wide variety of "sustainable access" measures. These are measures that enhance access to environmental, social, and economic information and services for the wide array of residents and workers on the site.

Over the next 20 years, the former international airport will become a new community of 12,000 homes, 13 million square feet of office and retail space, and over 1,100 acres of parks and open space.

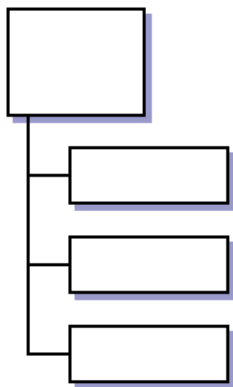
Some sustainable access measures, based on the *Stapleton Development Plan*, include pro-

moting a broad mix of land use types, densities, and prices; using onsite environmental and open space features to create amenities; and incorporating advanced telecommunications, transportation, and technologies.

**Visit [www.stapletondenver.com](http://www.stapletondenver.com) for more information.**



*“Our redesigned Website has brought us new customers—more and sooner than we thought possible.”*



The challenge for CivanoNursery.com was integrating three viable business lines—the Garden Center, Tree Salvager, and Wholesale Nursery—into one cohesive Website.

## Process = Profit

### Six-Phase Design Process Ensures Website Development Stays on Target and on Budget

Top design firms use a proven six-phase approach to Web design projects. The efficient process, used on sites like Food.com, ensures the Website is up and running—and increasing opportunities for profit—in a timely, well-planned manner.

**Phase 1: Site Definition**  
Define the goals of the site using a series of tools and discussions.

**Phase 2: Developing Site Structure**  
Develop site architecture—site map, naming conventions, content placement.

## CivanoNursery.com, continued from Page 1

With the ability for users to move easily between business sections, the Website provides a comprehensive internal search function as well as shared information request forms—allowing Website visitors to quickly contact the nursery online.

The Garden Center section includes detailed information on plants, hard goods, and delivery and planting. It also has a current list of classes and other events, as well as links to the nursery’s printed newsletter and fact sheets, now available online. In order to drive business, this section also contains specials and coupons available only on the Website.

The Tree Salvage section contains specimen tree specifications, featured projects, and

information on the nursery’s highly successful tree salvage process.

The Wholesale Nursery section contains an inventory list and, like the other sections, detailed contact information.

Altogether, the redesigned CivanoNursery.com site “sets Civano Nursery apart, providing us a strong but low-cost marketing tool that reaches as wide an audience as we could hope for,” concludes Calhoun.

**To learn more about what Ocotillo Design can do for you and your Website, contact us at 520.241.7390, info@ocotillodesign.com, or online at our Website: www.ocotillodesign.com.**

**Phase 3: Interface Design and Production**  
Develop graphics, navigation structure, and page layout.

**Phase 4: Technical Engineering**  
Create Website, including graphics optimization, HTML and scripting, style sheets, and browser and platform compatibility; and beta test site.

**Phase 5: Publishing and Marketing**  
Optimize site for search engines and launch site. Develop maintenance plan and style guide. Plan online and other promotions.

**Phase 6: Site Maintenance**  
Implement a maintenance plan to keep the site fresh, up-to-date, and compatible with changing technology. May include special promotions and press events. Monthly status reports provide Website visitor information, search engine visibility, and ideas for enhancement.

**Want to learn more?**  
Contact Ocotillo Design at 520.241.7390 or info@ocotillodesign.com today.

## Top Ten Web Design Tips

In developing successful, business-driven Websites at Ocotillo Design, we've discovered the following Top Ten Web Design Tips:

**10. Capture the user with your first 250 (or fewer) words.**

These first words are critical for drawing users in and for search engine recognition.

**9. Include your contact information and make it easily available at all times.**

Make it obvious for users to know just how to contact you at all times.

**8. Keep graphics small, simple, and appropriate.**

**7. Use offers throughout your site.**

Coupons, Web specials, and promotions all enhance sales.

**6. Capture e-mail addresses.**

Build an e-database of potential and existing customers.

**5. Implement a solid, site-wide search function and site map.**

**4. "Path" site users as a form of site customization.**

Create content and navigable paths to the content that work

for many different visitor types.

**3. Submit (and submit and submit) your site to search engines and directories.**

Most users will find your Website with search tools like Google.com and Yahoo.com.

**2. Provide links to real, and real useful, content.**

**1. Develop intuitive and guiding navigation.**

Tests have shown that navigation is the single most important factor in Website usability.



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## Websites You Can Use

**eLandscape.com Landscape Virtual Library**      [www.elandscape.com/lvl/](http://www.elandscape.com/lvl/)

eLandscape.com's Landscape Virtual Library provides general consumer information for common and rare plants across the U.S., and especially in the Desert Southwest. Online plant catalogs are a valuable asset to garden center and wholesale nursery Websites.

**Construction Marketplace**      [www.builder.com](http://www.builder.com)

Builder.com includes the Internet's largest business-to-business (B2B) directory of construction, architectural, and home improvement companies.

**MapQuest Aerial Photographs**      [www.mapquest.com](http://www.mapquest.com)

Go to [www.mapquest.com](http://www.mapquest.com), enter an address or intersection, and when the map appears choose the "Aerial Photo" option. As with regular maps, you can re-center, zoom in and out, and enlarge the photo for high-quality online aerial photos of neighborhoods, towns, and other geographic features.

## Domain Name Watch

**Website domain names (URLs) available as of May 2002:**

- |  |  |
|--|--|
| <a href="http://www.ArizonaPlants.biz">www.ArizonaPlants.biz</a>         | <a href="http://www.PlacelnTheDesert.com">www.PlacelnTheDesert.com</a>         |
| <a href="http://www.CaliforniaPlants.biz">www.CaliforniaPlants.biz</a>   | <a href="http://www.BackyardDesert.com">www.BackyardDesert.com</a>             |
| <a href="http://www.NewMexicoPlants.com">www.NewMexicoPlants.com</a>     | <a href="http://www.DesertBuilder.com">www.DesertBuilder.com</a>               |
| <a href="http://www.SouthwestFlora.com">www.SouthwestFlora.com</a>       | <a href="http://www.SonoraDesigns.com">www.SonoraDesigns.com</a>               |
| <a href="http://www.GardenStyle.us">www.GardenStyle.us</a>               | <a href="http://www.SustainableBuilder.net">www.SustainableBuilder.net</a>     |
| <a href="http://www.wholesale-nursery.com">www.wholesale-nursery.com</a> | <a href="http://www.SustainableDeveloper.com">www.SustainableDeveloper.com</a> |
| <a href="http://www.WholesaleNursery.org">www.WholesaleNursery.org</a>   | <a href="http://www.DirectCommunity.com">www.DirectCommunity.com</a>           |

For more information or other domain names, go to Network Solutions at [www.netsol.com](http://www.netsol.com).

As part of Website setup, Ocotillo Design will purchase the domain name (which you own) for your new or renewed Website. Learn more at [www.ocotillodesign.com](http://www.ocotillodesign.com).

*"Tests have shown that navigation is the single most important factor in Website usability."*

**Coming Next Issue:**

**Featured Website:**  
 Terrain.org

**Driving Business Through the Web**

**Who's Browsing the Web (and Your Site)?**

**To Search or Not to Search—It's No Longer a Question**

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To change or remove your  
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www.ocotillobdesign.com/virtual,  
call 520.241.7390, or send an e-  
mail to info@ocotillobdesign.com.

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Ocotillo Design specializes in designing optimized Websites, graphics, and editorial content for businesses and organizations that have a passion for our built and natural environments—garden centers, planning and architecture firms, builders and developers, community organizations, and much more. Visit us today at [www.ocotillobdesign.com](http://www.ocotillobdesign.com).

Ocotillo  Design

Crafting your virtual sense of place.

### NEWSLETTER SPECIAL 1

Mention this newsletter and receive

**15% off**

Ocotillo Design published prices

Pricing available at

[www.ocotillobdesign.com/process/options.htm](http://www.ocotillobdesign.com/process/options.htm)

(Offer valid through September 1, 2002)

### NEWSLETTER SPECIAL 2

**Web Template Package**

Normally \$1,295

**Now \$995!**

Learn more at

[www.ocotillobdesign.com](http://www.ocotillobdesign.com)

(Offer valid through September 1, 2002)

Welcome to the inaugural issue of *The Virtual Landscape*, the newsletter for home, garden, and land use organizations ready to cross the digital divide.

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