

New Website Form - Oakwood Marketing

What is the name of your business

Holtz Garden Center

List your current website URL (if you have one) (optional)

holtzgardencenter.com

Do you have access to your domain name settings?



Yes



No



I'm not sure

Can you list all of the services you offer? (important to be thorough here)

Holtz Garden Center has been dedicated to providing the highest quality plants and services to our customers in Southeastern Wisconsin for over 125 years. We offer diverse selection of plant offerings including annuals, perennials, vegetables, herbs, hanging baskets and patio planters, all locally grown and produced at our greenhouses in Milwaukee.

What are all of the areas you would like to target? (list all cities/towns or radius around specific address)

Target area = Southeastern Wisconsin

Counties: Milwaukee, Waukesha, Washington, Ozaukee, Walworth, Racine, Kenosha

Cities/Towns: Milwaukee, West Allis, Wauwatosa, Brown Deer, St. Francis, Cudahy, Hales-Corners, Franklin, Shorewood, Whitefish Bay, Glendale, Fox Point, River Hills, Oak Creek, Racine, Waterford, Union Grove, Burlington, Kenosha, Waukesha, Pewaukee, Menomonee Falls, Germantown, Delafield, Oconomowoc, Summit, Dousman, Brookfield, Elm Grove, Sussex, Lisbon, Merton, North Lake, Stone Bank, Hartland, Nashotah, Chenequa, New Berlin, Greendale, Greenfield, Muskego, Mukwonago, Hartford, Richfield, Hubertus, Slinger, West Bend, Jackson, Cedarburg, Mequon, Grafton, Port Washington, Butler

Garden Center Retail Locations:

Milwaukee

8500 W. Silver Spring Dr.

Milwaukee, WI 53225

Elm Grove

(@ Elliott's ACE Hardware)

15360 Watertown Plank Rd.

Elm Grove, WI 53122

Pewaukee

(@ Elliott's ACE Hardware)

1268 Capitol Dr.

Pewaukee, WI 53072

West Allis

(@ Elliott's ACE Hardware)

11003 W. Oklahoma Ave.

West Allis, WI 53227

Muskego

(@ Elliott's ACE Hardware)

S64W15732 Commerce Center Pkwy.

Muskego, WI 53150

Cedarburg

W51N729 Keup Rd.

Cedarburg, WI 53012

What inspired you to start your business, and what motivates you to keep going?

What are some big challenges you have faced with your business and how have you overcome them?

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What's the one thing you do better than anyone else?

Consistency in high-quality plants, service, maintenance, production

What's the most rewarding feedback you've received from a customer?

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Do you give to any local community events or charity, and if so which ones?

Annually donate to Children's Hospital of Wisconsin, The Ronald McDonald House, Human Society, St. Jude, ASPCA; support local charities/organizations in many ways (i.e. donate herbs and veggies to local food banks, donate plants to nursing homes, city parks, churches); sponsor Shermalot Water Ski Team

If you have an unhappy or unsatisfied customer, do you do anything special for them? and if so can you explain it.

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Have you or your business won any rewards or service prizes? And if so, which ones?

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What are some questions your customers commonly ask?

Do you have any specific design preferences for the website?

Some ideas/preferences/notes..

Home page:

- Menu/Sections: Home | Plants & Products | Retail Locations | About Us
- Flashy/pretty pic opener overlayed with business statement/value prop, ex:
Holtz Garden Center
Premium Quality - Locally Grown - Family Owned & Operated
Proudly serving Milwaukee and Southeastern Wisconsin for over 125 years.

Generally:

- Clean design with consistent formatting and flow etc; easy and clear to navigate
- Incorporate photo overlays/backgrounds where appropriate
- On locations page--include map with locations and "clickable"/hyperlinked store addresses so people can simply click on the address and will link to directions/maps on customer phone/computer
- Format clean and clear for use across different devices (i.e. mobile, desktop..)

Are there any other websites that you like and why? (Please include URLs)

- I like the cleanness and flow of this:

[https://www.squarespace.com/templates/hester-fluid-demo?](https://www.squarespace.com/templates/hester-fluid-demo?_gl=1*1e9a103*_up*MQ..*_gs*MQ..&gclid=Cj0KCQjwhYS_BhD2ARIsAJTMMQYSap8ZFXFB3xe3WWDbfQgK-SXLubn7GckImHX0ieegXiDr2X35VVUaAkL8EALw_wcB&gclsrc=aw.ds)

[_gl=1*1e9a103*_up*MQ..*_gs*MQ..&gclid=Cj0KCQjwhYS_BhD2ARIsAJTMMQYSap8ZFXFB3xe3WWDbfQgK-SXLubn7GckImHX0ieegXiDr2X35VVUaAkL8EALw_wcB&gclsrc=aw.ds](https://www.squarespace.com/templates/hester-fluid-demo?_gl=1*1e9a103*_up*MQ..*_gs*MQ..&gclid=Cj0KCQjwhYS_BhD2ARIsAJTMMQYSap8ZFXFB3xe3WWDbfQgK-SXLubn7GckImHX0ieegXiDr2X35VVUaAkL8EALw_wcB&gclsrc=aw.ds)

- This is easily organized and tells a clear narrative/story:

<https://www.squarespace.com/templates/vance-fluid-demo>

- I like how this is organized and flows

<https://www.gitman.com/> and how homepage serves as an overview/snapshot and directs you to more info/other pages

Do you have any pictures/videos you would like to share with me that are not on your current website or Google Business Profile? (I'll ask you to send me those separately in an email if yes or you can put them in cloud storage and share the link here)

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What marketing strategies are you currently doing or have tried in the past?

- ☐ Email marketing
- ☐ Direct mail marketing (postcards)
- ☐ Door hangers
- ☐ Radio ads
- ☐ TV ads
- ☐ Google ads
- ☐ Facebook and Instagram ads
- ☐ SEO
- ☐ Other:

Is there anything else you would like me to know?

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