



# How to Grow Sales

of

# GARDEN

# PRODUCTS ONLINE



*10 Proven Strategies*

To Increase E-commerce Sales  
And Grow Your Brand

shopinnovator.com  
YOUR E-COMMERCE SUCCESS PARTNER

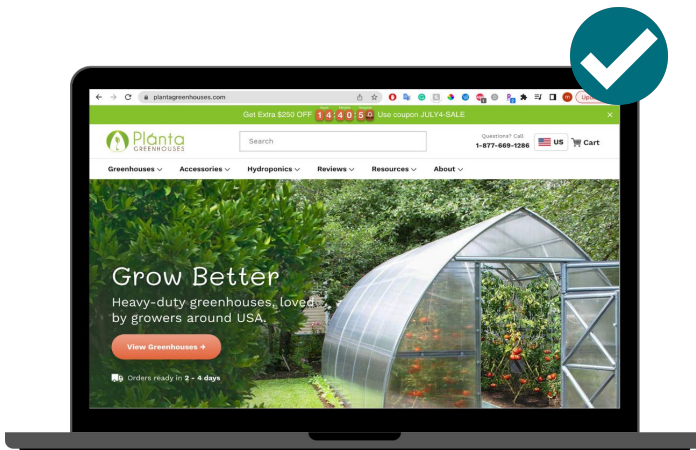


# 1 BRAND CLARITY

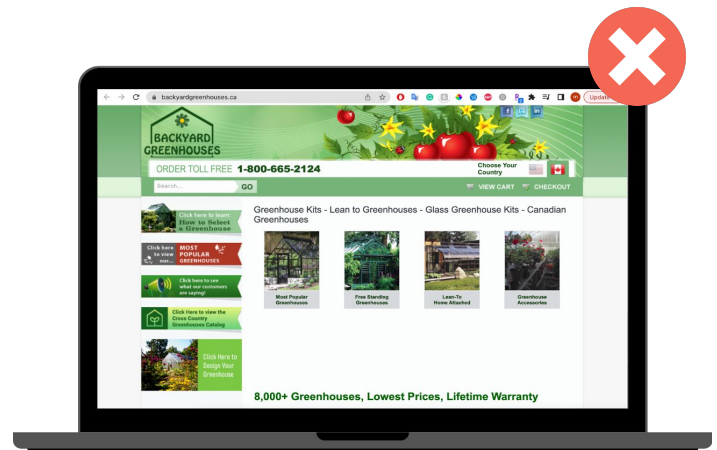
Can a person that visits your website, within a few seconds, understand **what your website is selling**?

The clearer your messaging is – the more **you're helping your prospects to become customers**.

Let's look at some examples.



- ✓ Large product picture
- ✓ Relevant headline + subtitle
- ✓ Clear call-to-action



- ✗ Busy design
- ✗ No explanatory headline
- ✗ Missing a call-to-action

## Why does this matter?

With the abundance of online businesses these days, you'll come across a ton of results when searching for gardening products online.

Customers' attention spans have become shorter, and they're more likely to quickly bounce off websites if the information is unclear.

# Stages of The Buying Cycle

Consider the 5 stages of the customer buying cycle to inform your web design and content – keeping it clear, organized, and aligned with your shopper’s needs at each stage.



# 2

# PRODUCTS

When designing your product page, **think about the end user.** Who is going to use this website? What questions or problems would they have? **Include all the information they would need** when considering your product.

**1. Photos:** Display high-quality pictures of your product, and photos of results of using your product.

**2. Video:** Show your product in action through video **or** create a video slideshow of pictures & text.

**3. Features & Benefits:** Highlight the top features & benefits of your product in easy-to-scan bullet points.

**4. Description:** Incorporate a full description of the product with text, images, and measurements.

**5. Reviews:** Showcase real customer feedback for each specific product.

**6. Shipping:** Show shipping information directly on the product page.

**7. FAQs:** Show relevant Questions & Answers for on the product page.

Home / Greenhouses / Sungrow Greenhouses / Sungrow Urban

## Sungrow Urban

★★★★★ 75 Reviews

**Approx Size: 10' x 13' x 8'**

Imagine having a place in your backyard constantly brimming with life, no matter the season. A garden where you can harvest juicy tomatoes and crispy cucumbers long after the heat of summer has faded. A secret oasis that envelops you in toasty warmth and shields you and your plants from the harshness of the colder months.

### Features

- One of the strongest greenhouses in the world: heavy-duty materials, more weather-resistant, and with a decade-long warranty.
- ✓ New door window **handles and metal trims.**
- ✓ Comes with **two doors** (one to each end).
- ✓ **Wind resistant up to 65 mph** for those living in gusty climates.
- ✓ **Withstands a snow load (light snow) of up to 6 feet (75 psf), and 3 feet of packed snow** making it perfect for areas with harsh winters.
- ✓ Made with a **heavy-duty galvanized steel frame** and **6 mm double-wall polycarbonate panels.**
- ✓ **Bell-shaped design** - the wind, snow, and hail just slide off the sides.
- ✓ **Extendable beyond 100ft** - so you can expand your greenhouse when you're ready.
- ✓ **Maintenance-free** means more time to focus on your garden.
- ✓ **10-year warranty** because our greenhouse is undeniably durable.
- ✓ Access to our private Facebook group to **connect with and learn from other greenhouse owners.**

**Sale \$2,750 USD ~~\$2,950 USD~~**  
As low as \$96/mo with **affirm**. [Learn more](#)

[Add To Cart](#)

Have questions? Call us 1-877-669-1286

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Description Reviews (75) Shipping FAQs

The **Planta Urban Sungrow** was thoughtfully created for the smaller urban and suburban backyards. The greenhouse is perfect for **3 or 4 season gardening**, so you can expect multiple harvests throughout the year. The structure is designed with heavy-duty materials that are strong enough for commercial farming but compact and affordable enough for the backyard gardener.

### Sungrow Urban - Greenhouse Size

94.5 in  
240 cm

118.1 in  
300 cm

159.86 in  
406 cm

**Exact size: 118.1 x 94.5 x 159.86 inches**

Rest assured knowing that the sturdy steel frame is **rust-resistant** and is tough enough to **withstand the most extreme weather conditions**, keeping your garden safe and sound, regardless of the climate where you may live.

The greenhouse comes with:

- two doors
- two manual windows (one above each door)
- the option to install multiple windows.

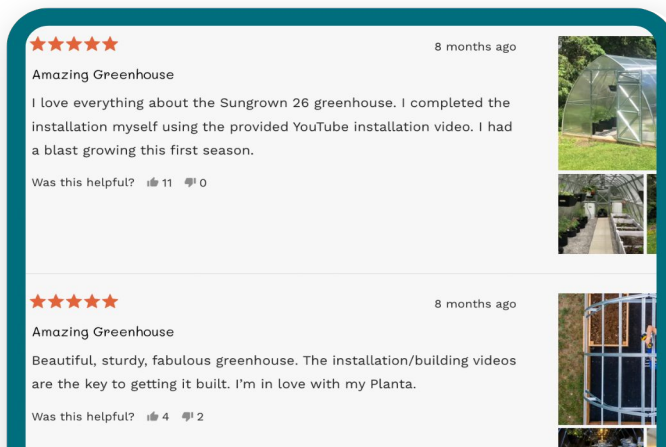
The **end-to-end ventilation combined with the tall 8ft roof height** makes this greenhouse very comfortable to work inside throughout the day.

FRONT VIEW SIDE VIEW

# 3

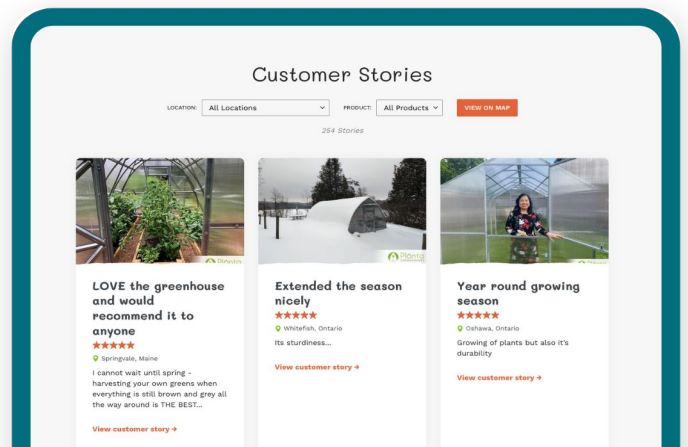
## SOCIAL PROOF

Shoppers want to know who else has used your product - and - if they had any success. Show stories, reviews and ratings from real customers talking about your product. **There are a few different ways you can display social proof online.**



### Product Reviews

Star ratings accompanied by text and photos on relevant product pages. These can be automatically requested post-purchase through an email program.



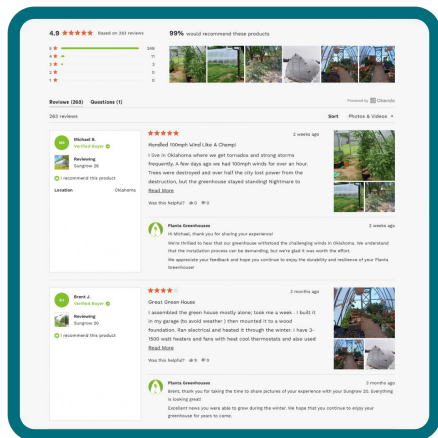
### Customer Stories

In-depth testimonials or case studies. These can be on a separate page of the website with responses to predefined questions, as well as videos and image galleries.

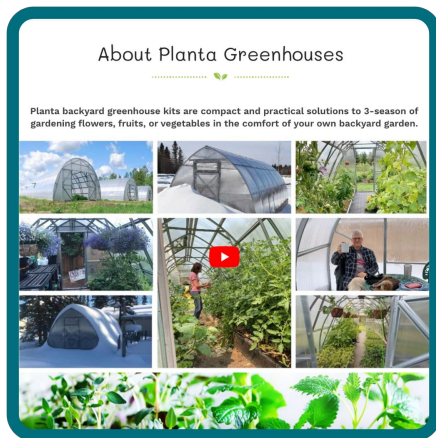
- **MORE = BETTER:** shoppers trust product with 100 reviews vs. 2 reviews.
- **VERIFIED REVIEWS:** If possible, collect reviews through a post-purchase process to ensure they are listed as verified.
- **NEGATIVE REVIEWS:** Shoppers appreciate authenticity from a brand.

# 4 TRUST SIGNALS

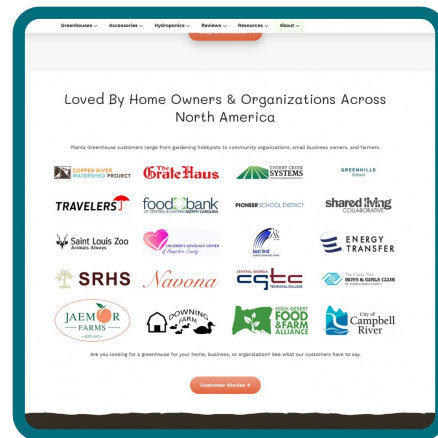
These “signals” that make a visitor trust your website, brand and product. **Some common trust signals include:**



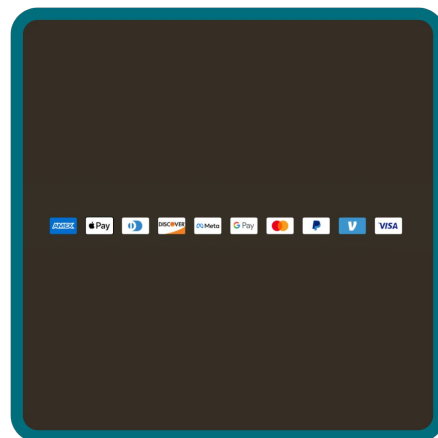
**Reviews:** Highlight authentic feedback and product photos from your customers.



**About page:** Show the people behind your brand by sharing your unique story.



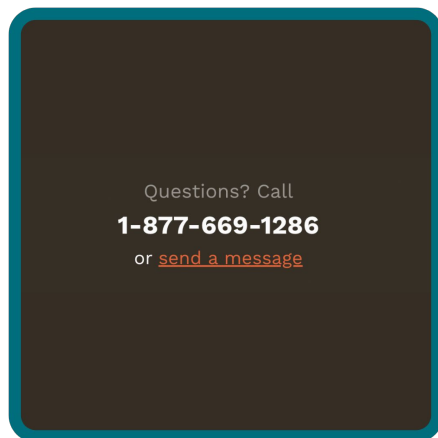
**Industry Leader:** Showcase logos of known brands or publications.



**Payment details:** Add small logos of popular payment methods accepted.



**Social media:** Include icon links to all of your brand's social accounts.

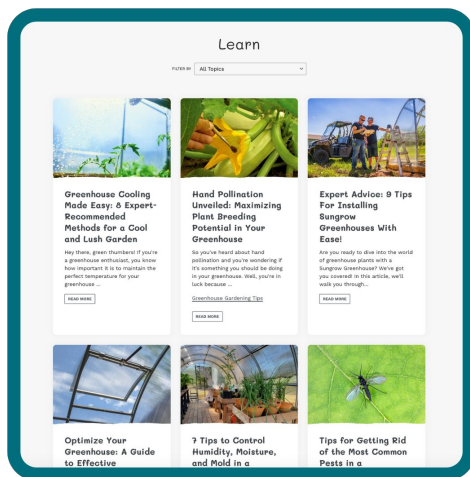


**Contact details:** Ensure your contact details are visible everywhere.

# 5

# HOW-TO CONTENT

A big component of success online is education. Your product is being used by people who **want to know how to use your product and what can be done with it.** Educational or how-to content can be done in multiple ways.



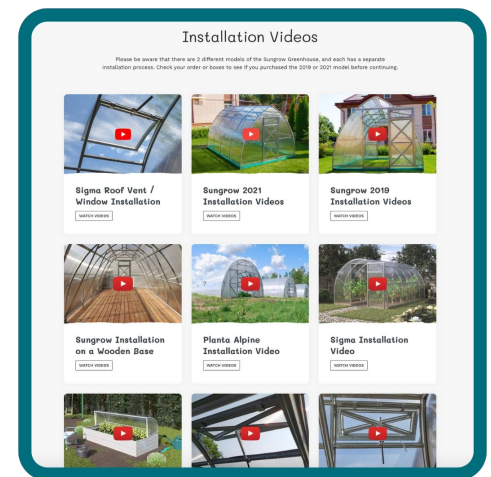
## Written Content

Articles that talk about topics that are relevant to your product, industry, and your customers.



## Downloadable Guides

Email opt-in PDF guides to introduce beginner gardeners to your product and the possibilities.



## Installation Videos

Step-by-step instructions to help your customers be more successful with your product.

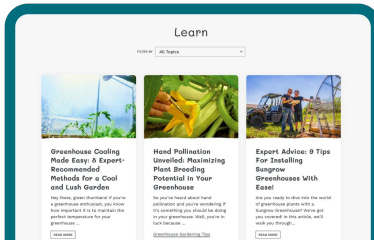
**Offer different content at each stage of the buying cycle.** For example, those in the research stage would benefit from 'a beginners guide' to your product more than someone in the post-purchase stage.

Educate customers **after purchase.** Taking the time to educate customers after they've bought your product can help with brand loyalty and generate positive reviews.

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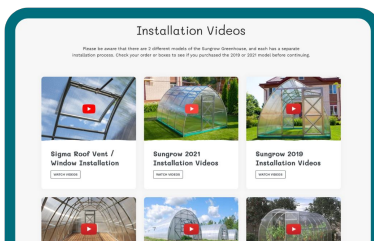
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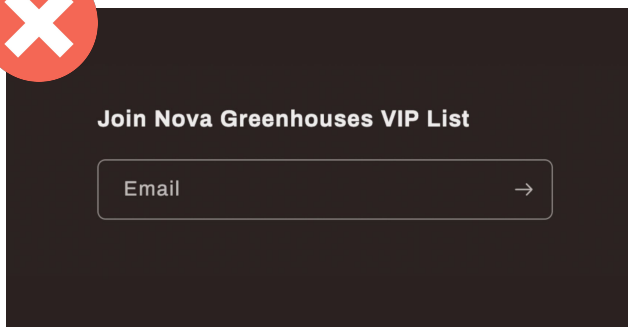


# 6

## EMAIL LIST

An email list of customers and prospects is one of the most valuable assets you can have. It allows you to stay in touch with your customers via email. An effective way to collect emails is to:

- Have **a clearly visible space on your home page** to sign up for email and/or SMS marketing.
- **Lead with value and offer offer educational content** such as a PDF guide in exchange for their details.



### Don't use generic signup forms

Generic email signup forms don't offer any value. Why should someone put their email here?



### Leading With Value

Offering information shoppers are already looking for incentivizes them to share their details.

## Why is having an email list important?



Most online stores have **an average conversion rate of 1-2%**.



Having an effective email signup form helps you capture the emails of the other 98% of visitors, **giving you an opportunity to follow up with them again.**



For many eCommerce brands, **10 to 20% of their revenue is a result of email follow-ups.**

# 7

## WEBSITE SPEED

**Faster websites perform better** – meaning they sell more, get more people to contact you, and overall have better success. However, when using platforms like Shopify – there are many free or low-cost apps that are easy to install, but will gradually make your website slower.

### How to Keep Your Website Running Fast



**Limit the amount of apps & plugins** on your website. They can quickly slow down your speed, so only install them when necessary.



**Regularly test the speed of each page on your website**, using free [tools from Google](#).



Don't just look at the average speed of the entire website, but instead, ensure each page has **2-3 seconds load time**.



Pay close attention to **pages that have a lot of video, images, or other content**. They can gradually slow down if not properly maintained.

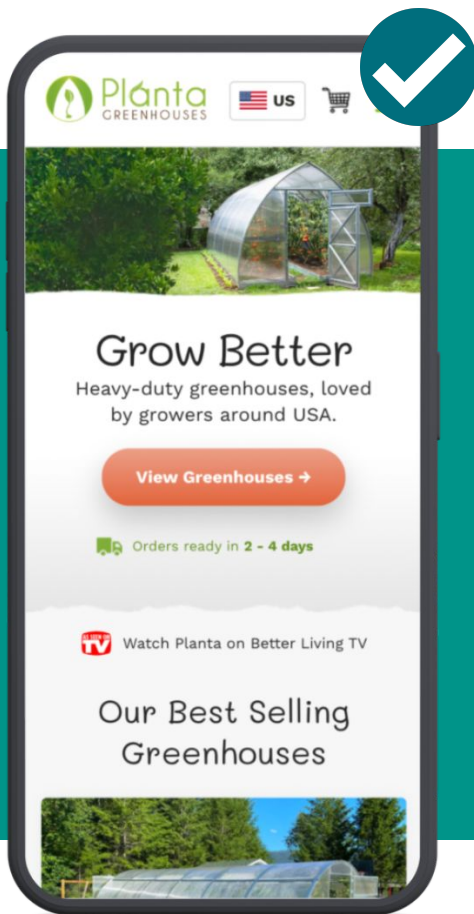
## 8

## MOBILE

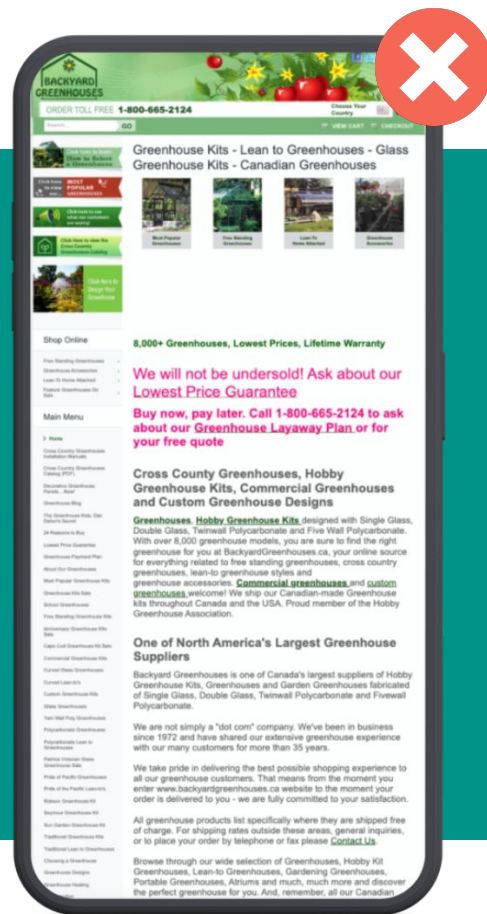
More and more people are buying on smartphones versus on a desktop or laptop. Having a **solid mobile-optimized website is critical for ecommerce success.**

On your home page, we suggest having **product images, headline, and call to action** – all without needing to scroll down.

### What makes a good mobile experience?



- ✓ Compact mobile design
- ✓ Easy-to-read text
- ✓ Key information & CTA visible without scrolling



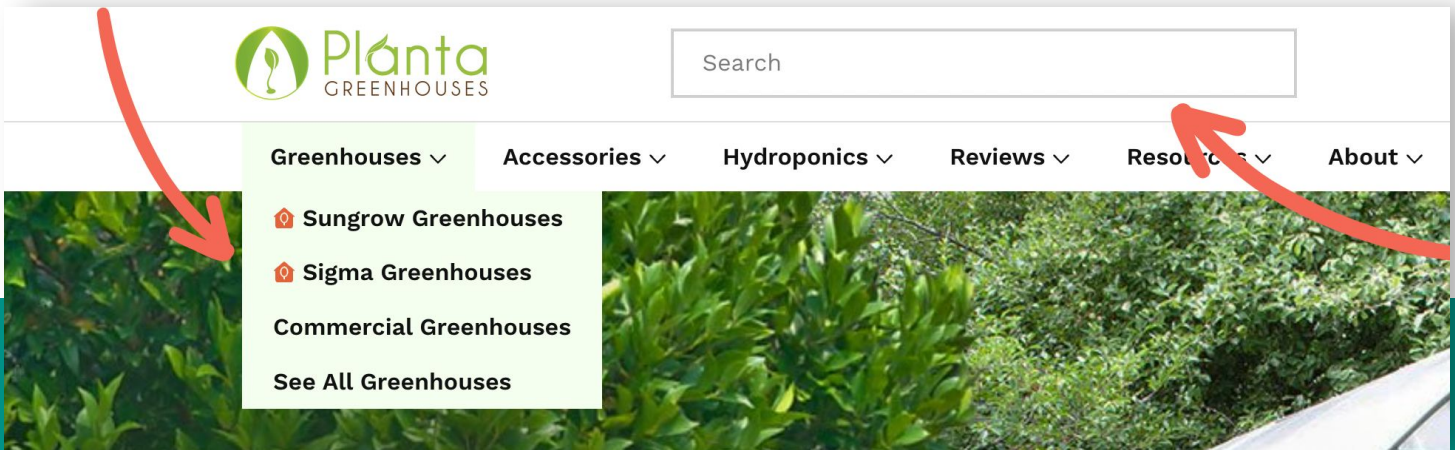
- ✗ Not formatted for mobile
- ✗ Need to zoom into read
- ✗ Unclear information + no visible CTA

# 9

## NAVIGATION

How your main navigation should look will depend on the type of product and the quantity that you sell. For example, if you only have a handful of products – **a simple top menu with your main pages will be sufficient.**

If you have a large number of products or many pages of content, we recommend having **your major categories on your navigation with dropdown options, as well as a search bar.**



### Simplify Custom Products

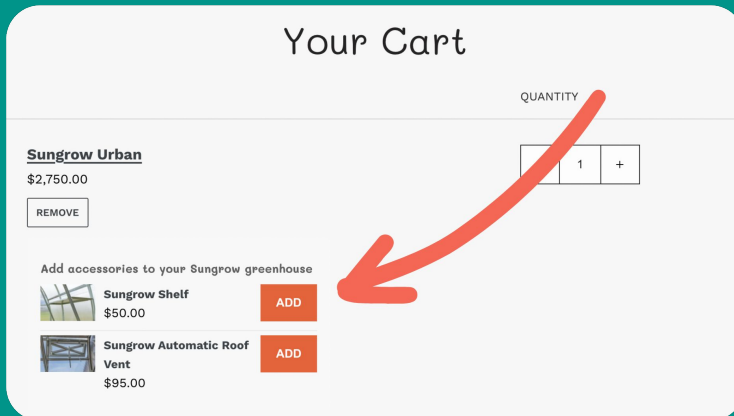
If your products require high levels of customization - you can make **your products easier to navigate for your customers.**

For example, instead of having 1 product page with many options - you may **break popular configurations into separate product pages (ie. separate SKUs).**

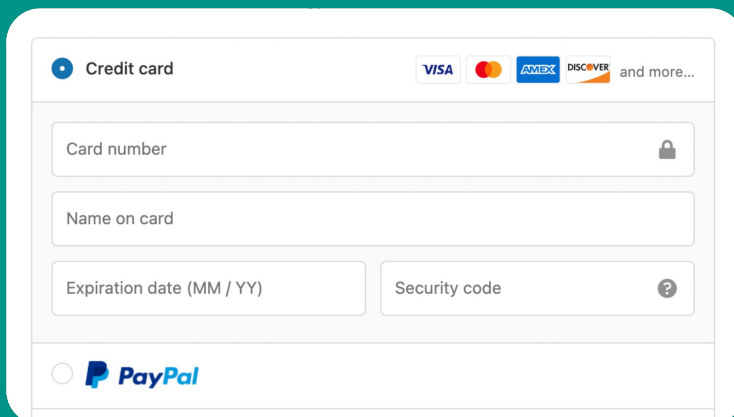


# CART & CHECKOUT

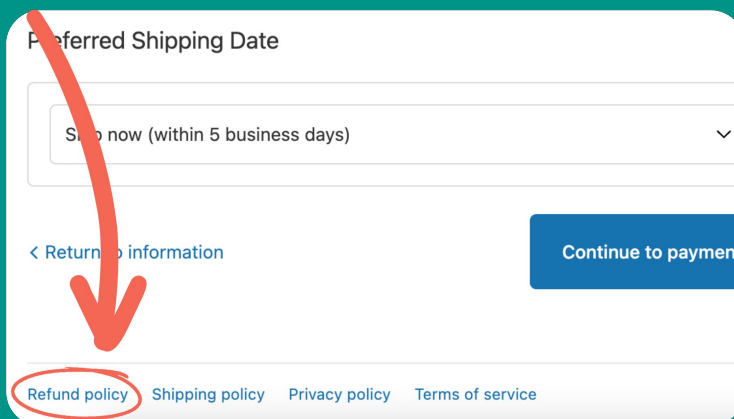
Your cart and checkout page present another opportunity to **build trust and increase revenue as well**. Consider these ways to improve your cart and checkout pages.



→ Install an app that **upsells products related to those in the shopper's cart** to increase order value.



→ Ensure payment information is easy to understand & **the checkout process is easy to use**.



→ **Reinforce the product warranty** to make the customer feel comfortable when purchasing.



# Would you like to work on your eCommerce growth?



Schedule a call to find out if we can support your ecommerce business.

[Book a Consultation →](#)