

GardenSoft Water-Wise Web Sites:

Frequently Asked Questions:

- What comes with the web license?
A: You get a turn-key section for your web site with the following parts:
 1. Garden Gallery (with plant hotlinks)
 2. Garden Tours (with plant hotlinks)
 3. Plant lookup by name and characteristic.
 4. Garden Resources: extensive cross-referenced reference tool demonstrating and advocating principles of appropriate horticulture.
 5. Watering tips specific to your region.
 6. Four different reports for the user to print out lists of plants (homeowner creates a shopping list to take to the nursery).
 7. Monthly reports on web traffic.
- Is the content customized for our region?
A: Yes, we photograph water wise gardens in your region and highlight (hotlink) the water conserving plants used in these gardens. We have worked with water districts over the years to create a detailed software reference tool for planting and watering best practices. We can work with you to customize this tool to meet your specifications.
- Is it difficult to put the content on our web site?
A: It is very easy! We do all of the work to provide a clear and easy to use user interface and then provide a simple one-line code to use on your web site that provides content. Copy the code to your web site and you are up and running within minutes.
- We have more than one city or water district that wants to use the content, can each put the content on their individual web sites?
A: Our license is for one web site with an option for as many additional web sites as you choose.
- We have done a Water-Wise CD project in the past with GardenSoft; can we use that as a basis for the web content?
A: Yes, we take the content used for the Water-Wise CD and convert it in

its entirety to run on the web with that same data and user interface. This process is done quickly and you can have your new web site content in short order!

- We have not done a previous Water-Wise CD project with GardenSoft, how do we collect the content for our specific region?

A: GardenSoft does the work to collect the photography and plant information for your region. Integrating this newly collected information along with your feed back for the Garden Resources and Watering Tips takes about 9 months, after which your new web site content is ready to go. The content collected can also be optionally used to create Water-Wise CDs that can be distributed to homeowners.

- How long is the license?

A: We license initially for three years with the option to extend each year after.

- What is a web site license?

A: GardenSoft owns the content; you get a license to use it.

- Does the web site reside on our server or yours?

A: The content resides on our server and is accessed by the web pages on your server via simple html code we provide to you. This is all transparent to visitors viewing your web site and a very common practice.

- Can users make their own plant lists?

A: Yes, absolutely. This is something we encourage visitors to do. They can create plant list print outs to take to their local nursery and buy low water-use plants.

- How much does it cost?

A: Call Gerry Kiffe, GardenSoft General Manager at 805-499-9689 and he will discuss pricing with you.