

## **A new online resource for promoting gardening publications and broadcasts**

[PlantConcierge.com](http://PlantConcierge.com) now includes profiles for “*Gardening Advisors*”, which allows garden writers to describe themselves, their publications and broadcasts together with web links. The profiles are then brought to the public’s attention through being linked to answers on the site’s new “*Plant Care Q&A*” module.

*Plant Care Q&A* is designed to draw in consumers searching online for gardening advice. It addresses the type of questions that a web user would ask via Google etc., then gives straightforward access to answers without the searcher having to pick snippets out of articles or navigate through threads on forums.

With each answer linked to the author’s profile, the consumer is directed straight to that author’s work, creating a path of least-resistance for those who are looking to add to their gardening knowledge reference points. *Plant Care Q&A* complements other gardening websites (and communications) by providing an entry point to further reading. It is designed to gather up “lost souls” on the web and funnel them through to those who can help them further.

Garden writers can leverage more promotion power out of *Plant Care Q&A* by submitting new questions that they can also answer themselves. This is an easy way to increase on-line visibility.

*Plant Care Q&A* is a searchable database that writers can contribute to whenever it suits them. Participation doesn’t require entering into dialogue or being “live on call”.

“*Gardening Advisor*” profiles are added to the existing offerings of “*Gardening Services*” and “*Retail Stores*” profiles. All of these profile types can be linked to answers on *Plant Care Q&A*. (Note that “*Gardening Services*” is the new name for profiles previously referred to as “*Plant Concierge*” profiles.)

For more information go to [PlantConcierge.com](http://PlantConcierge.com) or contact Miriam Young  
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