

Can't Garden? Won't Garden? Local help is at hand!

Now that winter finally appears to be behind us and the Easter weekend leaves time to contemplate outdoor living spaces, many people's thoughts will be turning towards what to do about their gardens, patios and balconies.

With green issues so prominent on political, commercial and media agendas, public awareness of the environmental, aesthetic, and health benefits of plants, gardening and home grown food is at an all-time high. Yet the reality of digging dirt and tending crops isn't necessarily everybody's cup of tea. And for those who do want to get stuck in, getting to grips with gardening knowledge and terminology from scratch can be pretty confusing.

While many thousands of gardening businesses advertise labour services and a wealth of information is available on and offline to help people learn about gardening, finding what you're actually looking for can still be quite a chore.

In practice, how easy is it to find somebody locally to do your weeding, mow your lawn or work out why those plants you ordered online died? If you want to get into gardening or have a go at growing your own food, how easy is it to find somebody who can come to your home and show you the ropes? And if you want to use plants to improve indoor air quality, how do you go about finding somebody to write a 'prescription' for plants that will thrive inside your home or office?

Local services directories and internet search engines aren't sophisticated enough to pinpoint specific services, and only businesses with big advertising budgets and well-optimised websites tend to get a look in. In the meantime, a wealth of expertise from experienced, knowledgeable individuals goes undetected – expertise that can take the form of garden coaching, general advice and routine maintenance tasks.

Thanks to PlantConcierge.com, consumers now have a simple search facility that shows who offers which services to which local areas. Catering for both for the 'do it for me' and the 'show me how to do it' customer, PlantConcierge.com is a directory that includes established businesses, professional individuals and talented amateur gardeners all together to cover the full scope of services available within every community.

This makes it much easier for every customer to find the right person for the job, at the same time as providing opportunities to talented individuals to offer gardening and garden coaching services to their neighbours. By working in this way, PlantConcierge uses the power of the internet to bring gardening back to the real-life community, and give those who need a confidence boost a place to find it.

www.plantconcierge.com