



2009 Cybersoil Website Awards

Next to word-of-mouth referrals, a well-designed website is the best marketing tool your company can have. It educates potential clients about the services you offer, the professionalism your company provides and the positive experiences your customers can expect.

As part of the California Landscape Contractor Association's efforts to help your company survive and thrive in these tough economic times, *California Landscaping* magazine has been helping readers create excellent websites for their companies.

In conjunction with that, we've created the CLCA's CyberSoil Awards, a statewide competition to honor the best of the best. Please join us in recognizing excellence in landscape website design.

About the awards

Our panel of internet and communications professionals scrutinized the field of 22 entrants. To help entrants maximize their website and marketing efforts, judges share their feedback and constructive comments.



Best Of Show

The winning site will have the best overall design, including a contemporary look, readable colors, gorgeous photos, and error-free text. What else? A user experience that dusts the competition.

Solena Landscape Design & Construction

www.SolenaLandscape.com

Serving L.A. and Orange counties since 1987, Solena Landscape Design and Construction specializes in high-end custom residential landscape design and construction.

What the judges said: Home page text clearly describes business...very nice balance of elements...navigation is intuitive and simple, making it very effective.

Best Navigation

The winning site will be easy to use, invite exploration and spare readers from swampy text and distracting graphics.

New Canaan Landscaping

www.newcanaan-landscaping.com

Offering landscape construction and maintenance to San Francisco Bay Area residential and commercial property owners.

What the judges said: Excellent look and feel...Layout very clean and easy to navigate, which makes visitors want to poke around and learn more...Navigation is intuitive, consistent, and user-friendly.



Best Content

The winner in this category will tell the company's story through text, images and client testimonials, but may also "up the ante" with podcasts, video and more.

The Yard Fairy

www.yardfairy.com

The Yard Fairy is an award-winning landscape design, installation and maintenance company specializing in renovating residential landscapes in north San Diego County since 2003.

What the judges said: Up to date blog, newsletter...solid site with plenty of information for curious prospects...the web designer clearly understands search engine optimization and effectively uses the basics of social media to drive interested visitors to the site...the blog is very entertaining.



Nice Touches



Heritage Landscapes

heritagelandscapes.net
Nice organization of services and portfolio pages



Garden Lights Landscape & Pool Development

gardenlightslandscape.com
Very informative "Where do we start?" page



RMA Land Construction

rmlandscaping.com
Beautiful photographs with solid navigation