

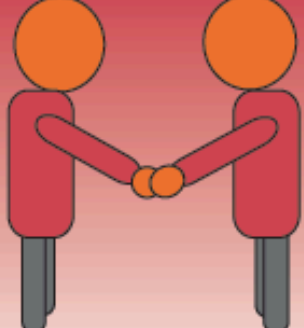


# Creating, Curating and Publishing Insanely Great Digital Content

# SPECIAL-INTEREST MEDIA USER EXPERIENCE

	 <b>OFFLINE</b>	 <b>ONLINE</b>	 <b>IN PERSON</b>
<b>MEDIUM</b>	Books, CDs, DVDs Newsletters, Magazines	Email, Websites, Audio, Video	Conferences, Workshops, Consulting
<b>CONVENIENCE</b>	High	Moderate	Low
<b>FIDELITY</b>	Low	Moderate	High
<b>OWNERSHIP</b>	High	Moderate	Low

**Inventory of What You Sell**



**Google Visibility**

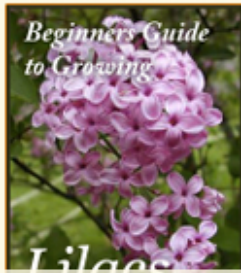


**Affinity Content Calendar**

# Inventory of What You Sell

# Gardens Daily Brand Wheel

## OFFLINE



BEGINNER GUIDES



MAGAZINE



HANDBOOKS



DVDS



FREE eBOOKS

## IN PERSON



TOURS

## ONLINE



WEBSITE



EMAIL NEWSLETTER



FORUM

*Gardens Daily*

# About Gardens Daily: Product Sales Strategy

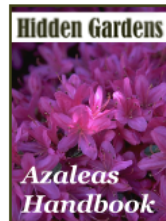
## Legacy Product = Magazine



## Expansion Products = Books, Videos, Digital Magazine & Live Events



Hidden Gardens  
Garden Design Handbook  
**\$47.00**



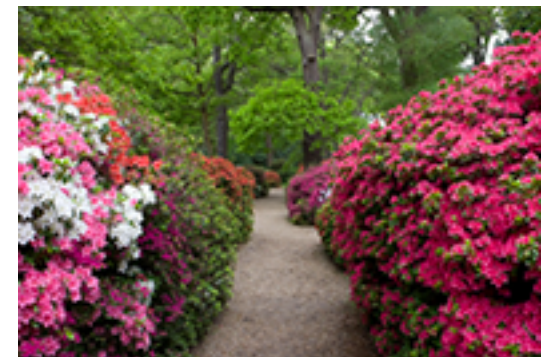
Hidden Gardens  
Azaleas Handbook  
**\$47.00**



Orchid Gardening  
Made Easy DVD  
**\$19.97**



Azalea DVD and  
Beginner's Guide Bundle  
**\$24.97**



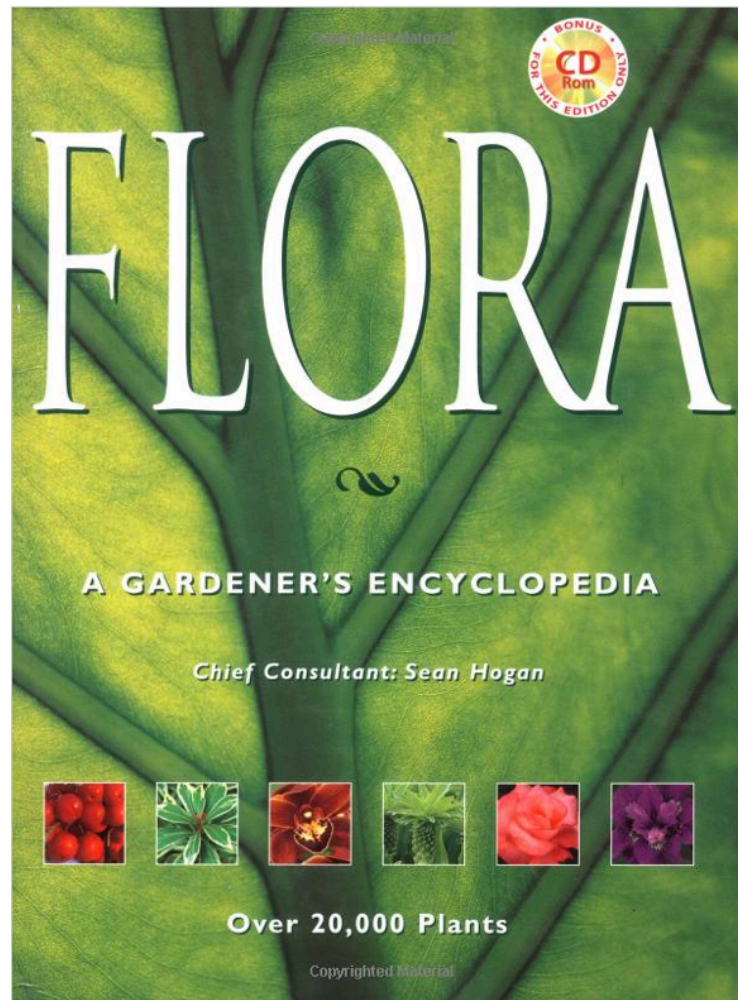
# About Gardens Daily: Sponsorship Strategy



# Google Visibility Report



# Defining Your Online Taxonomy



# Research Keyword Popularity



# Keyword Architecture

Perennials	Annuals	Bulbs	Shrubs	House Plants	Gardening
Asters	Begonias	Alliums	Azaleas	African Violets	Plant Care
Chrysanthemums	Annual Salvia	Crocus	Hydrangeas	Amaryllis	Design
Clematis	Cosmos	Daffodils	Lilacs	Bromeliads	Equipment & Products
Coneflowers	Geraniums	Dahlias	Rhododendrons	Cacti & Succulents	Pests & Diseases
Daylilies	Impatiens	Gladiolas	Viburnums	Christmas Cactus	Photography
Hardy Geraniums	Marigolds	Hyacinths	Weigelas	Cyclamen	
Hostas	Pansies	Narcissus	Forsythia	Kalanchoe	
Irises	Petunias	Tulips		Orchids	
Ornamental Grasses	Zinnias			Oxalis	
Peonies					
Phlox					
Roses					
Salvia					
Sedum					

# Research Keyword Popularity



# Researching Keyword Popularity

## Google Adwords Keyword Tool

The screenshot displays the Google Adwords Keyword Tool interface. The top navigation bar includes 'Home', 'Campaigns', 'Opportunities', 'Reporting and Tools', 'Billing', and 'My account'. The main content area is titled 'Tools > Keyword Tool' and features a 'Find keywords' section. The search input field contains 'azalea', which is highlighted with a yellow oval. Below the search input, there are options to 'Only show ideas closely related to my search terms' and 'Advanced Options and Filters'. The 'Locations and languages' section shows 'All Countries' and 'All Languages' dropdown menus. The 'Include specific content' section has checkboxes for 'Include adult ideas', 'Competition', and 'Global Monthly Searches' (checked). The 'Show Ideas and Statistics for' section has a dropdown for 'Desktop and laptop devices'. The 'Filter keywords' section has a dropdown for 'Local Monthly Searches'. A 'Search' button is located below these options. The results section shows 'Search terms (1)' with a table listing 'azalea' with 60,500 Global Monthly Searches. Below this, 'Keyword ideas (800)' are listed in a table with columns for 'Keyword' and 'Global Monthly Searches'.

Keyword	Global Monthly Searches
[azalea]	60,500
[azalea plant]	1,900
[azalea bushes]	720
[dwarf azaleas]	390

# Researching Keyword Popularity

## Google Adwords Keyword Tool

The screenshot displays the Google Adwords Keyword Tool interface. The top navigation bar includes links for Home, Campaigns, Opportunities, Reporting and Tools, Billing, and My account. The main content area is titled 'Tools > Keyword Tool' and features a 'Find keywords' section. This section includes a search form with the input 'azalea' and a 'Website' field. Below the search form, there are options to filter results, such as 'Only show ideas closely related to my search terms' and 'Advanced Options and Filters' (Locations: United States, Languages: English). A 'Search' button is present. Below the search results, there are controls for 'Add keywords', 'Download', 'Estimate search traffic', 'View as text', and 'More like these'. The results are displayed in a table with columns for 'Keyword' and 'Global Monthly Searches'. The table shows 800 keyword ideas, with the top results being:

Keyword	Global Monthly Searches
[azalea]	60,500
[azalea plant]	1,900
[azalea bushes]	720
[dwarf azaleas]	390
[planting azaleas]	590
[yellow azalea]	260
[growing azalea]	170
[rhododendron]	90,500
[azaleas]	14,800
[azalea plants]	590
[growing azaleas]	390
[azaleas for sale]	320

# Researching Keyword Popularity

## Google Adwords Keyword Tool

The screenshot displays the Google Adwords Keyword Tool interface. At the top, there are navigation buttons: '+ Add keywords', 'Download', 'Estimate search traffic', 'View as text', and 'More like these'. Below these are filters for 'Group by None', 'Sorted by Relevance', and 'Columns'. The 'Search terms' section shows a list with one entry: 'azalea' with 60,500 global monthly searches. A yellow tooltip is visible over the 'Download' button, listing 'Selected (0)', 'Starred (0)', and 'Bulk Download (0)'. The 'Keyword ideas (800)' section is expanded, showing a list of related keywords and their search volumes. The table below lists these keywords and their corresponding search volumes.

Keyword	Global Monthly Searches
[azalea plant]	1,900
[azalea bushes]	720
[dwarf azaleas]	390
[planting azaleas]	590
[yellow azalea]	260
[growing azalea]	170
[rhododendron]	90,500
[azaleas]	14,800
[azalea plants]	590
[growing azaleas]	390
[azaleas for sale]	320
[azalea varieties]	320
[formosa azalea]	390
[deciduous azaleas]	210
[azalea festival 2010]	58
[buy azalea]	91
[azalea bonsai]	1,300
[japanese azaleas]	170
[dwarf azalea varieties]	91
[buy azaleas]	140
[pink azalea]	390



# Researching Keyword Popularity

CSV file  
in Excel

Keyword	Global Monthly Searches
[azalea]	60500
[azalea plant]	1900
[azalea bushes]	720
[dwarf azaleas]	390
[planting azaleas]	590
[yellow azalea]	260
[growing azalea]	170
[rhododendron]	90500
[azaleas]	14800
[azalea plants]	590
[growing azaleas]	390
[azaleas for sale]	320
[azalea varieties]	320
[formosa azalea]	390
[deciduous azaleas]	210
[azalea festival 2010]	58
[buy azalea]	91
[azalea bonsai]	1300
[japanese azaleas]	170
[dwarf azalea varieties]	91
[buy azaleas]	140
[pink azalea]	390
[orange azaleas]	140
[azaleas flowers]	170
[rhododendrons]	5400
[azalea festival]	3600



# Researching Keyword Popularity

**Annual Searches = Monthly\*12**

<b>Keyword Universe</b>	<b>GKT Monthly</b>	<b>Annual Searches</b>	<b>Google Listing</b>	<b>Google KCI</b>
[azalea]	60,500	726,000		
[azalea plant]	1,900	22,800		
[azalea bushes]	720	8,640		
[dwarf azaleas]	390	4,680		
[planting azaleas]	590	7,080		
[yellow azalea]	260	3,120		
[growing azalea]	170	2,040		
[rhododendron]	90,500	1,086,000		
[azaleas]	14,800	177,600		
[azalea plants]	590	7,080		
[growing azaleas]	390	4,680		
[azaleas for sale]	320	3,840		
[azalea varieties]	320	3,840		
[formosa azalea]	390	4,680		
[deciduous azaleas]	210	2,520		
[azalea festival 2010]	58	696		
[buy azalea]	91	1,092		
[azalea bonsai]	1,300	15,600		
[japanese azaleas]	170	2,040		

# Differentiate Keyword Competition



# Differentiate Keyword Competition

Keyword Universe	GKT Monthly	Annual Searches	Google Listing	Google KCI
[azalea]	60,500	726,000		
[azalea plant]	1,900	22,800		
[azalea bushes]	720	8,640		
[dwarf azaleas]	390	4,680		
[planting azaleas]	590	7,080		
[yellow azalea]	260	3,120		
[growing azalea]	170	2,040		
[rhododendron]	90,500	1,086,000		
[azaleas]	14,800	177,600		
[azalea plants]	590	7,080		
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[azaleas for sale]	320	3,840		
[azalea varieties]	320	3,840		
[formosa azalea]	390	4,680		
[deciduous azaleas]	210	2,520		
[azalea festival 2010]	58	696		
[buy azalea]	91	1,092		
[azalea bonsai]	1,300	15,600		
[japanese azaleas]	170	2,040		

# Differentiate Keyword Competition

## Google.com Search Engine

Web Images Videos Maps News Shopping Gmail more ▾

Sign in 



"azalea care"

Search

Instant is on ▾

About 4,920 results (0.11 seconds)

Advanced search

- Everything
- Images
- Videos
- News
- Shopping
- More

Middletown, RI  
Change location

Show search tools

### FAQs - Azalea Society of America

Click indoor **azalea care** for more (and slightly different) information. Growing azaleas. As described in more detail at growing azaleas, azaleas are rather ...  
[www.azaleas.org/index.pl/faq.html](http://www.azaleas.org/index.pl/faq.html) - Cached - Similar

### Pruning and Planting Azaleas | Care for Azaleas

Introduction to care for azalea and rhododendron plants. Tips on pruning and planting azaleas and rhododendrons.  
[landscaping.about.com/cs/treesshrubs/a/rhodo\\_azaleas\\_3.htm](http://landscaping.about.com/cs/treesshrubs/a/rhodo_azaleas_3.htm) - Cached - Similar

### Azalea Care | eHow.com

Learn about **Azalea Care** on eHow.com. Find info and videos including: How to Care for Azaleas, The Care of Azaleas, Care & Feeding of Azaleas and much more.  
[www.ehow.com/azalea-care/](http://www.ehow.com/azalea-care/) - Cached - Similar

### MG Tip: AZALEA

**AZALEA CARE.** Spring time is azalea time and here's how to help them repeat their ...  
**AZALEA CARE AND FEEDING.** Now that spring is just around the corner, ...  
[easttexasgardening.tamu.edu/tips/trees/azalea.html](http://easttexasgardening.tamu.edu/tips/trees/azalea.html) - Cached - Similar

### HGIC 1059 Azalea Care : Extension : Clemson University : South ...

Azaleas are Southern signature plants in South Carolina landscapes. Numerous azalea species, hybrids and cultivars, either native to this area or hailing ...  
[www.clemson.edu/extension/hgic/plants/.../hgic1059.html](http://www.clemson.edu/extension/hgic/plants/.../hgic1059.html) - Cached - Similar

### Care of Greenhouse Azaleas - University of Minnesota Extension

After Blooming - **Azalea Care** If you decide you want to force your azalea to bloom the following year, prune off the faded blossoms and shape the plant so ...  
[www.extension.umn.edu/yardandgarden/.../h144azalea.html](http://www.extension.umn.edu/yardandgarden/.../h144azalea.html) - Cached - Similar

### Azalea Care - Lawn & Garden at cooperseeds.com

**Azalea Care.** Parts of the information taken from- width= & University of Kentucky Entomology width= EXPOSURE. Azaleas prefer cool, partially shaded sites , ...  
[www.cooperseeds.com/azaleacare.php3?cartid=](http://www.cooperseeds.com/azaleacare.php3?cartid=) - Cached - Similar

Ads

### How To Plant Azalea

Search for How To Plant Azalea  
Find How To Plant Azalea  
[ask.com](http://ask.com)

See your ad here »

 **MEQUODA**  
Digital Strategy for Publishers

# Differentiate Keyword Competition

## Why Exact Match Counts are Best

**“azalea care” 4,920**



**azalea care 1,450,000**



# Differentiate Keyword Competition

## Indexing Supply and Demand

Keyword Universe	GKT Monthly	Annual Searches	Google Listing	Google KCI
[azalea]	60,500	726,000	18,500,000	0.04
[azalea plant]	1,900	22,800	139,000	0.16
[azalea bushes]	720	8,640	243,000	0.04
[dwarf azaleas]	390	4,680	5,990	0.78
[planting azaleas]	590	7,080	12,000	0.59
[yellow azalea]	260	3,120	26,600	0.12
[growing azalea]	170	2,040	16,200	0.13
[rhododendron]	90,500	1,086,000	8,690,000	0.12
[azaleas]	14,800	177,600	3,520,000	0.05
[azalea plants]	590	7,080	57,500	0.12
[growing azaleas]	390	4,680	16,200	0.29
[azaleas for sale]	320	3,840	6,360	0.60
[azalea varieties]	320	3,840	9,360	0.41
[formosa azalea]	390	4,680	10,100	0.46
[deciduous azaleas]	210	2,520	49,700	0.05
[azalea festival 2010]	58	696	96,500	0.01
[buy azalea]	91	1,092	22,200	0.05
[azalea bonsai]	1,300	15,600	91,900	0.17
[japanese azaleas]	170	2,040	14,600	0.14

**Keyword Competitive Index = Annual Searches / Google Listing**

# Organize Keyword Research





# Organize Keyword Research

## Defining your Keyword Clusters

Keyword Universe	GKT Monthly	Annual Searches	Google Listing	Google KCI
[azalea]	60,500	726,000	18,500,000	0.04
[azalea plant]	1,900	22,800	139,000	0.16
[azalea bushes]	720	8,640	243,000	0.04
[dwarf azaleas]	390	4,680	5,990	0.78
[planting azaleas]	590	7,080	12,000	0.59
[yellow azalea]	260	3,120	26,600	0.12
[growing azalea]	170	2,040	16,200	0.13
[rhododendron]	90,500	1,086,000	8,690,000	0.12
[azaleas]	14,800	177,600	3,520,000	0.05
[azalea plants]	590	7,080	57,500	0.12
[growing azaleas]	390	4,680	16,200	0.29
[azaleas for sale]	320	3,840	6,360	0.60
[azalea varieties]	320	3,840	9,360	0.41
[formosa azalea]	390	4,680	10,100	0.46
[deciduous azaleas]	210	2,520	49,700	0.05
[azalea festival 2010]	58	696	96,500	0.01
[buy azalea]	91	1,092	22,200	0.05
[azalea bonsai]	1,300	15,600	91,900	0.17
[japanese azaleas]	170	2,040	14,600	0.14



# Organize Keyword Research

## Importing Keyword Clusters Into Keyword Universe

Flora Daily Network									
Google Visibility Report									
3/28/11 10:04 PM									
Keyword Universe	Primary Keyword Cluster	GKT Monthly	Google Listings	Annual Searches	Google KCI	Google Position	Annual Impressions	GVI	
gardening hydrangeas	Hydrangeas	58	5,260	696	0.13	1	696	100%	
prune hydrangeas	Hydrangeas	110	5,500	1,320	0.24	2	1,320	100%	
caring for hydrangea	Hydrangeas	110	7,930	1,320	0.17	3	1,320	100%	
caring for hydrangeas	Hydrangeas	590	10,700	7,080	0.66	3	7,080	100%	
drying hydrangeas	Hydrangeas	880	17,800	10,560	0.59	3	10,560	100%	
how to dry hydrangeas	Hydrangeas	880	19,300	10,560	0.55	3	10,560	100%	
hydrangeas color	Hydrangeas	22	1,100	264	0.24	3	264	100%	
hydrangeas pruning	Hydrangeas	480	755	5,760	7.63	3	5,760	100%	
prune hydrangea	Hydrangeas	320	11,000	3,840	0.35	3	3,840	100%	
pruning hydrangea	Hydrangeas	590	4,840	7,080	1.46	3	7,080	100%	
fall hydrangeas	Hydrangeas	16	4,110	192	0.05	4	192	100%	
hydrangea fall	Hydrangeas	12	6,830	144	0.02	4	144	100%	
hydrangeas winter	Hydrangeas	22	1,140	264	0.23	4	264	100%	
lady red hydrangea	Hydrangeas	0	3	0	0.00	5	0	0%	
hydrangea in winter	Hydrangeas	73	31,400	876	0.03	6	876	100%	
hydrangea winter	Hydrangeas	91	7,490	1,092	0.15	6	1,092	100%	
hydrangeas don t bloom	Hydrangeas	0	1,830	0	0.00	6	0	0%	

# Organize Keyword Research

Google Position

Google  
Visibility  
Index

Keyword Universe	Primary Keyword Cluster	GKT Monthly	Google Listings	Annual Searches	Google KCI	Google Position	Annual Impressions	GVI
gardening hydrangeas	Hydrangeas	58	5,260	696	0.13	1	696	100%
prune hydrangeas	Hydrangeas	110	5,500	1,320	0.24	2	1,320	100%
caring for hydrangea	Hydrangeas	110	7,930	1,320	0.17	3	1,320	100%
caring for hydrangeas	Hydrangeas	590	10,700	7,080	0.66	3	7,080	100%
drying hydrangeas	Hydrangeas	880	17,800	10,560	0.59	3	10,560	100%
how to dry hydrangeas	Hydrangeas	880	19,300	10,560	0.55	3	10,560	100%
hydrangeas color	Hydrangeas	22	1,100	264	0.24	3	264	100%
hydrangeas pruning	Hydrangeas	480	755	5,760	7.63	3	5,760	100%
prune hydrangea	Hydrangeas	320	11,000	3,840	0.35	3	3,840	100%
pruning hydrangea	Hydrangeas	590	4,840	7,080	1.46	3	7,080	100%
fall hydrangeas	Hydrangeas	16	4,110	192	0.05	4	192	100%
hydrangea fall	Hydrangeas	12	6,830	144	0.02	4	144	100%
hydrangeas winter	Hydrangeas	22	1,140	264	0.23	4	264	100%
lady red hydrangea	Hydrangeas	0	3	0	0.00	5	0	0%
hydrangea in winter	Hydrangeas	73	31,400	876	0.03	6	876	100%
hydrangea winter	Hydrangeas	91	7,490	1,092	0.15	6	1,092	100%
hydrangeas don t bloom	Hydrangeas	0	1,830	0	0.00	7	0	0%

Based on Ranking

# Organize Keyword Research

## How to Calculate GVI (Google Visibility Index)

**Google Rank 1-10 (Page 1) = 100% visibility**  
**Google Rank 11-20 (Page 2) = 32% visibility**  
**Google Rank 21-30 (Page 3) = 7% visibility**

# Organize Keyword Research

## Importing all keywords into the GVR - Ubers

Flora Daily						
Google Visibility Report						
5/31/11 6:40 PM						
Flora Daily Uber Topics	Uber Topic #	# of Primaries	Keyword Universe	Annual Searches	Annual Impressions	GVI
Perennials	1	14	2,671	20,861,712	1,522,181	7.30%
Annuals	2	9	1,098	9,063,372	2,042,152	22.53%
Bulbs	3	8	1,135	9,087,468	318,088	3.50%
Shrubs	4	7	1,959	8,754,972	929,039	10.61%
House Plants	5	9	991	12,401,448	1,231,058	9.93%
Gardening	6	5	939	9,579,072	2,722,044	28.42%
Brand	7	1	0	0	0	0.00%
<b>Total</b>		<b>53</b>	<b>8,793</b>	<b>69,748,044</b>	<b>8,764,562</b>	<b>12.57%</b>

# Organize Keyword Research

## Importing all keywords into the GVR - Primaries

Flora Daily						
Google Visibility Report						
5/31/11 6:40 PM						
		Current Data				
Flora Daily Topics (PKP)	Uber Summary	Topic #	Keyword Universe	Annual Searches	Annual Impressions	GVI
Azaleas	Shrubs	32	444	1,358,868	0	0.00%
Hydrangeas	Shrubs	33	397	3,026,844	458,604	15.15%
Lilacs	Shrubs	34	345	1,721,028	54,998	3.20%
Rhododendrons	Shrubs	35	267	584,748	0	0.00%
Viburnums	Shrubs	36	305	1,253,676	372,790	29.74%
Weigelas	Shrubs	37	107	361,296	42,648	11.80%
Forsythia	Shrubs	38	94	448,512	0	0.00%
African Violets	House Plants	39	69	479,112	1,092	0.23%
Amaryllis	House Plants	40	127	975,900	836,556	85.72%
Bromeliads	House Plants	41	114	967,740	20,198	2.09%
Cacti & Succulents	House Plants	42	116	2,944,680	2,196	0.07%
Christmas Cactus	House Plants	43	62	322,632	14,592	4.52%
Cyclamen	House Plants	44	63	422,568	349,344	82.67%
Kalanchoe	House Plants	45	62	557,700	0	0.00%
Orchids	House Plants	46	292	5,292,192	7,080	0.13%

# Organize Keyword Research

The screenshot shows the Gardens Daily website. The main article is titled "Azalea Care Secrets" with a sub-headline "5 Tips for Planting Azaleas in Any Climate". The article includes several tips for planting azaleas, such as minimizing repeated freezing and thawing, planting in areas with filtered sunlight, avoiding sites with trees that compete for moisture and nutrients, choosing a site with acidic soil, and providing protection from the wind. A sidebar on the right titled "BROWSE TOPICS" lists various plant categories: Perennials (Asters, Chrysanthemums, Clematis, Coneflowers, Daylilies, Hardy Geraniums, Hostas, Irises, Ornamental Grasses, Peonies, Phlox, Roses, Salvia, Sedum), Annuals (Begonias, Annual Salvia, Cosmos, Geraniums, Impatiens, Marigolds, Pansies, Petunias, Zinnias), Bulbs, and Shrubs.

Turning  
Keywords  
into Website  
Architecture

Primary  
Keywords =  
Topic Pages



# Track Your Results



# Track Your Results

Flora Daily Network									
Google Visibility Report									
3/28/11 10:04 PM									
Keyword Universe	Primary Keyword Cluster	GKT Monthly	Google Listings	Annual Searches	Google KCI	Google Position	Annual Impressions	GVI	
gardening hydrangeas	Hydrangeas	58	5,260	696	0.13	1	696	100%	
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caring for hydrangea	Hydrangeas	110	7,930	1,320	0.17	3	1,320	100%	
caring for hydrangeas	Hydrangeas	590	10,700	7,080	0.66	3	7,080	100%	
drying hydrangeas	Hydrangeas	880	17,800	10,560	0.59	3	10,560	100%	
how to dry hydrangeas	Hydrangeas	880	19,300	10,560	0.55	3	10,560	100%	
hydrangeas color	Hydrangeas	22	1,100	264	0.24	3	264	100%	
hydrangeas pruning	Hydrangeas	480	755	5,760	7.63	3	5,760	100%	
prune hydrangea	Hydrangeas	320	11,000	3,840	0.35	3	3,840	100%	
pruning hydrangea	Hydrangeas	590	4,840	7,080	1.46	3	7,080	100%	
fall hydrangeas	Hydrangeas	16	4,110	192	0.05	4	192	100%	
hydrangea fall	Hydrangeas	12	6,830	144	0.02	4	144	100%	
hydrangeas winter	Hydrangeas	22	1,140	264	0.23	4	264	100%	
lady red hydrangea	Hydrangeas	0	3	0	0.00	5	0	0%	
hydrangea in winter	Hydrangeas	73	31,400	876	0.03	6	876	100%	
hydrangea winter	Hydrangeas	91	7,490	1,092	0.15	6	1,092	100%	
hydrangeas don t bloom	Hydrangeas	0	1,830	0	0.00	6	0	0%	



# Master Content Plan

# Defining Your Master Content Plan

Topics	Free Guides	Blog Posts	Books	Videos	Magazine Articles	Events
Begonias	1	8	2	1	2	1
Annual Salvia	1	8	2	1	2	0
Cosmos	1	8	2	1	2	0
Geraniums	1	8	2	1	2	0
Impatiens	1	8	2	1	2	0
Marigolds	1	8	2	1	2	0
Pansies	1	8	2	1	2	0
Petunias	1	8	2	1	2	1
Zinnias	1	8	2	1	2	0



# Affinity Content Calendar

# Creating Your Affinity Content Calendar

	<b>MONDAY</b> Soft Sell	<b>TUESDAY</b> Soft Sell      Hard Sell	<b>WEDNESDAY</b> Soft Sell	<b>THURSDAY</b> Soft Sell      Hard Sell	<b>FRIDAY</b> Soft Sell      Hard Sell	<b>SATURDAY</b> Soft Sell      Hard Sell	<b>SUNDAY</b> Soft Sell      Hard Sell
platform and effort							
WEEK 1							
email campaigns	azaleas tip	azaleas product review	orchids tip	orchids product review	petunias tip	petunias product review	
blog post	azaleas tip	azaleas product review	orchids tip	orchids product review	petunias tip	petunias product review	tulip tour
seo post	african violets	daylilies	geraniums	peonies	orchids	roses	garden photography
twitter post 1	azaleas tip	azaleas product review	orchids tip	orchids product review	petunias tip	petunias product review	garden photography
twitter post 2	african violets	daylilies	geraniums	peonies	orchids	roses	tulip tour
twitter spotlight		azaleas spotlight		orchids spotlight		petunias spotlight	
facebook post 1	azaleas tip	azaleas product review	orchids tip	orchids product review	petunias tip	petunias product review	garden photography
facebook post 2	african violets	daylilies	geraniums	peonies	orchids	roses	tulip tour
facebook spotlight		azaleas spotlight		orchids spotlight		petunias spotlight	
circ builders					tulips ebook		
week in review							week in review

platform and effort

WEEK 1

- email campaigns
- blog post
- seo post
- twitter post 1
- twitter post 2
- twitter spotlight
- facebook post 1
- facebook post 2
- facebook spotlight
- circ builders
- week in review

	<b>MONDAY</b> Soft Sell	<b>TUESDAY</b> Soft Sell      Hard Sell
email campaigns	azaleas tip	azaleas product review      azaleas spotlight
blog post	azaleas tip	azaleas product review
seo post	african violets	daylilies
twitter post 1	azaleas tip	azaleas product review
twitter post 2	african violets	daylilies
twitter spotlight		azaleas spotlight
facebook post 1	azaleas tip	azaleas product review
facebook post 2	african violets	daylilies
facebook spotlight		azaleas spotlight
circ builders		
week in review		

tips
product reviews
spotlights
seo posts
WIR
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**5 Tips for Planting Azaleas in Any Climate**  
By John Doe | 05/25 | [Read more...](#)

**Look for filtered sunlight, steady moisture and protection from wind when planting azaleas**

When planting azaleas, there will always be little control over the wind, rain and air temperature. Still, there are important decisions to make when selecting your site. Azaleas can be found on mountains, beside streams and in woodland settings around the country. There are thousands of varieties of azaleas and they grow in a wide range of locations and climates. These tips will help you find the right spot for planting azaleas in any climate.

**Planting Azaleas Tip #1: Minimize repeated freezing and thawing**

Azaleas vary in their cold hardiness and frost tolerance. Repeated freezing and thawing is very damaging, causing the bark to peel and stems to split. To avoid winter sun, choose a site with a northern exposure. Avoid planting azaleas with a southwest exposure.

**Planting Azaleas Tip #2: Plant in areas with filtered sunlight**

Azaleas grow best in areas with filtered sunlight. The requirements and tolerance for sun and heat vary by cultivar. Avoid planting azaleas on sites with dense shade. Low-limbed evergreens and deciduous trees create a shade that is too dense. Too much shade produces fewer flower buds and fewer, spindly branches.

**Planting Azaleas Tip #3: Avoid sites with trees that compete for moisture and nutrients**

Azaleas have a shallow root system. They require steady moisture and get most of their nutrients from the soil. Choose a site away from trees with shallow roots to avoid competition for moisture and nutrients. Avoid planting azaleas near trees such as maple, ash, and elm trees.

**Planting Azaleas Tip #4: Choose a site with acidic soil, good drainage and steady moisture**

Azaleas thrive in loose, well-aerated soil that is high in organic matter. They prefer acidic soil with a pH level between 4.5 – 6.0. Azaleas suffer with extended drought or flooding. Steady moisture and good drainage are critical to maintaining a healthy root system. Some species prefer warmer, wetter climates and some prefer cooler, dryer climates. Make sure you know which you have before planting azaleas.

**Planting Azaleas Tip #5: Provide protection from the wind**

Azaleas require protection from the wind. Wind destroys flowers and new growth, and accelerates dehydration of the plant. Wind is more likely to cause damage during times of extreme heat or cold when the plant is already at risk of dehydration. Avoid planting azaleas on the corners of buildings where the wind tends to be stronger.

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  - Phlox
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Look for filtered sunlight, steady moisture and protection from wind when planting azaleas!



## 5 Tips for Planting Azaleas in Any Climate

When planting azaleas, there will always be little control over the wind, rain and air temperature. Still, there are important decisions to make when selecting your site. Azaleas can be found on mountains, beside streams and in woodland settings around the country.

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### BROWSE TOPICS

- Perennials
  - Asters
  - Chrysanthemums
  - Clematis
  - Coneflowers



# Thank You

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