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Logo



URL

http://www.theflowerexpert.com/

Subject

Flowers-Encyclopedias;
Flower gardening-Encyclopedias;

Accessibility

Free

Language

Multilingual

Publisher

Gifting Inc.

Brief History

The Flower Expert, an online flower encyclopedia was a result of the fact that although there were some websites giving out information on flowers and some selling flowers, there was not "one place" where we could find complete information on flowers. The Flower Expert was started with the objective of providing all information on and related to Flowers at one place. It was started in June 2005 as an online flowers encyclopedia with the aim to be an authentic and reliable resource for information on flowers. As The Flower Expert grew, it started getting increasing number of inquiries about delivery of flowers. Based on this demand, in December 2007, The Flower Expert tied up with an online international flower delivery website, Pickupflowers on an experimental basis to provide the option of buying online from this site. This move received a tremendous response from the customers

of the website. In 2009, the website was acquired by them. Now, in addition to providing extensive information on flowers & gardening, this site delivers flowers and gardening related stuff to more than 80 countries across the world. At this resource centre, one can shop for flowers, plants, bonsais, seeds, fertilizers, pesticides, books and videos on gardening, and more.

Scope and Coverage

All the resources are arranged under following headings:



Under the option “What are you looking for?” there are following options:

- Send Flowers as Gifts
- International Floral Trade
- Flowers Encyclopedia
- Floral Industry News
- Floral Shows and Events
- Book Store

The “Types of Flowers” includes following options:

- Cut flowers
- Exotic flowers
- Tropical flowers
- Wild flowers
- Artificial flowers
- Dried flowers
- Browse Flowers by Season
- Browse Flowers by Occasion

The “Popular Flowers” have following options:

- Roses
- Carnations
- Lilies

Under the option “ Mother's Day Specials” there are following options:

- Carnations for Mother's Day
- Mother's Day Carnations
- Mother's Day Flower arrangement
- Mother's Day Quotations
- Mother's Day Flowers
- Mother's Day Flowers and Gifts

The “Special Features” includes following options:

- Ask and Answer Flower Questions
- Random page on flowers
- Read Flower Blog
- Quiz on flowers

The “Interesting Information” has following options:

- Flowers and Art
- Meanings of flowers
- Flowers for different occasions

Kind of Information

The encyclopedia provides information about flowers, how to grow a specific flowering plant, caring for those plants, information on buying seeds, fertilizers, pesticides, buying cut flowers or plants, gifting flowers or plants worldwide, finding information on floral shows, floral news.

The article on “Tulip” contains information like facts about tulips, classification of tulips, the necessary conditions to grow Tulips and the methods to care tulip bulbs. The article includes following images of tulips:



At the end of the article the links of web resources that are used is listed and other web resources related to the topic is also listed herewith. For the article on tulip, the article is linked up with many other websites some of which are used for the article and some give other different information on that flower. These links are

- http://www.beautifulorchids.com/exotic_flowers.html

- <http://www.tulipworld.com/>
- <http://www.tulips.com/>
- <http://www.flower-arrangement-advisor.com/tropical-flower-arrangements.html> and many more.

Special Features

- In this encyclopedia, one can also find various flower varieties used as anniversary flowers and wedding flowers.
- The Flower Expert answers more than 1000 questions a month. One can see these by clicking the option “these questions and answers”.
- Latest floral industry news, information about flower exhibitions and festivals, changes on site, new articles on this encyclopedia can be read by subscribing to the newsletter.
- The Flower Blog lets one post any articles or notes related to flowers.
- Through “Flower Expert of the Week”, the encyclopedia introduces flower experts who do extensive work on flowers.
- Users can write to the website, if they need more information than what have already on the web pages. The information available on the flower expert is free for use. Please read our privacy policy for more details.
- The resources can be shared by different kind of bookmarks, mail, blogs, and social networking sites.

Arrangement Pattern

There is no specific arrangement. The options are arranged topic wise under different categories or options.

Remarks

This encyclopedia is a vast source of information. It gives essential information about various aspects of flowers, its types, about those flowers, the popular uses of the flowers in different occasions, different seasons. It also gives information about the flower gardening.

Comparable Tools

- Plant Encyclopedia
(<http://www.bhg.com/gardening/plant-dictionary/>)
- Perennial Encyclopedia
(<http://www.perennialresource.com/encyclopedia/>)

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