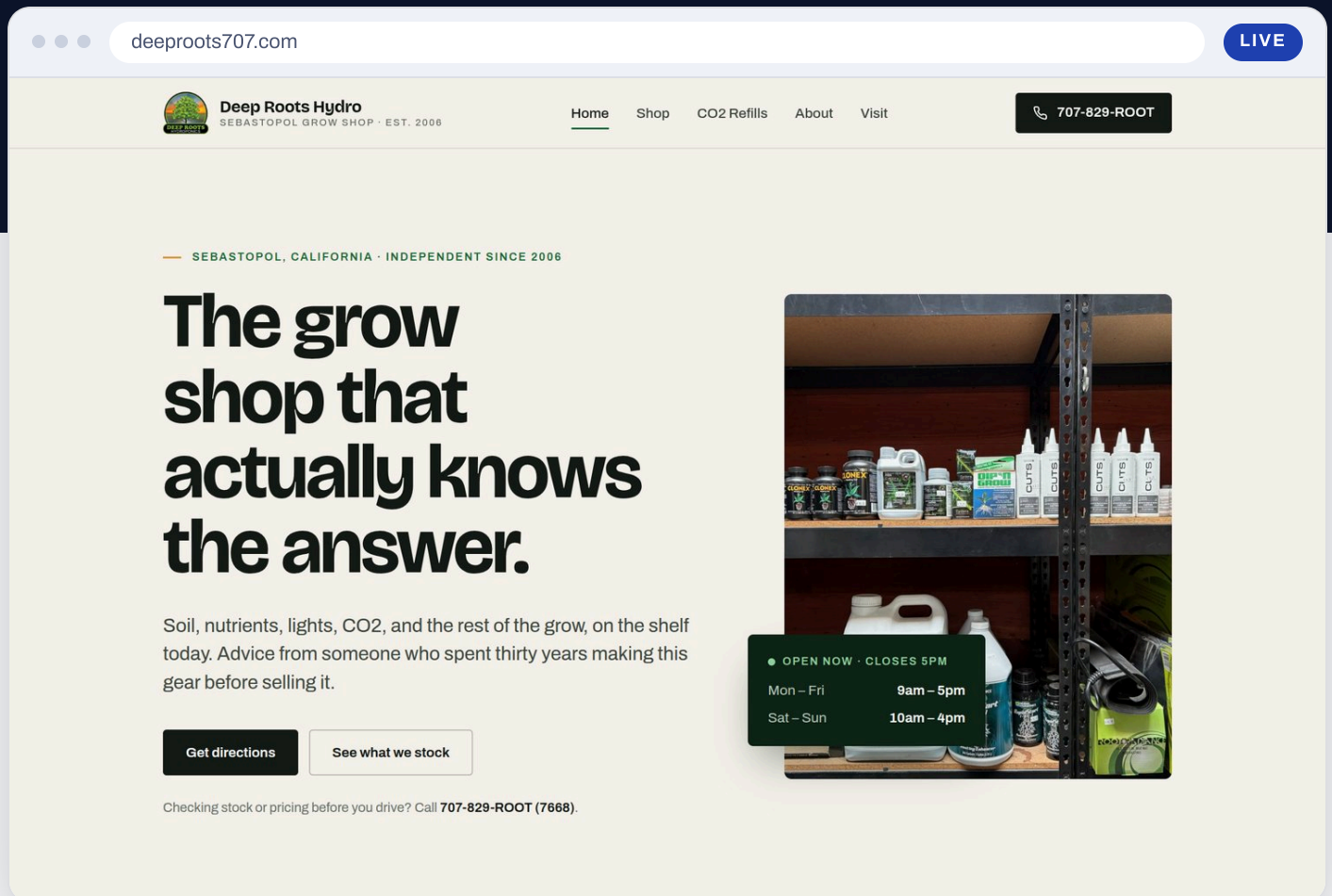




DEEP ROOTS HYDROPONICS · SEBASTOPOL, CALIFORNIA

Deep Roots Hydro

A website built to answer the questions that decide whether a grower makes the drive.



Deep Roots Hydro is an independent grow shop on Gravenstein Highway South in Sebastopol, California, and growers across Sonoma County are willing to drive the distance for it. We built its new website: five pages that tell a grower what's on the shelf, when the doors are open and how to get there, before they get in the car.

CLIENT	LOCATION	IN BUSINESS	WEBSITE
Deep Roots Hydro, an independent grow shop	Sebastopol, California	Since 2006, open seven days a week	deeproots707.com , five pages

THE CLIENT

A grow shop people drive to for the advice

Deep Roots Hydro opened on Gravenstein Highway South in 2006 and is open seven days a week. It carries eleven departments under one roof, from grow lights, soil and nutrients to harvest supplies and pest control. Its specialty is CO2: filled tanks in multiple sizes, swapped on the spot.

The advice is the real draw. The shop's roots go back to a first job at fifteen, manufacturing fertilizers and hydroponic systems. Thirty years in the industry later, it still recommends things by what your plants will do with them, not by what's on sale, for everyone from first-time gardeners to licensed commercial operations.

THE CHALLENGE

One job: answer the questions before the drive

Deep Roots is a walk-in shop with no online ordering, so its website doesn't sell anything. It has one job: answer the questions that decide whether someone makes the drive. Is it on the shelf? Are they open? How do I get there?

Growers already drive the distance for the shop's reputation, and that set the bar. The website had to show the shop as it really is: the brands on its shelves, the help at its counter and the hours on its door.

HOW WE BUILT IT

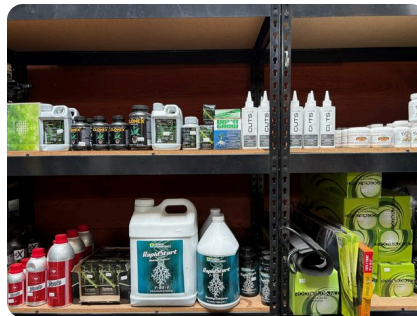
01 We read the shelves

We started with the shop's own photos. Using computer vision, our technology identified the products on Deep Roots' shelves and wrote about what the shop really carries, all eleven departments of it. That's why the website names twenty brands growers ask for by name, from General Hydroponics and Royal Gold to Chikamasa and Boveda, and even the shop's own Deep Roots isopropyl alcohol.



IN THE PHOTO

General Hydroponics FloraNova Grow and Bloom gallons with Floracious Plus and FloraGro



IN THE PHOTO

The propagation wall: Clonex, Dip'N Grow, Cuts rooting compound, RapidStart and heat mats



IN THE PHOTO

Deep Roots isopropyl alcohol, digital scales, CannaWipes, nitrile gloves, oven bags and vacuum bags

02 We designed and wrote every page

Every page, its design and every word, was produced with AI technology designed and created by our founder, Barrett Duna.

The words speak to the three kinds of growers who walk in: the first-time gardener, the hobby grower and the commercial operation. And the homepage makes the case for the trip itself, side by side: what ordering online gets you, and what you get at Deep Roots.

— WHY A REAL SHOP

A cart can't look at your leaves.

Buying grow supplies from a warehouse means guessing: at the product, at the dose, at the delivery date. Here's what changes when you buy from people who grow.

	ORDERING ONLINE	AT DEEP ROOTS
Getting the product	Wait for the box. Hope it's the right one.	Walk out with it today. Call first and we'll confirm it's on the shelf.
Getting an answer	Forum threads, reviews, and a chatbot.	Someone who has manufactured fertilizer and built hydro systems for 30 years.
Running CO2	Not something you order in a cart.	Bring your empty tank. Leave with a full one.
Buying in volume	Freight quotes and lift-gate fees.	Soil by the pallet in our yard, delivered locally.
Something unusual	Search, compare, and hope.	If it isn't on the shelf, we'll special order it.

From the homepage: ordering online versus buying at Deep Roots

03 We built it around the drive

The hours, address and phone number are on every page. On a phone, one tap calls the shop or opens directions in the map app, and the homepage shows whether the shop is open right now. The line growers need most sits right under the headline:

“Checking stock or pricing before you drive? Call 707-829-ROOT (7668).”

WHAT'S ON THE WEBSITE

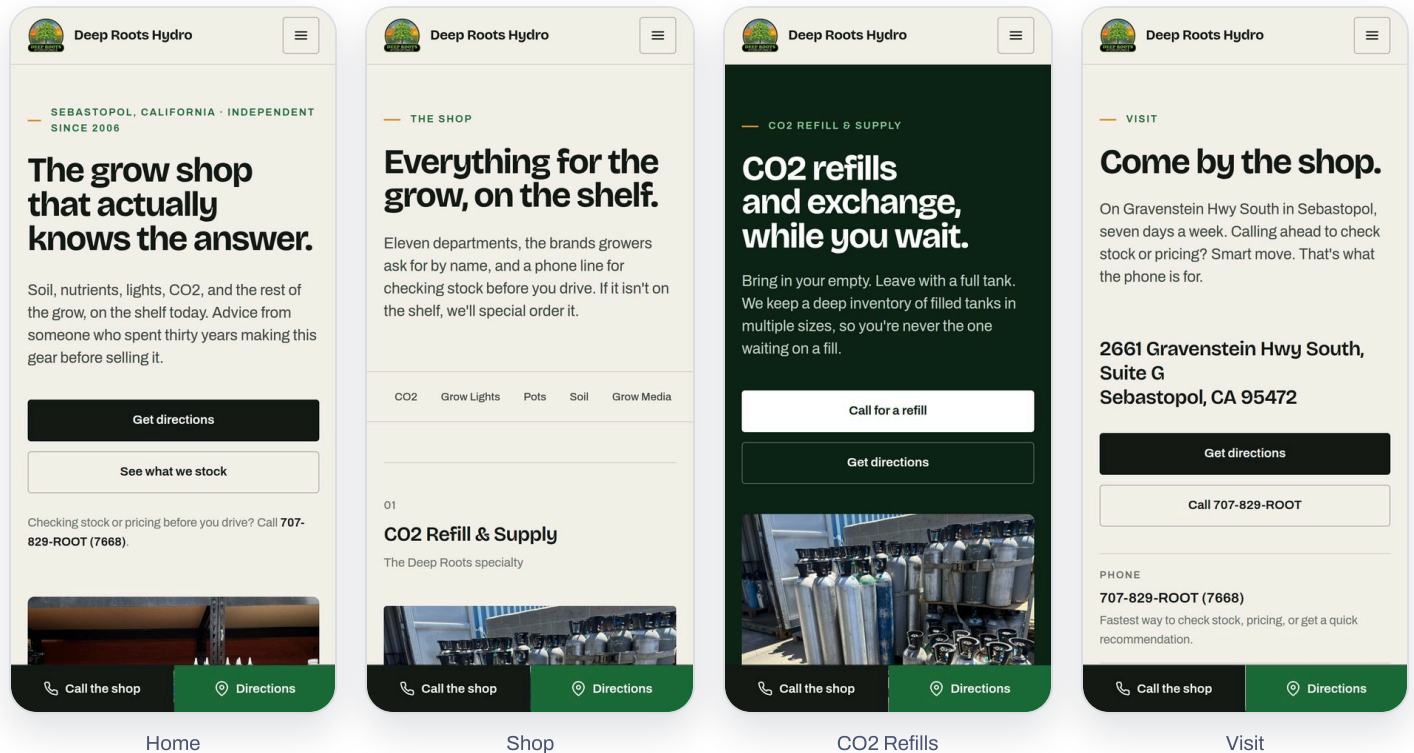
Five pages

Home	“The grow shop that actually knows the answer.” Who the shop is for, a side-by-side of ordering online versus buying at Deep Roots, all eleven departments, the CO2 swap, the shop's story, its services and the questions people call about.
Shop	Every department with the brands on its shelves, an index of twenty brands, and the services: setup help, grow room design, delivery and special orders.
CO2 Refills	How the tank exchange works in three steps, why growers run CO2, and answers before you load the tank.
About	Thirty years in the industry and twenty on Gravenstein Highway, told as a timeline, and the three words the shop holds itself to: expert, clean, local.
Visit	The address, hours for every day of the week, phone, email and Instagram, plus what to bring so the trip counts.

ON A PHONE

One tap to call the shop or get directions

Every page is built to look right on a phone, with calling the shop and getting directions fixed at the bottom of the screen.



THE RESULT

The new website is live on Deep Roots' own domain, deeproots707.com. Open it and look around. The shop's owner summed it up:

"10 out of 10 is all I can say!"

Dylan Marzullo · Owner, Deep Roots Hydro · Sebastopol, CA



See your new website before you pay a dime

Enter your domain at dunamarketing.com, and within an hour you'll get an email with a link to your professionally redesigned website. Free preview. No card, nothing to fill out.

dunamarketing.com