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Getting the bugs out; Barnes Exterminating Co. launches new website with help of Third Wave Digital

For pest problems in Macon, Georgia residents have often relied on the experienced professionals at Barnes Exterminating. A Macon staple since 1981, the company has grown to include two locations and countless satisfied customers. In 2010, the company's founders decided it was time to invest in a revamped website and turned to Macon, Georgia based Third Wave Digital for help.

For this project, the Third Wave team developed a completely new front-end look for <http://BarnesExtMacon.com> by using the company's established brand colors and accenting with a navy and light blue for contrast. The team also incorporated photos of actual Barnes Exterminating technicians to give the site a personal touch typical of what customers can expect from the company.

"We have very little turn over at Barnes Exterminating, so it's not unusual to get to know your technician. It made perfect sense to showcase our actual technicians in the site for this reason," Jackie Folsom, Office Administrator for Barnes Exterminating said.

Third Wave Digital also scripted, produced and edited a video for the company that acts as an interactive overview for visitors to the site. And, to help users identify what's bugging them, the new <http://BarnesExtMacon.com> also includes an in depth Pest 101 section complete with photos of common pests.

In addition to a graphic overhaul of the site, the new website also includes printable coupons, in depth FAQ sections, online communication forms and a customer survey designed to help Barnes Exterminating to stay connected with its customers.

Powering the new site is Third Wave's backend Content Management System which allows Barnes Exterminating administrators to make simple text and photo updates with the click of a button. Third Wave Digital has also provided complete hosting and support since the sites launch.

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Third Wave Advertising

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About Barnes Exterminating

Barnes Exterminating has been serving Georgia since 1981, and offers basic pest control and termite control services for residential, commercial and industrial concerns, as well as cutting-edge technology such as heat treatments for bed bugs, on-site and off-site fumigation, and green products and services. For more information about Barnes Exterminating, contact info@BarnesExtMacon.com

About Third Wave Digital

Third Wave Digital is a comprehensive web design, development and support company specializing in complex web presence creation for small to mid-sized businesses. Third Wave Digital is a division of Colbarton Corporation which offers full service advertising agency services through Third Wave Advertising and complete web hosting solutions through Third Wave Host. Third Wave Digital is headquartered in Macon, Georgia with satellite offices in Atlanta, Georgia and Orlando, Florida. For more information about Third Wave, call 888-578-7865, click www.twd3.com or e-mail info@thirdwavedigital.com.

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