

## Site Content Outline

### Madison Silcock

#### 1. Family Owned and Operated

My site is for NatureWise Pest Control. I created a website for this company but used a wordpress theme for the sake of time. I would like to make a custom site in this class that can be used by the company. NatureWise **Pest Control is family owned and operated.** Jake started his first pest control company at the age of 15, and took care of local pest problems in his small town. Later, Jake studied entomology, wildlife, botany, and ecology in college. It was there his love for bugs really grew. With years of experience, Jake's vision is what has carried on to all of us here at NatureWise Pest Control.

#### 2. Now serving Birmingham, Alabama

**We treat Birmingham, Alabama and surrounding areas.** We know that here in Alabama, pest control is a necessity. With the humid and hot conditions, bugs abound. We think bugs are awesome, just not in your home. We protect your home from pests that could be harmful or annoying to your family and pets. We care about what you care about.

#### 3. Small Business Attitude

**Our customers love our small business attitude.** Why? We treat you like family. We believe in treating every customer like we treat our moms, and let us tell you, we really love our moms. With a small business state of mind, you receive unparalleled customer service and satisfaction. With large companies and corporations, sometimes accounts fall through the

cracks. At NatureWise Pest Control, we know and appreciate every single customer. Our mission is to make every customer feel appreciated and cared about. Whether it is interacting with our office staff or face-to-face with our technicians, we want our customers to know that we value their business.

#### **4. Dedicated Employees**

Our employees are the heart and soul of NatureWise Pest Control. We understand it is a privilege to service your home, and we take pride in sending highly trained and trustworthy technicians to treat your pest problems. Our technicians will explain our process and will treat your home thoroughly.

#### **5. Our Service**

There are lots of pest control companies to choose from, but at NatureWise Pest Control, we go beyond and above the industry standard to guarantee your satisfaction. While other companies only spray around the perimeter of the baseboards of your home's exterior, we use a 50 gallon power sprayer to go up the walls and out into the lawn. We treat every crack and crevice of the interior of your home, and even treat attics, basements, garages, sheds, porches, dog kennels and more. To top it all off, every customer agreement includes a pest-free guarantee. When bugs return, so do we. If at any time between regularly scheduled treatments any bugs re-appear, we come back and treat your home for free.

#### **6. Our Products are Family Friendly**

As a family-owned company, we know that protecting your home, family, and pets is a

priority. This is why we use nature-friendly products that are guaranteed to rid your home of harmful bugs. Are products are scientifically proven to eradicate pest problems, and are gentle enough to be used in daycares, nursing homes, clinics, and more. We want to keep your family safe and protected, and we do this the NatureWise Way.

## **7. Our Service is Affordable**

Protecting your home and family from pests shouldn't have to be expensive. Some may try to "do it themselves" when it comes to pest control and end up spending endless amounts on various products found at their local hardware store. Our products require special education and licensing to use, and are much more affordable. Our licensed technicians will use gallons of product to protect your home, at a better price than if you were to do it yourself. On top of that, we offer free re-services in between treatments and treat for hard to eradicate pests such as snakes, mice, moles, cockroaches, and even brown recluse spiders. Save time and energy by giving us a call, and let us worry about your bug problems so you don't have to.

## **8. We Treat Commercially**

You know that NatureWise Pest Control treats homes of all shapes and sizes, but did you know that we also treat commercial properties as well? From apartment complexes to business offices to gas stations, we have got your home AND business covered. Call us today for a free quote about how we can guarantee that not only where you live but also where you work is pest free!

## **9. We Take Care of Your Moving Needs**

Moving? Let us come with! Our service is transferrable from one home to the next, and we

will even treat your new home before you get there to ensure that it is pest free.

## **10.Refer a Friend and Save**

Our customers love a great service at a great price. This is why we offer an awesome customer referral program. Refer a friend and receive \$20 off your next service when they sign up. Refer multiple friends and you could receive your next service for free! Our referral form can be found here on the website but can also be shared very easily in person or social medio. Follow along with us on twitter, Instagram, and facebook to see what we are up to.

## **11.Call Us Today**

You've seen our trucks in your neighborhood. Now what are you waiting for? Call us today and mention how you found us and we can get you a great deal on your first initial inside and outside treatment. Call us today for a free quote!