



In The Woods Launches New Website to Inspire Log Home Interest

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Coupled with the company's newly recognized corporate identity as In The Woods, "The Natural Log Home Choice" unveils their completely redesigned corporate website.

PR9.NET May 12, 2008 - Rocky Mount, N.C. – In The Woods, one of the nation's leading suppliers of custom, affordable log homes throughout the U.S. and abroad, announced today the launch of the company's newly redesigned corporate website located at www.inthewoods.com. The new site features clearer navigation, more visual content, a cleaner user interface for enhanced usability and a wealth of resources.

"The transformation from AmerLink, Ltd. to In The Woods coincides with the launch of our redesigned website, which further demonstrates our growth from a pioneering startup to The Natural Log Home Choice among consumers," commented John Barth, CEO of In The Woods. "Because our company is growing and evolving, the message we deliver to potential customers via the web is also evolving with us. To that end, we have developed a website that is both a resource of information and clearly identifies who we are and what we do."

The new website site is sectioned into four easy-to-use top navigations: Find, Learn, Inspire and Build. Each feature will provide visitors the opportunity to Find valuable research and educational materials, as well as Learn about all the details associated with the planning and construction process. Visitors will also become Inspired by In The Woods' variety of exceptional design options to Build a high quality, distinctive log home.

Customers are introduced to In The Woods' new identity and corporate mission through the Learn section. This section not only the provides visitors with company history, the latest news, and other corporate details, but it also highlights the company's products, materials, design options, and offers tips on upkeep and maintenance, as well as the overall expectations of owning a log home.

Throughout the Find and Build sections, www.inthewoods.com also makes recommendations, based on criteria entered by each visitor, about which In The Woods model home would best fit their needs, offering a great starting point for anyone looking to design and build their dream log home. It also includes a step-by-step walk-through of the sales process and a planning tool to help visitors prepare and plan for their custom log home project.

One of the most innovative features of the website is the Customer Profile section, where visitors can create a login to host their very own profile. In their profile, users can build a portfolio of homes they like, design options they are interested in and track the progress of their home project, among other things. Other user-centric tools, along with direct communication to planning specialists and customer service representatives will also be added to this section soon.

"During the design and development of www.inthewoods.com, we focused on creating a website that was not only visually innovative and original, but brought all of the tools a customer would need to start planning and building a log home, right to their fingertips," explained Christopher Rivard, lead developer of the new website and Founder of Clearwired Web Services, LLC. "The website features a natural, easy-to-use layout and is designed to inspire visitors to take the next step towards building their dream home."

The Inspire section of the website is also an online community, featuring a gallery of many distinctive model homes, floor plans and designs available through In The Woods, as well as customer testimonials and personal photos. The visual aspect plays an important role in this site, as visitors can view model layout details, photography, and other illustrations of In The Woods' log cabins throughout each page of the site. This section will soon offer capabilities for customers to network with other log home enthusiasts, upload images of their own homes and discuss their In The Woods experience with others site visitors.

John Barth added, "In The Woods is taking a step towards the future of this traditional market. We want to show those interested in log homes, how the modern tools available on our new website, plus the educational material and constant support provided by our representatives, can make achieving their dream of owning a custom, affordable log home, easier than they ever thought possible."

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About In The Woods

In The Woods, "America's Log Home Company," has been producing quality log home packages since 1982 for customers in both the USA and abroad. As an industry leader, In The Woods has acquired a 94% customer satisfaction rating and to date, they have sold over 5,000 log homes. They have sales centers in North Carolina, Tennessee, Virginia and New York. In The Woods, Ltd. is the parent company behind their national signature product line, In The Woods, a brand of log home packages for the residential and commercial markets. In The Woods Ltd. is headquartered right outside of Rocky Mount in Battleboro, NC. For more information, please visit: www.inthewoods.com.

About 919 Marketing Co.

919 Marketing is a marketing consulting firm and a public relations firm with a proven track record of helping underdog companies of

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