


CASE STUDY

Miles-McClellan Improves User Experience with Customer-Centric DNN Website

mmbuildings.com
FOCUS

B2B

SIZE

51-200

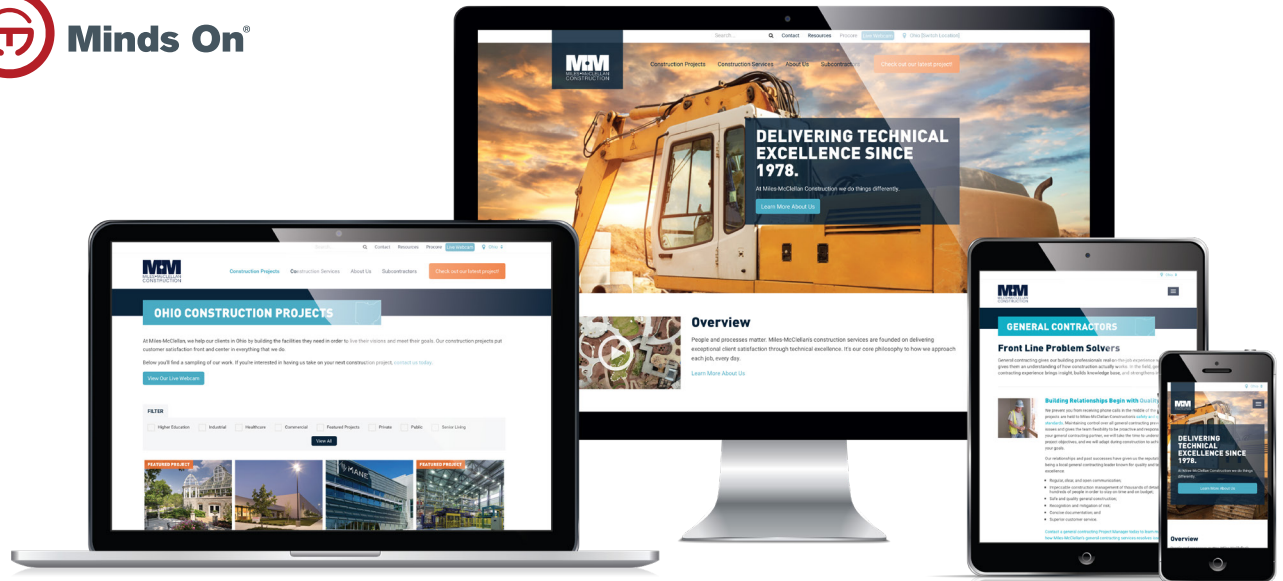
PRODUCT

Construction Services

INDUSTRY

Construction

Miles-McClellan Construction has been in the construction management business for more than 38 years. Serving clients in all industries across Ohio and North Carolina, Miles-McClellan's success is a result of their commitment to technical excellence and their deep understanding of their customer's challenges.



INTEGRATIONS



DNN MODULES

- Form and List
- DigArticle
- ShareThis
- geoPlugin



We would've never known to use DNN without Minds On's guidance, and we love it! It's easy to update, we love having ownership of changes, and the hosting value is spot on.

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Challenges and Goals

- Overhaul a dated and static website
- Improve user experience with logical navigation, tailored to customer needs
- Create localized websites for Ohio and North Carolina
- Develop a tool to track specific regional page views
- Gain ability to update content internally
- Obtain visibility into site visitor usage and behavioral analytics
- Showcase company culture and create a better first impression of the brand

Our Solutions and Strategic Approach

- Improve user experience with a customer-centric focus on projects and processes
- Insert a live web cam of current projects for customers to be able view construction progress
- Utilize geolocation to direct visitors to a relevant localized website
- Track regional view of specific pages and downloads
- Employ DotNetNuke's (DNN) content management system (CMS) for easy and quick updates
- Create personalized DNN training to enable the Miles-McClellan team to manage content

Results

- Increased organic visitors to the website by 5,000+
- Doubled year over year project opportunities in the first six months of the new website going live
- Increased page views with the live project web cam
- 100%+ increase in material downloads compared to prior year
- Improved data visibility into SEO, new users and organic visitors