



CASE STUDY: CUSTOM USER EXPERIENCE FOR A CUSTOM HOME BUILDER

Drees Homes Web Design Expands Reach

Overview

Drees Homes has been building custom homes for more than 85 years and is one of the largest privately owned homebuilders in the nation. The integrity and standards of the family-owned business have not wavered through generations, and as technology continually evolves, the builder adapts accordingly.

While Drees Homes relied heavily on its website to drive customer leads and showcase its homes, the builder recognized the need to update its website to stay competitive in the digital landscape.

Market Reality

With a strong demand for custom homes in today's housing market, many buyers begin their search for a new home online. Homebuilders must be visible to potential buyers and have meaningful information readily available. An updated, engaging online

experience is part of the ticket to visibility that all builders need.

Business Opportunity

As a business, Drees Homes is a survivor. It emerged from the 2007 crash of the housing market prepared to make changes to meet new market demands and customer expectations.

The business owners recognized the important role their website played in gaining potential clients. However, the site's outdated visual design, lack of mobile responsiveness and limited search engine visibility were working against the company in a crowded home-building market.

Additionally, maintaining the site was highly inefficient, as the marketing department was dependent upon limited IT staff to make content updates. They also were not utilizing best practices for capturing site data. The site was not search engine

Objectives

- Update [Drees website](#)'s visual design
- Improve user experience
- Drive more sales leads
- Deliver a mobile responsive design

Approach

- Create rich content focused on search engine optimization
- Use testimonials and customer benefits to help potential buyers understand the service Drees provides
- Elevate website architecture and design
- Focus on the website visitor and user friendly tools

Business Impact

- Ability to reach a growing mobile audience with more complete information
- Ability to access actionable analytics data
- On-trend design that more effectively conveys the client's brand image
- Enhanced search engine visibility
- Increased accuracy in representation of available properties and pricing

Keys to Success

- Access to a wide range of client stakeholders and customers to gather data
- In-depth, regular collaboration and checkpoints with client IT and marketing teams throughout the process
- Client responsiveness

optimized, and the builder needed to better understand its customers' needs. Drees Homes turned to Fusion Alliance for strategic, technical and creative expertise to help increase the effectiveness of their website.

Drees Homes' Solution

In order to be able to recommend features, tools and functionality for their new site, Fusion and Drees conducted customer and stakeholder interviews and online surveys. The information gained from this research provided a roadmap for the Drees website redesign, including:

- ▶ Streamlined site structure better suited to drive users through the custom home buying process
- ▶ User-centered approach to the home search utility emphasizing the pathways most likely taken by the majority of visitors
- ▶ More opportunities for visitors to make contact with Drees sales representatives
- ▶ New, rich content to increase search engine visibility, as well as deeper level listing pages that can be found by users who are searching for new homes in a specific geographic region
- ▶ New look and feel incorporating the latest design trends
- ▶ Mobile-responsive design
- ▶ Consistency in messaging – continuously communicating the brand identity, voice and value on every page
- ▶ New feature that allows customers to compare different homes
- ▶ SEO friendly town pages (only accessed through search to help in search rankings)

Fusion also implemented a measurement framework so that

Drees Homes would have the ability to measure site performance through Google Analytics to enable ongoing optimization and improvement.

With its new content, features and functionality based on user research, as well as a modern, on-trend design, the [Drees website](#) more effectively conveys the quality and service that Drees is known for.

Relevant Takeaways

- The internet is often the first resource consumers turn to to get information on your company. Through effective search engine optimization, you can make your site more visible and more likely to be visited by potential customers.
- Lead generation and site optimization require a solid measurement strategy that uses website analytics and predictive analysis.
- Optimizing a site also requires skills such as content optimization and data governance.
- It's not enough to have a website. A well-designed, *mobile optimized site* creates a more favorable user experience on *any* type of mobile device and increases the probability of users returning to your site.



About Drees Homes

The Drees Company, also known as Drees Homes, was founded in 1929 and is headquartered in Fort Mitchell, KY.

Drees Homes is a family-owned organization focused on integrating family values and technology to create an unprecedented custom-home buying experience. Serving clients in Kentucky and Ohio, the organization is now one of the largest private homebuilders in the nation.



About Fusion

Fusion Alliance delivers actionable insights, customer experiences and human-driven technologies that transform the way our clients envision and shape their businesses.

That's why businesses across multiple industries have relied on Fusion's expertise and partnership for over 25 years. Fusion Alliance is the catalyst that moves your ideas to execution.

For more information

Shelly Lytle
Account Manager
slytle@fusionalliance.com

Jan Evans
Digital Consultant
jevans@fusionalliance.com

