MHSS Website

CASE STUDY | Website updates clarify messaging, highlighting services to boost demand generation.

CLIENT OVERVIEW

Mobile Home Stuff Store is a service and installation leader that has been serving the needs of the manufactured housing industry for over 25 years. They have national and state-certified technicians and are the sole distributor of manufacturing housing products.

THE CHALLENGE

Certain circumstances call for company website updates. That was the case for Mobile Home Stuff Store, which not only went through an ownership change but also were hoping to boost their demand generation efforts.

They needed to get some site changes made fast, so they called Adventure.

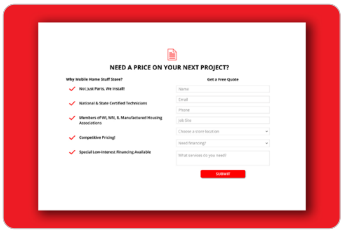
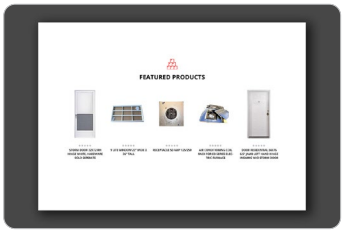
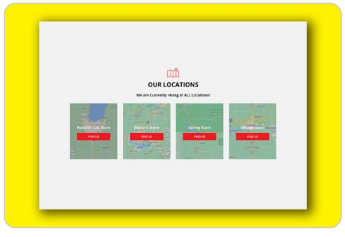
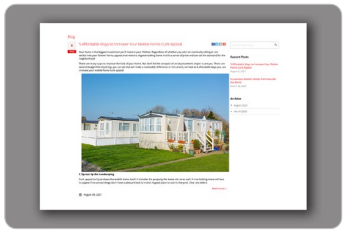
STRATEGY EXECUTION

To start, AMS and MHSS collaborated to formulate a plan for the site updates. After reviewing the existing site, it was determined that improved messaging was a priority. The site gave the impression that Mobile Home Stuff Store simply sold parts. However, among the company's unique selling propositions are its installation and service offerings backed by certified technicians. That needed to be emphasized.

From a user experience standpoint, the existing site had some navigational challenges, and calls to action weren't as compelling as they could be. Internally, MHSS personnel also had difficulties managing and routing inquiries to their four locations in Wisconsin and Illinois.

Our web design and development team went to work to implement the new messaging and improve the look and functionality of the website. The new header created and used throughout the website features a CTA to request a quote along with the company phone number. On the new hero image on the homepage, we emphasized the word "Installation" to ensure visitors know MHSS is more than a parts supplier. And just below the hero image, we put a quote request form along with a checklist of reasons to choose Mobile Home Stuff Store. The form includes a field for the user to choose a store location, which makes it easy for MHSS to manage the requests. The same form is also used on interior pages created for each of the locations.

THE RESULTS

The website upgrades coincided with a promotion postcard Mobile Home Stuff Store dropped (which we also managed). The awareness generated by the postcard, the improved navigability of the site and the conversion-centric messaging were a winning combination. More than 100 quote requests came in over the first weekend after the website updates went live!

This project was another example of why it's important to frequently update and improve your website. Even a few strategic changes can make a big difference.