MEYER BUILDING®

FROM UNKNOWN TO UNFORGETTABLE

THE CAMPAIGN

Meyer Building was doing great work and staying invisible anyway. Quality, experience, and trust are what every builder claims, so nobody was hearing it. We built a campaign around a new website designed to show, not tell, why agricultural, residential, and commercial customers choose Meyer. Every page was built to earn trust, answer questions, and turn their reputation into a clear competitive advantage online.

THE CHALLENGE

Meyer's old website tried to speak to everyone and ended up connecting with no one. Agricultural, residential, and commercial buyers all had different needs, but the site treated them the same. Referrals kept business moving, yet growth stalled because the website wasn't answering the questions real buyers were asking before they ever picked up the phone.

THE SOLUTION

Instead of asking Meyer what made them different, we asked their customers why they bought. The answer was clear: craftsmanship, stewardship, long-term thinking, and peace of mind. We rebuilt the site around that truth, creating dedicated paths for each audience, stronger search visibility, and tools that helped serious buyers take the next step.

THE RESULTS

79%
INCREASE
in organic search sessions

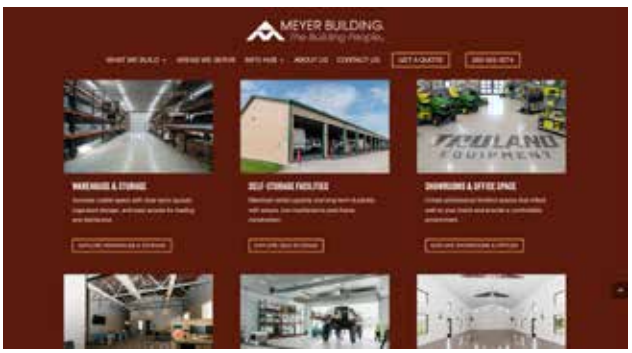
75%
GROWTH
in direct website traffic

54%
INCREASE
in qualified leads year over year

HOMEPAGE

COST CALCULATOR

INTERACTIVE BUILDING TOOL

AGRICULTURE SUBPAGE

COMMERCIAL SUBPAGE