


# CASE STUDY

## Fargo Construction Business Upgrades Website to Drive More Business

### Client Background



 [www.fmhomeandpatio.com](http://www.fmhomeandpatio.com)

FM Home & Patio offers affordable and functional decking solutions for homeowners in the Fargo-Moorhead area. Since 2004, FM Home & Patio has built over 700 decks. Their owner, Josh Amundson has personally constructed over 1,500 decks since starting his deck-building career, in 1992.

### Their experience before using BNG Design:

FM Home & Patio strives to be excellent in every part of their business. One area that was not excellent was their own business website.

Their president Josh Amundson realized they needed to upgrade their website, in order to grow their business through lead generation, and by engaging their customers online. Josh wanted to have potential clients contacting him through his website, and he wasn't able to get this benefit through his previous website development firm.

For example, his previous website didn't have simple things like a "Contact Us" form. To add to his website problems, he wasn't receiving the level of customer service he needed from his previous provider.

### Their experience using BNG Design:

Josh and his company knew he needed to make a change if he wanted FM Home & Patio to continue to grow using the web. Knowing his old website wasn't getting the outcome he expected, he decided to pursue something new.



With BNG Design, FM Home & Patio received all the following improvements to their website:

- Multiple forms were added so prospects can send information directly to Josh.
- FM Home & Patio now has a website that's mobile friendly, so people can easily view it on their mobile devices like iPhone, Droid, or tablet.
- New navigation for a better user experience, so visitors to FM Home & Patio's website can quickly find what they're looking for.
- A revamped project gallery for easy viewing, which allows website visitors to see the work that Josh and his team can do for their potential buyers.

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## The Results:

With all these changes, Josh now has a website that's an asset to his business, not just a static page. He receives submissions directly from his site, helping him follow up on leads that were hesitant to pick up the phone and call. A responsive website is what Josh needed, and now his site is helping him gain additional leads.

## Why they would recommend BNG Design:

**"If your website doesn't work, your business doesn't work. I wanted someone local, who I could stop by and talk to, or call if my site went down. BNG Design is that for me."**

**Josh Amundson**  
President



### ? SOUND FAMILIAR?

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more profitable with a  
new website.**



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