Website Development

THREE-TIME
Addy Award Winner

Client: Loenbro   **Industry:** Oil and Gas

Opportunity

Loenbro is one of the largest employers in Great Falls, Montana, and a longtime Kinetic client. During the company's infancy, Loenbro sought us out to develop the distinctive brand they envisioned. Their company's reputation grew and they signed clients in oilfields and refineries across the Rocky Mountain region. As the company became larger and diversified, their website needed to position them nationally and represent the brand as the large-scale construction company they were. Kinetic took on the challenge to support the Loenbro brand and expand the website into what it is today.

Actions

Our full-service expertise was a perfect fit for Loenbro as it grew from a few workers in one refinery into a firm with multimillion-dollar projects and offices coast to coast. We created the current website (Kinetic also built the first two web renditions) and populated it with our compelling photography, video, design and copywriting that brought depth to the overall site structure. The Kinetic team focused heavily on user-centric design and overall UX, improving user flow throughout the site. Site structure and cross-linking reflected the dynamic company's expansion to highlight a national market positioning.

Results

The company's performance in the field and its dynamic website helped boost Loenbro's reputation for "getting the job done." It has grown rapidly and is now a diversified company with 10+ divisions working across multiple industries. Loenbro understood the need to mature the website alongside the company's own growth to ensure the website did the job of validating the company's brand position in the marketplace. Traffic to the site increased, bounce-rates decreased and contact form submissions drew more leads. The site ultimately gained recognition by earning two ADDY awards.