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Moyer Lumber Launches New Mobile-Friendly Website

Bethlehem – (14-Oct-15) Moyer Lumber recently launched an all-new .NET (dot-net) mobile-friendly website to further enhance its levels of customer service. Moyer first established its online presence in 2009 when it procured the **moyerlumber.com** domain name and contracted with Media Fusion Technologies, Inc. of Boyertown with its first website.

“We are excited about this launch of our all-new website,” said Moyer’s Director of Marketing, Ron Schock. “We focus on remaining a technology-minded business, seeking to stay in the forefront of providing the latest industry product and service advances to our customers on multiple levels. Keeping our website technologically advanced, user friendly, and builder-valued is important to us and to our customers, especially with the fast-growing dependence on mobile-browsing devices in the building-materials industry.”

According to a survey conducted by Equipment World – a global news and e-commerce website servicing the construction industry – the use of mobile devices by construction professionals doing research on-the-go has jumped significantly, from 21% in 2011 to 61% in 2013 and will certainly continue to rise.

“With the new technology and upgrades our qualified contractors can now log in to our website and access product pricing for more than 20,000 stock items from their home computer after hours, and while sitting in a coffee shop, meeting in a customer’s home, or on the jobsite via mobile device.

“Contractors can also manage the content of their free Find-A-Builder business listing while accessing additional key resources, special offers and promotions, and more. Additional features and enhancements are already in the planning stages,” he added.

Visitors to the frontend of the website will find it loaded with valuable company information, news, announcements, promotions and more updated regularly; along with its popular and enhanced Find-A-Builder engine. This module assists consumers in quickly locating a contractor in the area who specializes in their project type, while providing valuable links and information on how to protect themselves while doing so and to verify if the contractor is licensed in PA. A new photo gallery, Featured Contractors page, and the eShowroom Product Selection Center with complete manufacturer details on nearly every product available from Moyer Lumber, round out the offering.

According to Schock, the new moyerlumber.com is designed and developed in the Microsoft ASP.NET framework using Microsoft SQL Server as the database platform. Together with other technologies, these establish a stable, dynamic, comprehensive and extensible website environment which permits authorized Moyer Lumber staff – through a tiered security process – to control 95% of site content live-time via web browser using a fully-custom proprietary Content Management System developed by Media Fusion Technologies.

Moyer Lumber & Hardware is a family-owned and operated business located in Bethlehem that has been serving the Lehigh Valley with quality building materials since 1984. Moyer Lumber is under the same ownership and management as A.D Moyer Lumber – one of the oldest privately-owned building materials businesses in the region founded in 1939 with current locations in Gilbertsville and Pottstown. Together the stores share employees who average more than 20 years of service with the company. Over the decades the company has built a solid reputation as a building-materials leader and generous contributor to area benefits, charities, organizations, and the scholastic and athletic endeavors of the area's youth. For more information, visit moyerlumber.com or call (610) 868-2010.

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