

Callan Consulting

Digital Fuel: Website Content Development



"Ed – well done, it looks great."

Benny Lehmann, CEO, Digital Fuel

Background

Digital Fuel is one of the leading providers of Service Relationship Management software to the enterprise. Its products enable fully automated, end-to-end real-time management of service relationships.

Business Problem

In early 2002, Digital Fuel's website (www.digitalfuel.com) needed a serious upgrade. The content was very sparse, and what was there dated to a previous product generation and didn't reflect current business messaging. Further, the look and feel and navigation weren't up to par for a serious enterprise software company. Convinced the site was undermining its sales efforts, Digital Fuel engaged Ed to conduct a complete overhaul.

Solution

Ed worked with Digital Fuel's management to understand the company's value proposition, main selling points, and key audiences and their hot buttons. He developed a new site architecture, with a number of completely new sections including Solutions, Services, and ROI, as well as significant upgrades in existing sections including Product, Corporate Overview, and Customers.

He then developed new content for the entire site, reflecting current messaging and positioning. While leveraging existing materials where available and appropriate, a significant amount of content was developed from scratch. In addition, Ed directed the development of a new site look and feel, as well as improved home page layout and improved site navigation. Ed personally created the content, architecture, and requirements for the look and feel, and worked closely with affiliate partners and Digital Fuel staff on implementation.

Results

Within three months of project start, Digital Fuel had an entirely new, enterprise-class website with more than triple the amount of content on its previous site. Management was very happy with the improvement and began seeing results almost immediately, with the site contributing to a number of new customer wins including IBM, Accenture, and Sun Microsystems. As further testimony to the strength of the rework, the architecture, core messaging, and in fact most of the content developed for the project are still found on the site today.