

Website Redesign for Energy Service Company

PROJECT DETAILS

 Web Design

 Jan 2020 - Ongoing

 \$10,000 to \$49,999

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PROJECT SUMMARY

Anderson Collaborative is helping an energy service company redesign their website, which has some coding issues, several outdated features, and old content. They are also handling maintenance efforts.

PROJECT FEEDBACK


So far, the client has been pleased with all the updates done on their new site. Anderson Collaborative communicates well, follows deadlines, and exhibits a high level of professionalism. They've also provided a clear plan, so the client knows and understands what to expect all throughout.





The Client

Please describe your company and your position there.

I am the Marketing Manager for an energy service company located in Alberta, Canada. Our company is a recognized leader in engineering, fabrication, manufacturing, and construction in the energy industry around the world.

 **Shelby Meek**
Marketing Manager, Energy Service Company

 **Energy & natural resources**

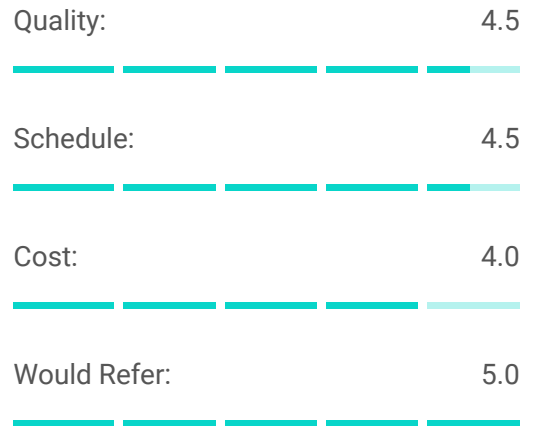
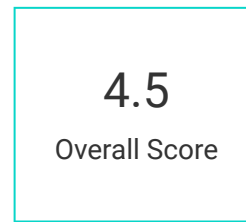
 **Calgary, Alberta**

The Challenge

For what projects/services did your company hire Anderson Collaborative?

Our company launched a brand new site over two years ago with many issues from the backend coding issues, to bad page layouts, to outdated content which Anderson Collaborative was able to redo and create a beautiful site.

CLIENT RATING



The Approach

How did you select this vendor and what were the deciding factors?

I shortlisted Anderson Collaborative after a few meetings with Trevor who instilled a lot of confidence in myself and my team. Our main deciding factor's were hitting deadlines with the most innovative and sharp looking site.

Describe the project in detail and walk through the stages of the project.

We broke the project up into four phases. First phase consisted of correcting back end issues that were resulting in poor SEO and bad visitor experience, second we updated the existing content, photos and layouts, third we added additional pages including a blog, a new careers page and much more. Finally, in our fourth phase we introduced an ongoing maintenance program. In this process, Anderson introduced us to a feature called elementor and Mark up that provides us with a great way to communicate changes going forward.

How many resources from the vendor's team worked with you, and what were their positions?

We worked with Trevor (Founder & CEO) and Kevin (Website Designer).

The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

Anderson Collaborative has been very professional throughout the entire project. TDE is very happy with the updates to the site.



How effective was the workflow between your team and theirs?

I can always count on Trevor to get back to me. He ensures to communicate exactly where the project schedule is.

What did you find most impressive or unique about this company?

I was very impressed with Trevor's ability to come up with a game plan for the site. He explained it to me and my team and executed the project!

Are there any areas for improvement or something they could have done differently?

Some timelines were missed. However, with so much going back and forth it was expected.

