

Taking it to the next step: H.J. High introduces new technologies and a fresh look to its audience

H.J. High has been a leader in driving new business practices into the commercial construction marketplace

Who's the client?

H.J. High, leader in Central Florida construction for over 75 years.

What did they need help with?

H.J. High has been a consistent presence and leader in the Florida commercial construction marketplace. Despite over 75 years of experience, hundreds of facilities in its portfolio, and millions of dollars generated as a result, H.J. High was at a point of needing to extend its market reach, educate its customers more quickly to the value of the company, and drive new business leads. They determined the best way to set about this task was a website overhaul.

The website that the company used was that of a basic information portal that was intended to help people understand the company better. In the next phase of its online presence, the company wanted to show more progress on the current construction jobs and demonstrate more clearly how they can help their customers achieve their goals.

Additionally, they needed the site to be better looking, and also serve as a foundation for pro-active communications (newsletters and email) to various audiences, including clients, owners, and architects. The site also required an expansion of new sections, and a better link access to relevant info. Finally, with these various improvements the company needed to find some manner in which to efficiently manage all the content pieces that would be required to keep the site current and dynamic.

Why Spiderhost?

After determining that instead of an open search, they would prefer to take referral candidates, H.J. High reviewed the proposals of a handful of companies and from that process they selected Spiderhost because of their strict attention to the actual needs of the H.J. High site, their ability to support all of the technical elements for the immediate short-term of the site (12-18 months), and the long-term. And finally, Spiderhost was selected because of their detailed cost offering that ensured H.J. High was getting exactly what they wanted and needed, at an expense that fit their budget needs.

The Process

Spiderhost designed a website and delivered a cost-effective hosting and maintenance package to satisfy all of H.J. High's needs. They also configured a content management tool – one that is software enabled, and much easier to use – in order to better manage the content across the site. Additionally, within the scope of the project, Spiderhost recommended and delivered a reporting infrastructure that allows for H.J. High to see its web traffic in detail and understand how their users are utilizing the site.

To address functionality deficiencies, Spiderhost added an "estimating" page so contractors could get bidding info – allowing H.J. High to explain projects in one user session. The "estimating" page generates a cost savings and enables H.J. High to do more with less.

A "feature project" page was also created that links to a highlighted architect and project. This enables H.J. High to showcase certain projects and provide a marketing tool for its clients. Another benefit has been the addition of a Web cam that allows the company to show progress of one site – providing an interactive layer for the user.

The Results

The result of these new tools is a significantly improved web site that gives H.J. High exactly what it requires to introduce itself to new prospects and keep current clients up to speed on project progress.

H.J. High has found Spiderhost's easy accessibility and customer service and support focus to be a tremendous benefit, as they do not wait on hold or get put off for days at a time when seeking to address a web site need.

One of the very best elements of selecting Spiderhost for this project has been the technology "tutorial" that Spiderhost has been able to provide. They have enabled H.J. High to understand the technical aspects of their site, and allowed them to recognize the future growth elements that they may want to address in the coming years.

Spiderhost has become a true partner for H.J. High in every aspect of the site is supported, and they have exceeded the proposal structure by providing new ideas for the site post-launch.

The future growth of H.J. High was unknown until it tackled its online deficiencies, and with Spiderhost addressing those and more, they are now able to count growth in the Internet space as a core driver of their business for the foreseeable future.