

Case Study Egoli (for Shaw Stockbroking)

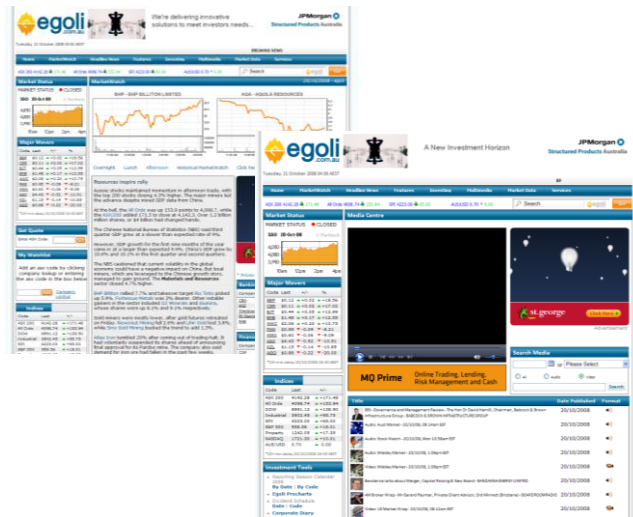


Industry

Banking & Finance ■ Media

ARES Services

Consulting ■ Web Design ■ Web Development ■ Content Management Systems ■ Multimedia



Challenge

Egoli is one of the top 4 visited financial media portals in Australia with more than 200,000 visitors every month. The commercial website is staffed by full time journalists and commercial managers focusing on delivery real time insight into the rapidly changing markets. Shaw Stockbroking, the largest independent stockbroking firm in Australia, owns and operates Egoli as an independent business unit.

Egoli had not undertaken a site rebuild for a period of time and was utilising an in-house developed and very labour intensive content management system.

No detailed research had been undertaken on the profile, location, user experience and demographic make-up of website visitors. There was also little understanding of visitors' usage of competitor websites.

Journalists were getting bogged down in content deployment issues rather than focusing on the core tasks of writing. External contributors had to email in their content for review and manual re-publishing.

Also, Egoli 'consumes' a significant amount of external which was manually being converted for display within the site. This process was delaying publishing and also burdening the editorial team with unnecessary and very mundane tasks.

ARES' Solution

ARES was selected as we could add value in the initial strategy formulation all the way through to website design, technical integration and deployment. This project would draw on every ARES' service in the process of completely overhauling the Egoli website.

The first task was to undertake analysis on the site traffic, conduct visitor research and benchmark domestic and overseas financial portals. This exercise provided context for determining the project strategic directions and greater situational clarity for all project stakeholders.

The next phase involved documenting the business requirements, functional specifications, technical environment and integration considerations. Wireframes and the site concept design were undertaken shortly thereafter.

A series of iterative development, integration and testing phases were undertaken as the new website began to take shape. "A resounding success" was how Andrew Nelson, the primary client stakeholder, described the project.

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