



www.bechtel.com



BUILDING CONSTRUCTIONS

Bechtel Inc.'s core Kentico installation has been rebuilt by the i3 Digital team on version 9 and later upgraded to version 10. The site showcases Bechtel's scale as a global construction organisation that has been responsible for some of the world's greatest feats of construction and engineering.

Background

Bechtel Inc. is one of the world's most respected engineering, construction, and project management companies delivering landmark projects that create long-term progress and economic growth.

Since 1898, it has completed more than 25,000 extraordinary projects across 160 countries on seven continents. It operates through four global businesses:

- Infrastructure
- Nuclear, Security and Environmental
- Oil, Gas and Chemicals
- Mining and Metals

It is built on more than a century of leadership and a relentless adherence to its values, the core of which are safety, quality, ethics, and integrity.

Bechtel Inc.'s corporate services team approached i3 Digital with the idea of redesigning and redeveloping their main corporate website.

Goals

Their overall objectives were to redesign and redevelop the Bechtel Inc. corporate website. Bechtel wanted the site to be highly visual and showcase their company. The website also had to strongly adhere to their corporate brand guidelines, as well as meeting the following key requirements:

- to migrate content from the previous website
- an integration of widgets across the site to allow easy addition of content with different layouts and elements
- The new website was to feature full integration with all of the company's social media accounts (Facebook, Twitter, and YouTube) and allow for further integrations in the future. It was highly important that the information within the campaign site could be easily shared.
- to showcase projects
- to showcase news
- to categorise a content, front-end search, and filtering
- to utilise Kentico EMS features



Home > Projects

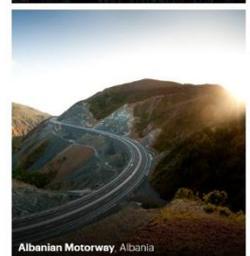
Share This

Keyword

-- Market Expertise (All) --

-- Project Status (All) --

-- Region (All) --



Challenges

The purpose of this project was to redevelop the Bechtel Inc.'s corporate site to a world class web solution that would aid their marketing and promotional activities across seven continents and to resolve any underlying issues.

The new website was to feature full integration with all of the company's social media accounts (Facebook, Twitter, Google+, and YouTube) and also allow for further integrations in the future.

Due to the visual impact of Bechtel's work, it was important to display projects prominently on the website. Categorisation of content, such as projects and news, is an important aspect of the Bechtel site that required good search and filtering capabilities.

As Bechtel's site content is diverse, it was important to give the CMS Editors flexibility to add content using widgets to display featured elements.

EMS had been enabled when Bechtel's previous corporate website was initially built, however, the EMS was not fully configured at the time.

Overall, Bechtel required a fully controllable CMS that maximised the visual impact of its globally renowned projects and allowed easy sharing with all relevant stakeholders.

Solution

From analysing Bechtel's needs and paying close attention to what they wanted to achieve, i3 Digital delivered a Kentico solution that allowed all objectives to be met. Following the configuration of Kentico EMS, Bechtel is now able to utilise IP tracking and Contact Management to build more comprehensive profiles of visitors to their site, helping tailor their content and marketing activities accordingly. Using Lead Scoring and, more recently, A/B Testing, the company is now in much more control of its online content structure, images, and headlines across seven continents.

Using Kentico's EMS, Bechtel can now identify key engagement and sales drivers and clearly identify what works best in encouraging its site visitors to engage with the organisation.

Results

i3 Digital has delivered a visually- and functionality-rich corporate website for Bechtel that fully realises all pre-agreed requirements and objectives. Knowing the value placed on displaying the stunning projects delivered by Bechtel, i3 Digital implemented a dynamic grid which showcases work undertaken by the company and also acts as a key engagement tool for prospective leads. i3 Digital ensured that Bechtel personnel can easily add content with the flexibility to vary the layout and display content in an impactful way.

Bechtel is, without doubt, a global leader in its key industries, so i3 Digital's solution ensures that sharing their "Thought Leadership" stance is as easy as possible. Kentico's solution also enables Bechtel to gain new business leads, who can easily subscribe to the organisation's email and contact lists using the subscription web part.

The website was built with SEO in mind, and all Meta data, canonical links, social Meta and event tracking elements were fully implemented throughout the project.

Lead Generation and Lead Scoring features of the Kentico EMS suite have also been deployed to allow Bechtel to take their unknown site visitor into the known lead phase, and build a fuller profile of their site visitors.

Going forward, Bechtel will continue to build and increase their use of targeted campaigns via more proficient usage of the EMS, including future plans to utilise Kentico's EMS Personalisation feature.

Key Criteria for Choosing Kentico

Kentico was already the chosen CMS vendor for Bechtel and this project was a direct follow on from the Bechtel Blog and Art of the Build website projects previously carried out by the i3 Digital team. Kentico's very rich functionality, strong SEO capabilities which, combined with its EMS marketing functionality, made it the right choice for Bechtel.



i3 Digital

i3 Digital is a truly global SME delivering Kentico solutions for blue-chip clients across the USA, Ireland, and United Kingdom. i3 Digital began in Belfast in 1997, and was the first partner to bring Kentico to the island of Ireland. It remains Kentico's Number one Partner in Ireland and is globally respected for its Digital Marketing experience and expertise. It is this reputation and expertise that has aligned the company with some of the world's largest and most reputable organisations, as well as dozens of smaller businesses in various sector types.

As a multi-award winning Kentico partner, i3 Digital is famous for delivering tailored solutions to every single client, fulfilling its commitment to product quality, usability, and longevity across two continents.

i3 Digital has unique experience within travel and tourism, government or public institutions, and a plethora of private sector requirements. Its unique partnership with Kentico means the company delivers truly bespoke and targeted solutions for all organisational needs.

To find out how i3 Digital and Kentico can partner to innovate, integrate, and ignite your business, get in touch at any of their global locations.



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