

Project Profile: Hart Doors Website – Industrial Door Manufacturer

Company:

Hart Doors is a successful Newcastle based company that supplies a range of industrial doors for some prestigious projects and specialist applications in the global market place.

The new website for Hart has been developed as a collaboration between Halogen Creative who, working closely with Hart Doors, have provided the design and the look and feel for the site, and STCS who have worked for Halogen on this assignment to build the site. The new site has been specifically designed and built to project the more global nature of the company's current products and also to take a stronger role in marketing the company by providing more easily updatable content and better methods for communicating with the company's customers.

Project Requirement and Scope:

Hart Doors required a website that help to take the company forward. More specifically the site needed to:

- Communicate the global success achieved through exports from the UK.
- Showcase the high calibre clients such as Heathrow Terminal 5 and the Dubai Metro.
- Have high visibility across the internet.
- Keep up to date with the latest company news etc and to communicate innovation quickly.
- Interface with social media

The resulting site, with the home page shown opposite, achieves these objectives through using innovative design in conjunction with a content management system.

There is clear navigation through traditional menus as well as product category visuals and there is also a product search feature for user convenience and to help with search engine performance.

The site includes the following features:

- video playback through YouTube.
- E-newsletters
- The collection of subscriber data for the newsletters
- Blog



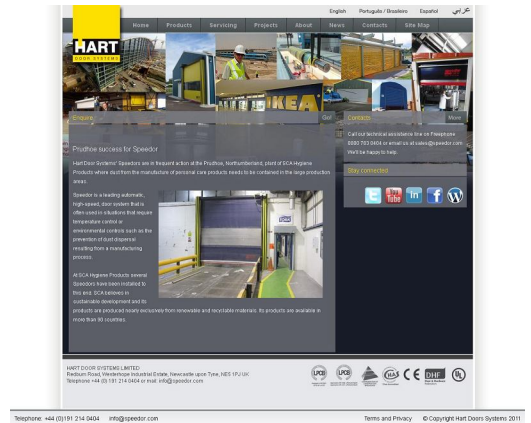
STCS – Project Profile: Hart Doors (Sector: Services; Company Size: SME)

- Twitter
- Facebook
- LinkedIn
- Some foreign language content
- Sitemap

Technical Approach:

Halogen Creative are responsible for the innovative design of the site and worked with Hart Doors to determine the features that can best take advantage of the possible marketing opportunities.

STCS have been responsible for translating the design into a content managed site and for building in the required features.



Key Technologies Used:

Joomla, HTML, CSS, JavaScript, PHP, MYSQL