

Case Study :: Port Everglades



Business Challenge

In order to position itself to win multi-decade container shipping and cruise contracts, Port Everglades needed to utilize the web as a mechanism for efficiently its customers and prospects up to date with changing port developments. As the Port's customer segments and needs vary significantly, the web portal needed to offer quick and informative data to a variety of users, from local customers to multi-national operators. Simultaneously, the County had recently initiated a web presence re-branding effort for all County sites that the Port was required to be use as a design base.

The POWERi Solution

The Port site was launched with more than 200 pages of content-rich material. New user-friendly interfaces offer quick and convenient access to information for the general public, the local business community and the maritime industry. The navigational structure has been enhanced with a "one-click" strategy that enables users to move easily between sections of the site. Main navigational channels include Cargo, Cruise, Petroleum, Port Business, Security and Community. There is also an informative About Us section addressing the port's rich history, with links to comprehensive operating statistics for each business area. A News section houses the most current informational updates as well as press release archives. Main navigational items are easily accessed from the home page and all other areas of the site. The Breaking News section on the home page is designed to keep port users abreast of traffic reports, emergency procedures and upcoming events. Users can "opt-in" to receive Port communications via an integrated CRM e-mail application. Other areas of information that are accessed frequently, such as ship schedules, maps, port tariff and cruise passenger information, are also prominently located on the home page for quick and easy access.

Further within the site is detailed information about each business area. The maritime community will benefit from new sections describing cruise, cargo and petroleum facilities. Those seeking to do business with Port Everglades will find answers to frequently asked questions, required applications, and detailed information regarding property available for lease within the Port. The site also includes a streaming video of the Port Everglades 2020 Master Plan, and an interactive photo gallery.

The Results

The new Port Everglades web site solution was implemented in 6 months and has enabled Port staff to maintain business critical information through real-time CMS updates. As the site was designed with Search Engine Optimization in mind, the site's performance in the major search engines has improved significantly through the use of meta tags, title tags and other SEO fundamentals. The new Port Everglades web site was completely redesigned with new features including a real-time online Harbor Master Shipping scheduler. The POWERi design and development team completed this project by working in tandem with the Port's advertising agency to ensure brand design consistency and Broward County's Information Technology division to ensure compatibility with the County's web applications. After launching the new site, POWERi was retained to seamlessly host the content managed portions of the new site.

visit: www.Broward.org/Port



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