

## Case Study:

# Emerald Companies

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*"Working with Sheer Technology has been a smooth, successful process, and we highly recommend their professional team."*  
- Rachel Roeder, Director of Business Development

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## Challenge

Emerald Companies (Emerald) is a Louisiana-based facilities management company experiencing rapid growth with multiple facility locations across the nation. Unsatisfied with the quality of its website and the messages it communicated, Emerald needed a more effective and interactive web presence that could keep up with ever-changing facility details and other company information updates. Sharing documents with employees was cumbersome since no intranet file-sharing existed.

## Solution

Emerald contracted with Sheer Technology to both define better online messaging and design its new website. Emerald needed a layout that could professionally display news and resources for its employees, while also providing company and facility details for potential and current clients. Sheer Technology developed a website with architecture that is easy to navigate and encompasses all vital company information in an organized, efficient manner. The new website employs active features such as interactive maps, a news feed, and an employee portal. Google Analytics is also embedded in pages for marketing insight.

## Executive Summary

### About Emerald Companies

Facilities Management Company  
San Luis, AZ, Epps, LA,  
Carrizozo, NM, Encinal, TX,  
Haskell, TX, and Sierra Blanca, TX

### Challenge

Website not representative of actual size, style, or quality of service.

Employees unable to update content independently. No intranet for internal file-sharing available.

### Solution

Create comprehensive, organized, and efficient website allowing simple updates by Emerald employees.

Provide interactive map displaying size of client base and facility details.

Better highlight service offerings. Add Google Analytics for marketing insight.

### Results

Emerald's online presence is now accurate, can be easily edited, and contains valuable marketing insight. Prospective and current clients and employees alike benefit from its polished website containing interactive tools.

With Emerald's rapid rate of growth, constantly facing the issue of having outdated information presented on the site was frustrating upper management and employees alike. Sheer Technology trained Emerald staff to utilize an after-market CMS program, giving them the ability to make edits to the site quickly and easily. Sheer Technology also provided a comprehensive, custom training document for future reference and cross-training internally.

## Results

After working with Sheer Technology, Emerald now offers its current and prospective clients and employees a more useful, dynamic website that accurately reflects the company's mission, location details, services, and current events. Emerald publishes edits and updates to the site at its convenience and can transfer information to employees at all six locations "with one click" in the employee portal. As Emerald continues to grow its company and services, the website now serves as an extremely valuable tool. Visit [www.emeraldcompanies.com](http://www.emeraldcompanies.com) to see the results.

*"We now have an up-to-date, interactive site that's easy for both our clients and our employees to utilize. Moreover, I have the ability to manage most of the content updates myself. Emerald is now able to accurately communicate company information, facility details, as well as news and current events professionally and quickly."*

*- Rachel Roeder,  
Director of Business Development*

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