



Hard Dollar Corp. ([www.harddollar.com](http://www.harddollar.com)) was founded in 1989 by construction industry veterans and today, is the leading provider of integrated cost estimating and project management software systems, data, and services to the infrastructure sector of the construction industry in North America. Its systems are used by "hard dollar" contractors to bid and build hundreds of billions of dollars worth of transportation, water and sewer, heavy civil, environmental remediation, power, and industrial projects each year.

Based in Tempe, Arizona, Hard Dollar currently employs a diverse staff of construction experts, software developers, technologists, and sales and support personnel who, as a team, have consistently led the industry with product innovations that reduce business risks and increase the efficiency and profitability of contractors.

Hard Dollar is a continually evolving company that recently changed its corporate strategy to better meet industry needs. Thus, the company decided it needed to update its website to better serve its existing client base, and new visitors. The valuable product and services information that Hard Dollar offered was buried too deep in the existing site and not in a format that enabled users to easily find it. The Hard Dollar team realized that it was critical that the site be intuitive for all visitors to learn about Hard Dollar and the superior offerings it provides. The team knew that with a powerful web presence, they could begin a conversation with prospects and draw them into a more meaningful exchange of ideas on how to best serve their needs. Hard Dollar's website needed to become an extension of its sales and marketing team to help drive sales.

Digital Dogs worked with the Hard Dollar team to come up with a web site that would accomplish several goals:

- Demonstrate to infrastructure contractors that implementing technology was critical to improving existing business practices and overall success
- Elevate key marketing messages and company information that was important to clients as well as new visitors.
- Enable Hard Dollar to internally update specific site areas on a regular basis. Digital Dogs not only had to create a site that was functional but versatile as well.

Digital Dogs, focusing only on what it does best – web development - worked with the marketing team to identify the areas that needed to be elevated. Digital Dogs created a site map and structure that supported Hard Dollar's corporate goals, bringing the important messages about each product and service to the forefront so visitors would know immediately upon visiting the site how Hard Dollar's solutions could meet their needs.

*"I think the one thing that impressed me the most about Digital Dogs was their unrelenting desire to truly understand our business before they would offer how they could help. They didn't launch into a "canned" solution for us. They really worked with us to design a web site that fits our market...and our budget."*

**Thomas Blondi, CEO and President of Hard Dollar Corporation**

Digital Dogs became an integrated part of the Hard Dollar team. It provided the flexibility necessary to extend its expertise into the final solution. While Digital Dogs worked closely with the marketing team for the right content and product offerings, it also met with the technology side of the house to ensure

that the recommended system rolled out smoothly and would be easy to support and integrate into Hard Dollar's existing in-house systems.

Based on a joint competitive analysis, Digital Dogs created recommendations on content, navigation, intuitiveness and much more. With the new site, Hard Dollar stands head and shoulders above their nearest competitor. The layout, graphics and navigation steps were a team effort between Digital Dogs and the Hard Dollar team.

Content management was the key to a successful site. It needed the Digital Dogs team to hand over a completed product that could be easily updated as the company and its offerings continued to grow and evolve. There were several key sections that were identified by Hard Dollar that required frequent updates. The solution that was implemented enables key management to assign specific editors to these sections. "Open Technology" gives Hard Dollar the freedom to use Digital Dogs, or any web development expert, to manage its site in the long term. By creating the system in this format, Digital Dogs provided Hard Dollar the technology that will evolve as the company evolves, and last for years.

Digital Dogs ensured the site was optimized for Hard Dollar's new visitors and existing clients. Specifically, Digital Dogs implemented the following characteristics to support Hard Dollar site visitors:

- Enhanced navigation for easily identified cross-links within the site.
- Ensure the site maintains a horizontal structure so that users didn't have to 'dig' so far down for information.
- Optimize the site for older computer screens, which are sometimes a limitation in the construction industry.

- Implement images that were smaller, yet created a very graphic intensive look for downloads over slower modems.

Digital Dogs was responsive and flexible, providing Hard Dollar the extensive expertise needed, without the cost of hiring a team of web specialists. Digital Dogs continues to provide on-going support for Hard Dollar with search engine optimization and updates as necessary to ensure an accurate site. This is all resulting in an easy-to-navigate, user-friendly website that is easy for Hard Dollar to update with minimal investment.



**Digital Dogs, Inc.**  
**10245 E. Via Linda, Suite 110**  
**Scottsdale, AZ 85258**

Telephone 480-451-DOGS  
Facsimile 480-391-0396