

All the ingredients for success on the web



Project Objectives:

- Start to take advantage of new and emerging technologies to enhance the user experience .
- Maximise new opportunities for users to interact with content in new and interesting ways.
- To have a solution that allows the in-house team greater control of the website.

“Delia is thrilled with her new website, and thinks it look very modern, clean and crisp”

Nikki Dance
Business Manager, Delia Online

To mark her Ruby anniversary as Britain’s leading cookery writer, Delia Smith decided to go Red with a total revamp of her Delia Online website. Choosing Red Technology and it’s tradeIT™ content management system to take on the project has resulted in a crisp feature-rich new website. Delia Online presents over 1400 tried and tested recipes and cookery techniques. In addition the site is now able to utilise the latest web technologies.

Leading content management system provider, Red Technology has a wealth of experience in the web industry. Their tradeIT™ CMS has given the Delia Online team a great deal more control and flexibility in creating and designing their web pages in-house,

In addition, the tradeIT™ CMS allows the team to have absolute control over user communications, to tailor and update automated response emails such as requests for password reminders, forum notifications etc. As a result, they are able to be more responsive to their user’s needs and requests much more quickly than previously.

The strong content management system allows the Delia Online team to plan web campaigns in advance by scheduling home page content to appear on the website in line with seasonal plans the team may have set up.

Red Technology host the website from their primary high performance data centre located in Docklands. Red Technology continuously looks to move its tradeIT™ platform forward by releasing updates each year, to ensure clients have the very best web tools to compete on the web front line.

“The tradeIT CMS creates the foundation for the Delia Online team to provide its users with a website that keeps its core traditional values of good food and teaching the art of cooking, as well as using the latest Web 2.0 technologies to better engage with its users.”

- James Candy, Business Development Director, REDTechnology

Red Technology has been a leading UK CMS & e-commerce solution provider since 1998. Their web specialists have built more than 400 CMS & e-commerce solutions selling products and services online, to both businesses and consumers.

Delia Online



“The excellent architecture of the site is having a great effect on the way in which we are being picked up by search engines. Our greatly improved natural Google rankings mean we now take 1st or 2nd positions for a large number of our recipe specific pages, placing Delia Online above BBC.co.uk and BBC Good Food.”

Nikki Dance
Business Manager, Delia Online

Solution:

- In-house non-technical users to have more control in designing and publishing their own web pages instantly.
- Enhanced community area, allowing user to upload their own avatars, recopies and pictures.
- Allow the team to have absolute control over user communication to tailor and update automated response emails.
- Utilising the impact of social media by introducing bookmark widgets such as Facebook.

Benefits:

- Enhanced community fell with nearly 800 forums topics brining close to 6000 posts within a month.
- New design , search and navigation making it easier for users to search for recipes.
- Factors such as SEO URL's and having administrator controlled meta-data creating a search engine friendly website.

Red Technology has been a leading UK CMS and e-commerce solution provider since 1998 and has delivered over 400 CMS and e-commerce solutions to organisations of all sizes across the UK. Our e-commerce solutions include e-commerce platforms, website design, e-commerce development, online marketing and e-commerce hosting. To find out how our e-commerce expertise can transform your business, contact us on +44 1865 880 800 or email us at info@redtechnology.com

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