Promethean Energy: Digital Transformation Case Study

How CentricDXB unified and strengthened the digital presence of a leader in upstream oil and gas

The Client Challenge

About Promethean Energy

A leader in the upstream oil and gas sector specialising in:

- Decommissioning services
- Late Life Asset Acquisition

Operating in a high-stakes industry where trust and credibility are paramount

The Digital Problem

Promethean's digital presence failed to reflect their operational maturity and expertise:

- Fragmented identity across two separate websites
- Inconsistent messaging about services and ESG commitments
- Poor search engine visibility for industry-specific keywords
- Difficult-to-update infrastructure slowing response to opportunities

Let's collaborate!

Strategic Objectives

Unify Brand Identity

Consolidate fragmented websites into one cohesive platform that clearly communicates Promethean's full capabilities

Build Trust & Credibility

Develop content that resonates with senior decision-makers in a heavily regulated, capital-intensive industry

Empower Internal Teams

Implement a scalable CMS allowing seamless content updates without technical bottlenecks

Optimise User Experience

Create intuitive navigation and architecture structured around user intent for frictionless engagement

Explore Our Branding Services!

Our Approach: Consolidate, Clarify, Empower

Discovery & Analysis

Conducted stakeholder interviews to understand Promethean's authentic voice: straightforward, confident, and authoritative

Analysed industry-specific SEO opportunities and competitor positioning
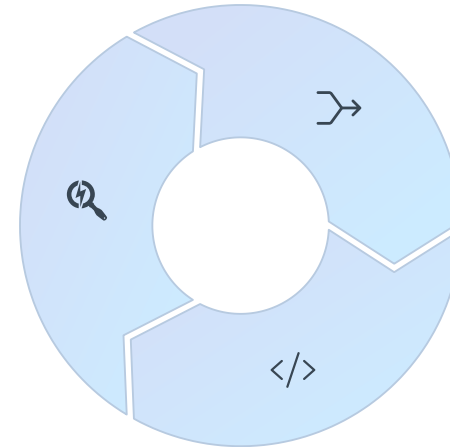
Platform Unification

Merged fragmented websites into one cohesive platform

Developed consistent messaging architecture across all service offerings

Technical Implementation

Built scalable, future-proof platform with Pimcore CMS

Optimised for speed, mobile responsiveness, and search visibility

Connect with Our Expert Now!

Building Trust Through Content Strategy

We crafted content that speaks directly to decision-makers in the energy sector:

Environmental Stewardship

Emphasised Promethean's leadership in environmental stewardship

Regulatory Compliance

Highlighted regulatory compliance excellence

Sustainability Initiatives

Created dedicated ESG section showcasing sustainability initiatives

Evolving Content Framework

Developed content framework designed to evolve with company progress

Every piece of content was calibrated to build credibility in a high-stakes industry where trust is essential.

Explore Our Content Marketing Services!

Technical Infrastructure & User Experience

1

Scalable CMS Implementation

Selected and configured Pimcore CMS to create a flexible foundation for future growth

Provided intuitive content management interfaces requiring minimal technical knowledge

2

User Journey Optimisation

Mapped user flows for different stakeholders (clients, investors, regulatory bodies)

Structured site architecture around user intent, minimising friction points

3

Performance Enhancement

Built mobile-responsive layouts optimised for speed and accessibility

Implemented technical SEO best practices to improve search visibility

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Impressive Results: By the Numbers

CENTRIC

300%

Traffic Increase

Tripled website visitors through improved SEO, content alignment, and optimised search visibility

42%

Growth in Search Visibility

Higher rankings for critical high-intent search terms like "offshore decommissioning partner"

87%

Higher Click-Through Rate

Clearer calls to action and targeted content drove deeper engagement with the right audience

38%

Improved Conversion

Streamlined user journey transformed visitors into qualified leads at a significantly higher rate

View Our Portfolio!

Before & After: The Transformation

ⓘ Before

- Two disconnected websites with inconsistent branding
- Fragmented service offerings confusing potential clients
- Poor search visibility for industry-specific terms
- Technical barriers to content updates
- Limited ability to showcase ESG initiatives

⊘ After

- Unified platform with cohesive brand narrative
- Clear communication of full-service capabilities
- Dominant position in search results for target keywords
- Self-service content management for internal teams
- Dedicated ESG section highlighting sustainability leadership

Contact Us Now!

Key Success Factors

Industry-Specific Approach

Deep understanding of the oil and gas sector's unique challenges and communication requirements

Client Collaboration

Close partnership with Promethean's team to capture authentic voice and strategic priorities
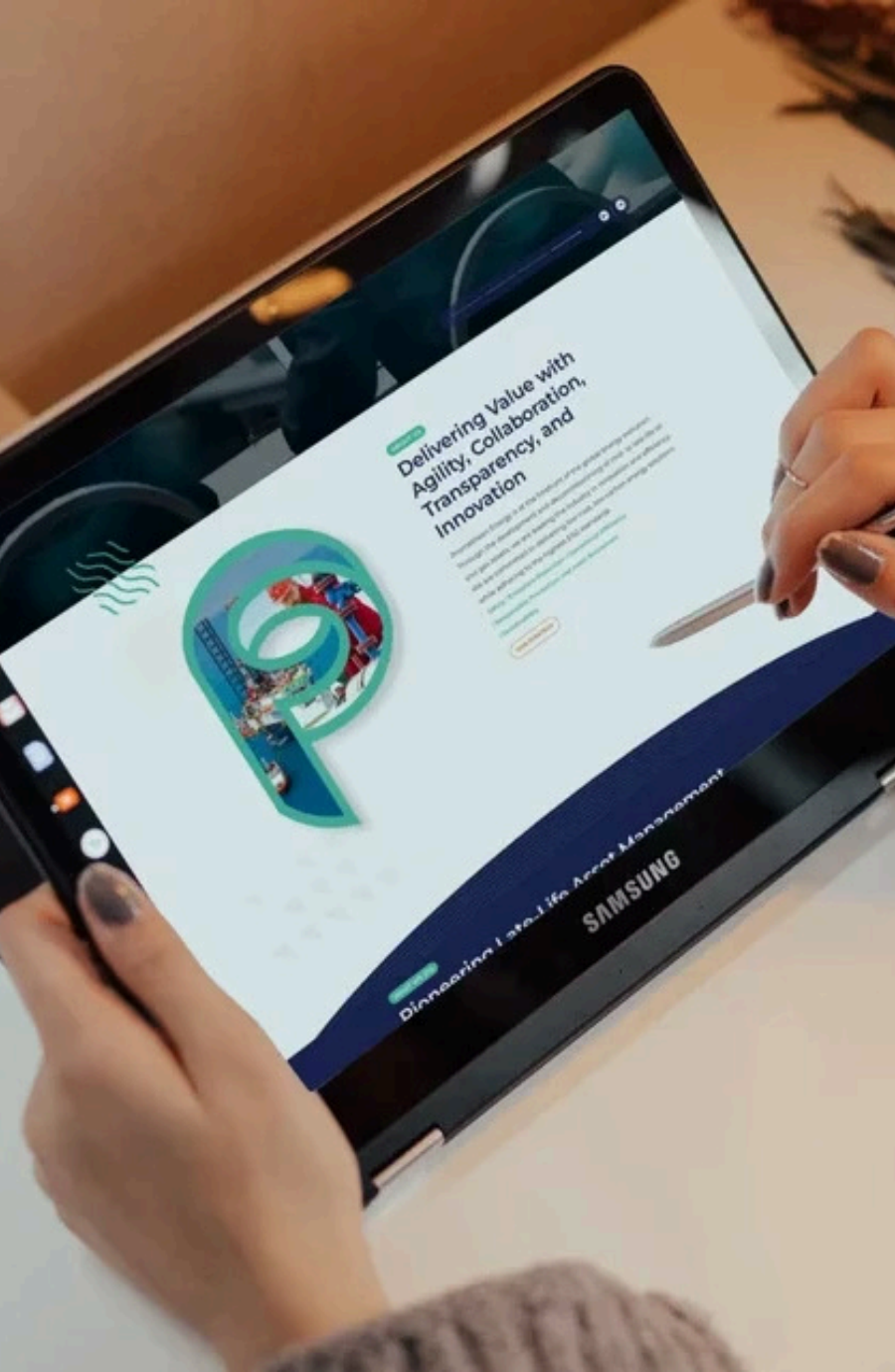
Data-Driven Decisions

SEO and user experience optimisations based on industry analytics and behavioural insights

Future-Focused Design

Scalable infrastructure built to evolve with Promethean's growth and changing market demands

Explore Our SEO Services!

CENTRIC

Partner With Centric DXB

Centric DXB helps energy sector companies build powerful digital identities that drive business growth and stakeholder confidence.

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SEO COMPANY
Clutch
HOUSTON
2025

TOP
WEB
DEVELOPERS
Clutch
HOUSTON
2025

TOP
FULL SERVICE
DIGITAL COMPANY
Clutch
TEXAS
2025

Digital Strategy

Comprehensive digital transformation tailored to the unique needs of complex industries

SEO & Content

Industry-specific search optimisation and content development for technical audiences

Platform Development

Scalable, future-proof digital platforms built for long-term growth and flexibility

Ready to transform your digital presence? Contact us at centricdxb.com

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Our Location

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