

Xillent Reality: Sherdog.com's Rise to Prominence

Founded by Jeff Sherwood out of a love for mixed martial arts and the Ultimate Fighting Championship in 1997, Sherdog.com started as a small hobby Web site covering the new sport on a freely-hosted Geocities account.

From humble beginnings to partnering with Crave Online and ESPN, Sherdog.com's rise to prominence was guided closely by the hand of Xillent.

As the combat sport grew under the guidance of a grassroots following despite being banned in many states and television, Sherdog.com quickly realized a demand for information and opinion.

Gone were the days of free hosts and personal FTP accounts hosting online media. In was the unfamiliar world of dedicated hosting and real-time content management tools. Sherdog.com felt it had the people to be a major player in its industry, but lacked an online presence that reflected its reputation.

In stepped Dave Boehme and Xillent.

"Our need was unique in the sense that we warranted a complete custom solution for content management," said Sherdog.com founder Jeff Sherwood. "We had outgrown our whole setup and needed something clean and fresh. Xillent accomplished and exceeded our wildest dreams."

"David Boehme and his company were an integral part of the growth of Sherdog.com. Without Xillent, the landscape of how mixed martial arts are represented on the Web may be different from what we see today."

Xillent redesigned the Sherdog.com Web site from top to bottom and implemented content management services that allowed the upstart business to take charge in a period of growth for the sport.

Along with an innovative look and a user-friendly interface, Xillent made it possible to expand Sherdog's efforts into other areas. Live online radio, an improved fight record keeping system and an E-commerce presence were all critical to the success of the growing media outlet.

Sherdog.com managing editor Mike Fridley, who worked closely with Xillent for five years, echoed Sherwood's thoughts.

"Dave was my go-to guy, no doubt about it," said Fridley. "Xillent provided us not only with the tools we needed to succeed, but the customer support aspect of the business relationship was the key to implementing new ideas and upgrading our vision for what Sherdog.com could become."

"One of my first conversations with Xillent was a not-so-standard request for a new system of delivering content via email newsletter. The project was difficult, and a deadline approached with an upcoming fight on the horizon. Xillent assured me that nothing was impossible. Two hours later, I had a complete custom solution that was still in use six years later."

Sherdog.com partnered with Crave Online in 2007. Though less involved in the daily operation of Sherdog.com, Xillent's impact on the site remains front and center.

Xillent continues to specialize in MMA-themed design and content management.

Are you a promoter or fighter looking to expand your presence on the Web? See examples and read about Xillent's custom solutions here ...