

# Website Redesign for Law Practice

## PROJECT DETAILS

📁 Web design

📅 Apr. 2018 - Ongoing

💰 \$50,000 to \$199,999

“*Given the size and complexity of this project, I feel that the implementation time was great. Same with the results.*”

## PROJECT SUMMARY

To improve a private legal firm's digital presence, Plus972 developed a new informational site from scratch, updating its overall look and feel. They implemented an easy-to-use contact form, too.

## PROJECT FEEDBACK

The site has enjoyed positive reactions from all. Not to mention, Google impressions have increased substantially since the site has jumped to the first search page on relevant key terms. Plus972 employs a diverse team of qualified individuals, which helps bring new perspectives to the table.



## The Client

Please describe your company and your position there.

I am employed in a law firm which focuses on Criminal Law, Matrimonial Law, and Family Law. I am a legal associate in the company and one of my responsibilities is hiring the people in charge of the company's website, SEO, marketing etc.


## The Challenge

For what projects/services did your company hire Plus972?


Our company's website and marketing was outdated, therefore we were in a desperate need a brand new look. We hired Plus 972 to give us a fresh start.


What were your goals for this project?

We needed a more presentable and modern website which contained an easy to use contact form. Increasing Google Impressions, clicks, and CTR was also the primary focus given the very cut throat competitive nature of the industry.

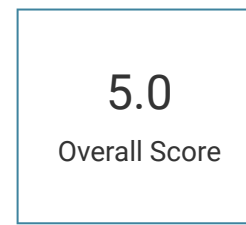
 Jonathan (Gianni) Karmily, Esq.  
Associate, Ezdrin & Woods, P.C.

 Legal

 1-10 Employees

 Syosset, New York

### CLIENT RATING



Quality: 5.0

Schedule: 4.0

Cost: 4.0

Would Refer: 5.0



## The Approach

### How did you select this vendor?

Referrals. We spoke at length with other individuals who worked with Plus 972. From the first time we discussed this project, I felt at ease, knowing that they were very competent.

Throughout the various meetings, every step taken toward was thoroughly discussed, without leaving any details out. We are now almost two years in and we have seen a great improvement for our firm overall.

### Describe the project in detail.

Since we pretty much started from scratch with everything, it's a continuous back and forth, face to face, via phone and e-mail etc. Including with the periodic reports.

### What was the team composition?

What I find most impressive about this company is the number of qualified and diverse people it employs which brings different perspectives. Every aspect of what we needed was covered. I spoke to many people throughout the months.

## The Outcome

### Can you share any outcomes from the project that demonstrate progress or success?

Not that I am an expert or anything on the topic and that is why we needed to hire a company like Plus 972 but everyone compliments our website, it looks, and how organized it is. Our Impressions, click etc increased by about 1000%. We went from being ghosts to the first page on Google for most relevant search terms.

This together with Social Media has been very effective too as our company is receiving more phone call directly linked to these efforts.





## How effective was the workflow between your team and theirs?

I was the only person from my firm dealing with them so it made the whole process easier. It was very effective as every team member at Plus 972 has a very determined role

## What did you find most impressive about this company?

Again, what I find most impressive about this company is the number of qualified and diverse people it employs which brings different perspectives. Their dedication and professionalism are to be admired.

## Are there any areas for improvement?

Not that I can really think of. From the very beginning I stressed the importance of not being superficial in any detail. Given the size and complexity of this project, I feel that the implementation time was great. Same with the results.

