

## case study

### **Wright Hassall**

Category: Web Development, Consumer

View site: <http://www.wrighthassall.co.uk/>

### **the brief**

Wright Hassall, one of the largest regional legal firms commissioned MarketingNet to develop a new web presence. The site needed to satisfy the requirements of each of the differing needs of the different fee earning departments, and be relevant for the large number of private clients as well as the growing commercial client base. Additionally the business operated across a broad industry base including, agricultural, manufacturing and service sector.

The strategic requirement was to position the website at the centre of the customer acquisition programme, and to underpin the client retention programme. Employee recruitment was an issue that needed to be address within the project scope.

### **our solution**

Research conducted by MarketingNet helped to identify the major barriers to purchase and issues associated with selection of legal services firms. These finding feed into the creative design and online proposition. The information architecture (IA) was designed to reflect and meet the needs of the different user groups (prospects, existing clients and potential employees). The proposition was to promote the 'personal face' of Wright Hassall as people first lawyers second.

The functionality of uniquely developed accomplish CMS solution was a perfect solution for the complexity of a large legal firm. The simplicity of the editing environment allowed non-technical staff to effectively manage the site from go-live date with minimal training. A specific feature of accomplish allowed Wright Hassall to easily create associations between fee earners and specific areas of expertise, news stories and events. This functionality has proved time and again to be one of the most powerful product features and of significant benefit to law firms.

### **the result**

The site went live within the target time frame and on budget. The quality of build and the code within accomplish facilitates excellence natural search, consistently achieving top ten listing within specific search tests, significant outperforming larger firms in their target industry sectors. Wright Hassall retains MarketingNet expertise to conduct SEO (Search Engine Optimisation), and SEM services.