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Leisawitz Heller Case Study

Dabrian Marketing Group, LLC

Case study content for Leisawitz Heller Web Design Project

Steve Groller
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Case Study: Leisawitz Heller

Company information

DaBrian Marketing Group, LLC

Address: 500 Penn Street, Suite #201

City, State, ZIP Code: Reading, PA 19602

Phone Number: 610.743.5602

Website: <http://www.dabrianmarketing.com/>

The Law Firm of Leisawitz Heller

Address: 2755 Century Boulevard, Spring Ridge West

City, State, ZIP Code: Wyomissing, PA 19610

Phone Number: 610.372.3500

Website: <http://www.leisawitzheller.com/v>

Client Profile

Leisawitz Heller Law Firm was established in 1957 and has represented hundreds of clients in Berks County and throughout southeastern Pennsylvania. They currently have 15 attorneys, 9 paralegals, and 11 administrative staff handling a wide variety of legal matters, from personal injury to business law and commercial litigation.

A key differentiating factor for Leisawitz Heller is an established commitment to bettering their clients' lives by formulating a personalized solution to their legal problems. This includes a firm-wide obligation to each client's well-being, even after their legal relationship has ended. Whereas other law firms focus on settling as many cases as possible, Leisawitz Heller focuses on the people and families they represent.



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03-15-2013

Case Study: Leisawitz Heller

Business Situation

Leisawitz Heller Law Firm benefited from a strong local presence; however, their existing website failed to dutifully represent their brand or adequately convey their expertise in handling a variety of legal matters (something they considered central to their organization). More specific identified areas of concern included:

- A dated website with limited functionality, sub-par navigation, and numerous branding inconsistencies
- Poor search engine optimization performance, both from a high-level and localized perspective
- Poor website performance, technical issues and errors, and an inaccurate customer/client perception

After preliminary information gathering via conference calls and project brief documentation, it was determined that the primary issue was Leisawitz Heller's current website configuration and functionality. The website was not performing optimally, nor was it set up in a way that facilitated or supported any new digital marketing initiatives. It was determined that these limitations were very likely contributing to missed opportunities for new business, lost insights to guide marketing efforts, and limitations for market expansion and new business developments.



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03-15-2013

Case Study: Leisawitz Heller

Technical Situation

Leisawitz Heller's existing website was built on a dated platform that left much to be desired, both from functionality and design standpoints. The site had numerous technical issues, broken links / images, and functional elements that hurt, rather than helped, usability. In addition, the website configuration would have made the forthcoming brand transformation more difficult and, in all likelihood, less effective at achieving the firm's established goals.

Because Leisawitz Heller sought to incorporate more advanced digital marketing campaigns into its marketing strategy, it needed a website that could be maintained while supporting these new ventures. Tying marketing campaigns together via platform integrations (email marketing, contact forms, content marketing, etc.) requires a website that can act as the central hub of all marketing, both online and off. This represented a substantial opportunity for Leisawitz Heller to streamline its existing processes as well as branch out and test new campaigns.

Solution

Working with Leisawitz Heller's marketing team as well as their branding agency of record, DaBrian Marketing Group, LLC (DMG) determined that a new website would be the best way to better convey the law firm's expertise, showcase their key differentiating factors, and affirm the results of their rebrand.

DMG worked together with Leisawitz Heller's branding partners to code and develop a website that was based off new branding elements and functional concepts. In this regard, the process was truly collaborative. Leisawitz Heller's new website was developed and designed using the open-source WordPress Content Management System and via custom-designed templates. Some features of the new website included a dynamic home page slider, specific areas to highlight new content / updates, integrated contact forms and directional maps, re-written and search engine optimized page content, and improved information architecture.



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03-15-2013

Case Study: Leisawitz Heller

DMG and Leisawitz Heller's personnel worked together to write and optimize new content for the redesigned website. This approach allowed the page content to convey the appropriate messages as well as align with the industry's best practices for user experience and search engine optimization. In addition, the new content more completely captured Leisawitz Heller's new brand positioning, showcasing their commitment to clients and established legal experience. V

Benefits

By using the WordPress platform, Leisawitz Heller was poised to make its website a focal point for its future marketing initiatives. The firm also saw significant improvements in user experience, brand consistency, and content creation.

Leisawitz Heller's new website was also configured with a proper Google Analytics deployment, offering ways to measure and gauge the website's performance, including bounce rate, page-specific engagement, traffic referral source(s), and conversion volume (form completions, information requests, content downloads, etc.). Since site launch, Leisawitz Heller has experienced noticeable improvements in key areas, including greater organic search volume, more new visitors, lower bounce rates, and more onsite conversions.

As a result of this project, Leisawitz Heller was able to improve the following issues:

- A new website that reinforced their brand transformation, encouraged new content creation, and maintained to reduce technical issues
- Improved search engine performance (greater organic traffic, new visitors from organic searches, etc.)



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03-15-2013

Case Study: Leisawitz Heller

Source	Organic Searches ? ↓	New Visits ?	Entrances ?
	121.94% ↑ 779 vs 351	97.09% ↑ 948 vs 481	68.06% ↑ 1,405 vs 836
1. google			
Jul 23, 2013 - Oct 1, 2013	653	516	735
Jul 23, 2012 - Oct 1, 2012	282	230	321
% Change	131.56%	124.35%	128.97%
2. bing			
Jul 23, 2013 - Oct 1, 2013	79	64	86
Jul 23, 2012 - Oct 1, 2012	36	29	40
% Change	119.44%	120.69%	115.00%
3. yahoo			
Jul 23, 2013 - Oct 1, 2013	30	26	30
Jul 23, 2012 - Oct 1, 2012	17	14	17
% Change	76.47%	85.71%	76.47%

Figure 1 – A snapshot of traffic data pertaining to organic search.



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Case Study: Leisawitz Heller

Overall, Leisawitz Heller needed a way to increase the reach and visibility of their brand, despite being in business for over 50 years. With guidance from DMG, they were able to use a new website and additional digital marketing tactics to make this happen. After the site launched, Leisawitz Heller was able to incorporate a company blog as well as consistently and effortlessly add regular news items, case studies, and other additional content—all things that would have presented a substantial challenge with their previous configuration.

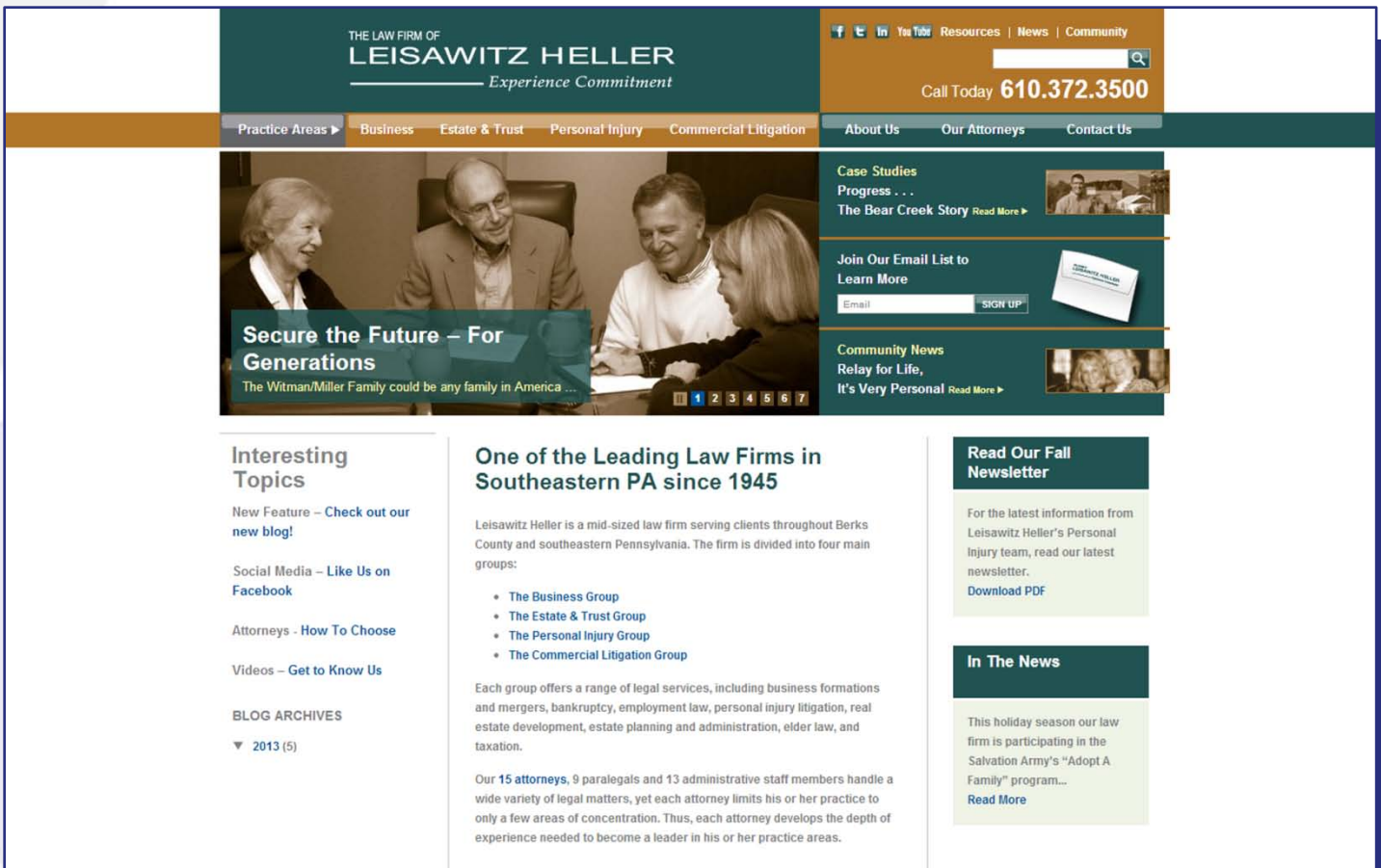


Figure 2 – The redesigned home page for LeisawitzHeller.com



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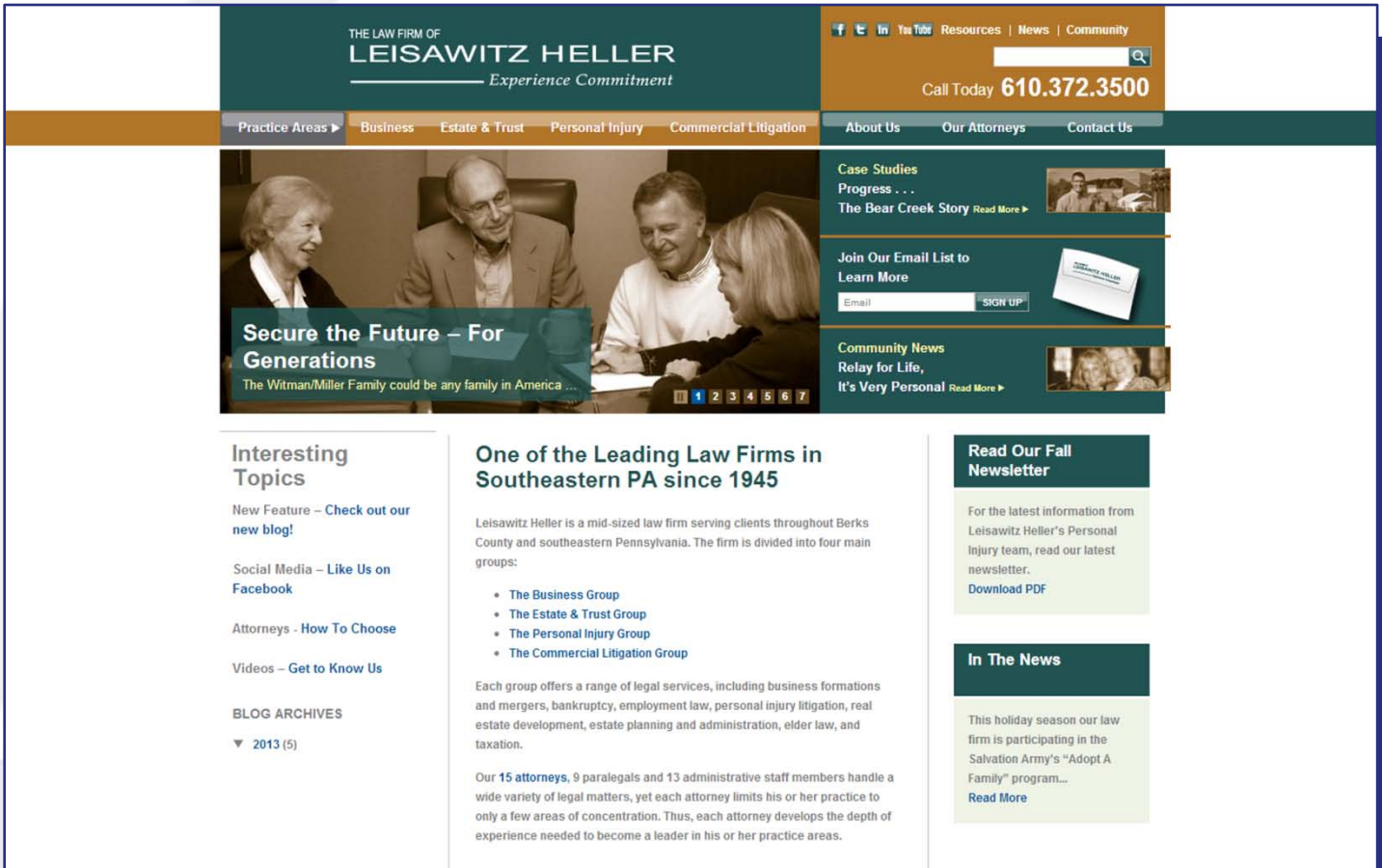


Figure 3 – The effortless incorporation of additional functionality on Leisawitz Heller’s redesigned website (company blog pictured above).