Kentico

abl

Arnold Bloch Leibler

Get Started

LEGAL SERVICES

Sessions increased by

32%

Background

Arnold Bloch Leibler (ABL) is a premium Australian law firm with a history spanning more than 60 years. Before working with Get Started, ABL had a website that was more than a decade old and very much in need of an overhaul.

Goals

ABL wanted to create a site that better reflected the firm itself—a site that captured the essence of the brand and balanced contemporary design and user experience. It had to cater for a diverse audience, from potential and existing clients to media and young digital-native law graduates. The client also needed a content management system that was flexible, robust, and easy for staff to manage.

Challenges

One of the challenges of this site was trying to balance the need for in-depth content with usability. There was a need to strike a balance with the volume of content so that the user feels sufficiently informed without being overwhelmed.

Solution

The standout feature of this site is its design. Get Started was very cognizant of the need to capture just the right tone with the site's look and feel. It had to be progressive, yet still authoritative. It had to feel modern while also paying heed to the firm's history. ABL embraced this challenge and gave Get Started the freedom to lead it into completely new design territory, right down to an evolution of the logo.

Another key feature is the filtering functionality in the Insights & News section. This allows the user to combine filters and subsequently navigate through related content that interests them. Also, pages on the site have CSS print styling to ensure that printed pages, such as the lawyers' biographies, look presentable and professional. This means ABL can just print the page from the site to include as part of its welcome pack to new clients.

From a 'client user' point of view, a number of inter-module relationships have been created to allow multiple areas of the site to be updated simultaneously, resulting in significant time savings for ABL's content admin staff.
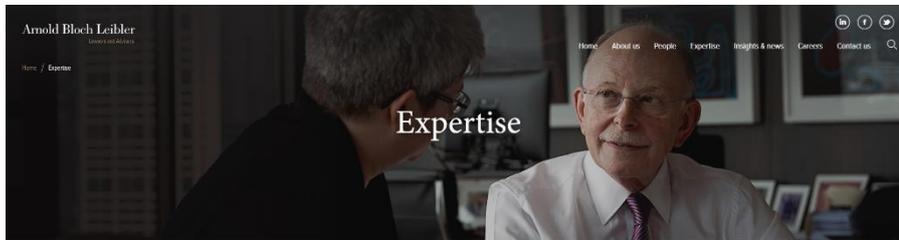
Kentico's flexible content Widgets were used throughout the site to enable the client to control the look and feel of the pages, and to set up the ability to relate pages to other similar pages.

"The investment in a website is significant, so it is important that you have that sense of partnership and that there is a sense that we're all in this together. Get Started were fantastic in keeping us abreast of what was happening with our project."
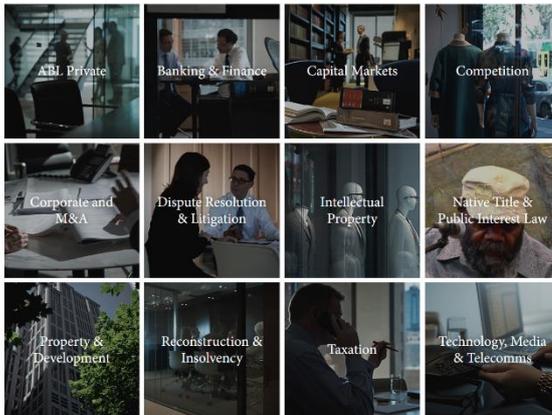

Darren Smith
Marketing Director
Arnold Bloch Leibler

Other Kentico features used included Pages and Media Library modules, and the Forms module for the contact form. Custom tables were also utilised to store data for article categories, offices, and organisation roles.

Results

The website went live in April 2016 and a comparison of data from the new site (May 1, 2016–July 31, 2017) with data from the old site (January 30, 2015–April 30, 2016) yielded the following results:

- Sessions have increased by 32%
- The average session duration has increased by 17%
- The number of sessions from return visitors has increased by 7%
- The bounce rate on the home page has decreased by 19% and page views per session have decreased by 21%
- Views of the contact page have increased by 60%
- The 'People' page views have increased by 13%
- Referral traffic has increased by 32%

Key Criteria for Choosing Kentico

The project entailed a change of CMS for the client, with Kentico being selected for its ability to facilitate a modern design that would still allow for flexibility in managing content. In addition, the Kentico platform

made it easy to develop a responsive site, which is especially important for the graduate market.

Get Started

Get Started has been planning, designing and developing websites and web applications for Australian businesses and organisations since 1999. Get Started have built a broad portfolio of over 500 clients across a range of industry sectors. They have done this by providing expert, experienced and highly energetic service to each and every client. Their business has grown by referrals and word-of-mouth alone and this is a testament to their strong commitment to clients and their web strategy.

Although they have developed structured methodologies for all aspects of their business, they are driven by a desire to break down the stereotypes of unreliable, uncommunicative, and reclusive web designers/developers. They prefer to get on the phone or meet in person than waste time in endless email communication. While they love the web and technology, they also love working with people and making clients' businesses perform better. At the end of the day, their job is to make the web work for your business or organisation and that's what they do – they help you seize the web.

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