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# Frantz Ward Attorneys at Law

## LAW/LEGAL

Frantz Ward is a large Cleveland law firm, specializing in a wide range of legal services and practice areas. The firm is modern and progressive and wanted the new website design to reflect these values, both in visual design and user experience.

Increase in monthly sessions

17%

## Background

Frantz Ward LLP has grown to become one of the premier law firms in the Midwest. The firm serves a national client base, which includes individuals and professionals, small- and medium-sized businesses, and Fortune 500 companies from a single office in Cleveland, Ohio. The firm was established in 2000 and serves clients through multiple practice areas including labor and employment, litigation, construction, bankruptcy/creditors rights, estate planning, healthcare, real estate, and transactional services.

## Goals

The goal was to present all of the many aspects of law that the firm serves in an engaging, visually interesting fashion. Additionally, the client wanted a design that “didn’t look like every other law firm site out there.”

The three primary objectives for Frantz Ward were to:

- Use the website to help identify and attract new clients
- Provide more detailed biographies for their experts
- Put more focus on industries

## Challenges

The Frantz Ward team proceeded with the website redesign thinking about their clients and how to improve the user experience, especially when it came to how users could discover the content that mattered to them the most. The website needed to be uncluttered, open, and accurate.

Responsiveness was a major part of the structure and layout of the page. It was imperative that at every breakpoint the grid-like structure maintained its order and informational hierarchy.

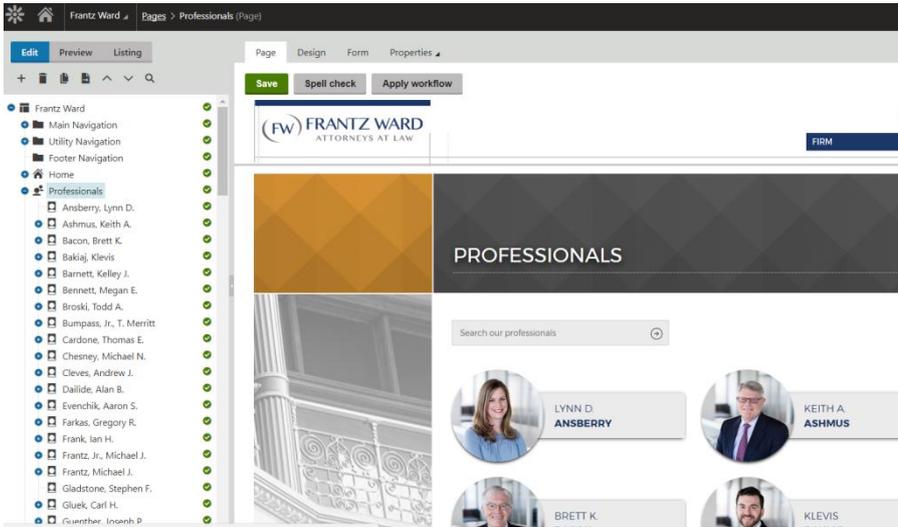
## Solution

The thunder::tech UX and visual design teams worked together to create an interactive homepage that might not be the first-of-its-kind but was completely unexpected in the legal industry.

A tile-style interface was developed that allowed Frantz Ward to easily update the site with legal news, blog entries, awards and recognitions, event announcements, and special alerts.

The design was purposefully flexible and enabled by Kentico to allow the client to upload relevant photos as backgrounds of the tiles or, if no image was available, default to a library of colored textures. thunder::tech also designed a series of custom icons to add another level of navigation and usability to the site.





## Results

- Frantz Ward wanted a dynamic and modern representation for the firm, and this new website allows pages to be easily crawled, indexed and ranked for key terms.
- A robust yet intuitively simple page content strategy that allows clients and users to navigate to the information they prefer more quickly.
- A digital transformation of a well-known and well-respected law firm.

## Key Criteria for Choosing Kentico

Kentico provided the many features that allowed for a well-defined website content strategy and governance. The versioning, the page type, and template framework, as well as the flexible and intuitive management interfaces, gave Frantz Ward management reliability and the effectiveness needed on the front end.

- Custom Page Templates
- Custom Page Types
- Custom Web Parts
- Robust Blog and Related Content
- Expert Bios

## thunder::tech

thunder::tech has extensive Kentico experience in all sizes of projects from nonprofits and small business to Fortune 500 clients. We are one of Kentico's top partners in the United States. With ten sites of the month, thunder::tech is the second most awarded partner in the US and ranks within the top five globally.



thunder::tech  
3635 Perkins  
Cleveland, Ohio 44114 USA

225 W. Washington St. Suite 2200  
Chicago, Illinois 60606 USA

400 Renaissance Center Suite 2600  
Detroit, Michigan 48243 USA

Kelly McGuire  
888-321-8422

[kelly.mcguire@thundertech.com](mailto:kelly.mcguire@thundertech.com)  
<http://www.thundertech.com/kentico>