

Case Study

Leigh Day

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Industry

Law & Legal

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Goals and Challenges

Leigh Day are one of the UK's leading law firms specialising in the more complex aspects of personal injury and human rights law. The company is committed to providing access to justice and the highest quality legal advice to claimants only. This admirable approach coupled with expertise has led to many great victories against global corporations, insurers and state bodies.

MMT Digital's relationship with Leigh Day started way back in January 2011. At this time Leigh Day wanted a completely new CMS system as their existing one was complicated to use and not very flexible. MMT Digital are a Gold Partner of the CMS software company Kentico and recommended this platform to Leigh Day, who were happy to adopt Kentico and have been extremely happy with their decision as their site is now far easier to manage.

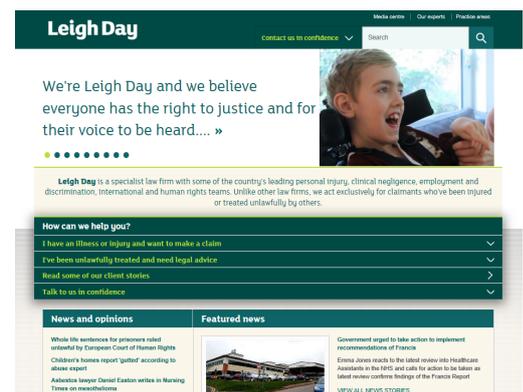
Fast forward almost 2 years and Leigh Day approached MMT Digital with a new project. They wanted to create a new look and feel to their branding which would also involve revamping their website. Part of this process was to migrate the new website design into Kentico once more. At the forefront of Leigh Day's requirements was the desire to improve the user experience and make access to content simpler via improved navigation and in-built search tools.

Recognising the current and future trends of how people use the internet, the law firm also expressed their desire for the site to work perfectly on all device screens such as mobiles and tablets.

Solution

In terms of making the site easier to navigate and thus improve user experience, Kentico's custom tables and Smart Search were paramount to the success of the project as was the flexibility of Kentico to incorporate responsive web design.

MMT Digital are advocates of responsive web design (provided it is performed correctly i.e. focussing on content first, not device!). We have even written a couple of blog posts on this subject. Therefore we discussed with Leigh Day the benefits of working this way as opposed to an alternative approach such as a dedicated mobile version of the site, and advantages such as a responsive site being a lot more cost effective.



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“Due to the excellent client relationship that we already had with MMT, we were keen to work with them again on our new web site design which would be a key element in the launch of our new brand identity. Running the project on an Agile basis through daily scrums proved to be very effective in keeping the project on schedule and being able to identify very quickly any issues or decisions that needed to be taken. They always provide us with sound advice with regards to web technology and we have been delighted with the mobile responsive abilities of our new site.

It is a pleasure to work with MMT and I would highly recommend them to other organisations that are seeking an agency where high quality work and excellent client service is their top priority.”

Sharon Steward,
Head of Marketing,
Leigh Day

MMT Digital and Leigh Day tried to incorporate elements from the Agile Manifesto on this project, in particular having daily scrums with the project team. This helped build a great relationship between the client and ourselves. Daily contact between both companies ensured complete transparency ran throughout the project and release to market was achieved in the quickest time possible.

Results

The reception to the new website has been excellent and the early analytic data is certainly encouraging in terms of visit duration and the number of unique visitors, with the latter showing an uplift in visitors of 25% per month since January 2013.

The amount of visitors accessing the site via mobile is also significant, increasing up to 30% of all visitors per month since May 2012. Needless to say, the decision by Leigh Day to invest in a site that would look great on all devices has been justified.

Key criteria for selecting Kentico CMS

Leigh Day wanted a platform that could be managed easily by their content editors and have flexibility in terms of document types, widgets and page templates. They also wanted a search facility to help users find the right expert for them. They can search by “Area of expertise”, “Name” and “Position”. Kentico’s in-built search features meant we could easily setup complex search functions to meet their needs whilst providing quick results at the same time.

Leigh Day also recognised the importance of having a site that looked and worked perfectly on all devices which is why they wanted it to be fully responsive. Kentico’s Master Page features allowed us to build the site on a responsive framework that would be consistent throughout the site, whilst also allowing us to apply individual CSS Media Queries on a page template basis.

