



www.gowlingwlgcareers.co.uk



Gowling WLG – transforming online recruitment

MMT Digital

LEGAL SERVICES

MMT Digital delivered the new careers microsite for global law firm Gowling WLG, the first step in transforming the firm's online recruitment. The site has received extremely positive feedback from key stakeholders and successful results include a 137% increase in sessions.

Site visitors have increased by

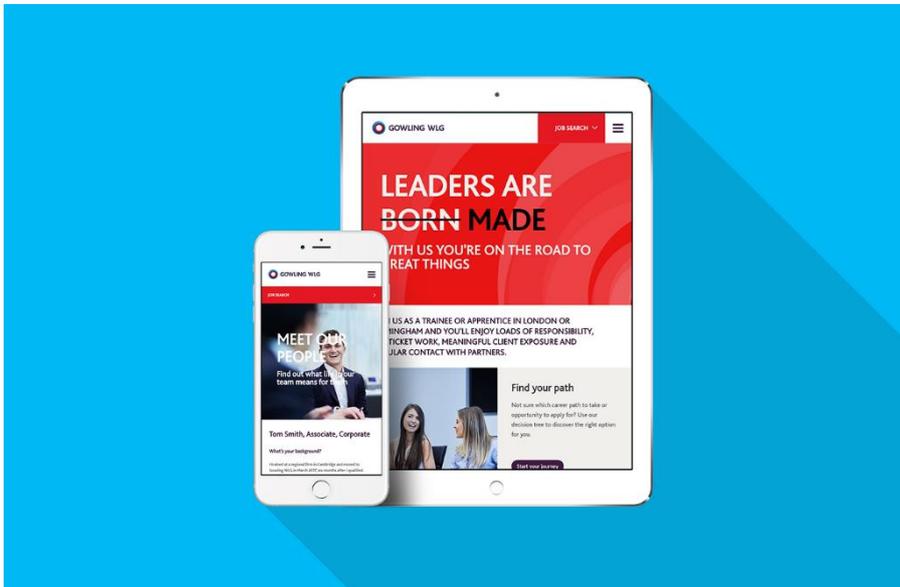
105%

Background

Since its combination last year, Gowling WLG has seen significant change in organisation, people, and process. Online recruitment activities had been handled differently in various regions and the aim of this project was to deliver a new standard that, if successful, would be rolled out to all the firm's main regions worldwide.

Goals and Challenges

- Create a new careers microsite to allow Gowling WLG to stand out amongst its competition, going against the traditional approach to careers sites within the legal sector.
- The site needed a striking new design and a smooth user experience to position Gowling WLG as an authentic, bold, and creative law firm, as well as a recognised and respected employer of choice.
- This website needed to set a new standard that, if successful, could be rolled out on a global scale to the firm's main regions.
- There was a short, non-movable deadline for the project as the site needed to be launched in time for the September graduate recruitment fairs.



Solution

MMT Digital created a smooth user experience and implemented a striking new design that stands out amongst the firm's competition. The biggest challenge on the project was time. MMT Digital only had a short period of time in which to get the site live in time for the upcoming careers fairs.

Everything in the site is content manageable and MMT leveraged the widget approach within Kentico to rapidly produce

components/features that could be deployed to the staging environment. Using content staging and Kentico Continuous Integration, alongside MMT's own deployment processes within Azure, the team at Gowling WLG could create content as development continued in parallel. This approach enabled MMT to pick up on amendments quickly while continuously delivering features so that pages could be built up gradually that allowed the short deadline to be met.

The site has been integrated with a third-party job board that pulls through the latest jobs, ensuring that the site is completely up to date.

Results

The site has received extremely positive feedback from key stakeholders at Gowling WLG and when comparing the site performance in September 2016 to September 2017 (following the launch), there have been several improvements:

- page views have increased by 400%
- sessions have increased by 137%
- users have increased by 105%

September is a particularly important month for Gowling WLG and it was crucial to get the site live to target graduates during the recruitment fair season. It is clear from the statistics that there was a huge increase in traffic and engagement compared to the previous period. In addition to this, the most visited area of the site during October 2017 was the student area, which had 57% of the page views across the site, proving that the site was effectively promoting graduate jobs at the right time.

Key Criteria for Choosing Kentico

- Ease and flexibility of content management
- Ability to integrate with third-party systems



MMT Digital

With almost 40 developers and marketers, MMT Digital has the largest in-house Kentico team in Europe and the U.S. The team includes one of only two Kentico Most Valued Professionals (MVPs) in the UK – the highest possible Kentico award for a developer. Furthermore, MMT Digital is one of only ten partners globally to have been named a Kentico Quality Expert after passing Kentico's Partner Quality Audit.

MMT Digital has won 21 Site of the Month and Site of the Year Awards for clients such as Wiltshire Farm Foods, Allergan, BGL and BACARDI. With over nine years' Kentico experience, MMT Digital knows how to get the very best out of the Kentico platform and ensure our clients achieve the most commercial digital solution possible. For some it's about increasing page views to boost customer engagement, while for others it's about linking conversions to revenue. No matter the objective, MMT Digital knows how to deliver a successful Kentico project and transform business performance. It's what they do.



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