



THE LEGAL PROFESSION

New Ogletree Deakins Website Engages it's Audience



When creating a new Website – or reworking an existing one – it's important to make it easy to find information and give visitors multiple ways to interact with your law firm.

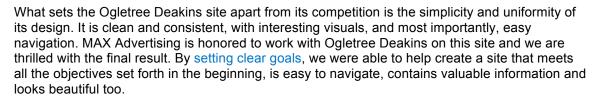
Creating a website is a daunting task for any law firm. You can't just snap your fingers one day and have a new one. It takes a lot of up front planning and strategic thinking to make it work well. Ogletree, Deakins, Nash, Smoak & Stewart, P.C. (Ogletree Deakins), one of the nation's largest labor and employment law firms, took just this approach. And after a year in the making, the firm is pleased to announce their new site is up and getting great reviews.

So what makes this site different? First of all, they wanted to focus on enhanced functionality, easier navigation and stronger visitor interaction. The site meets all of these goals with it's tabbed format which better organizes the data and makes it easier for users to find news and information relevant to their needs. The search functionality allows users to find exactly what they need in a heartbeat, whether they are looking for information by office location, practice area, events or even publications of interest. Visually, they wanted to mirror their current branding and the look of their advertising campaign. This was accomplished with a colorful banner on the top of each page that grabs your attention and provides a glimpse into the philosophy that drives the success of Ogletree Deakins.

As with all law firm websites, attorney bios are the most viewed pages, and here, users are able to view specific information about individual attorneys with one simple click. Not only can you find the traditional information such as experience, education and professional activities, but there is also a tab for press coverage. And for those that would rather see all bio information on one page, there is an option to download a PDF of a full bio, as well as links to their email address and v-card to make contacting an individual attorney that much easier.

One of the greatest features is the ease with which visitors can view upcoming events and search for the one they want by location, topic, keyword or date. If you find one you want to attend, all you have to do is click the "register" button, and you are signed up to attend without leaving that page. In addition, Ogletree Deakins has expanded their social media presence by adding a Twitter feed to their page, so visitors can easily follow them on Twitter, or for those that are not on Twitter, you can see what they have posted recently right there on their site.







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