

EDUCO Web Design review: Website Design and Development for Litigation Firm

Project summary

🔧 Web design | 💰 \$10,000 to \$49,999 | 📅 Sep 2, 2013

Project summary:

The client is a personal injury law firm. They wanted a more professional, conservative design for their website. They also wanted to increase their ability to obtain client leads through the site. EDUCO Web Design migrated the old content to a new framework, created a polished and modern design, and added tools for business development.

Feedback summary:

The new website has attracted higher traffic and plenty of new leads for the client. They've also received positive feedback from clients and other firms. EDUCO Web Design was an absolute pleasure to work with. The client has already recommended them to others.

"They were exceptionally professional, responsive, and very patient. They were just fabulous to work with."

Details:

BACKGROUND

Please describe your company and your role.

We are a personal injury law firm. My role is administrative director, which means I manage the business. I wear many different hats, among them is the responsibility for our search engine optimization, our website maintenance, and a number of other marketing things that go along with that.

OPPORTUNITY/CHALLENGE

When you approached them, what was the business challenge that you were trying to address?

We had a website that had not been updated in several years, and it was very antiquated. It wasn't functioning properly. We were looking for someone to help us update it and to make the design a little more polished and conservative because of the nature of the work that we do.

Did you have any specific business goals for the project?

We wanted to increase traffic, but also with the idea that if we were successful in increasing traffic, that what we were increasing traffic to reflect the values and the culture of the firm.

SOLUTION

Interview

Administrative Director, Cooney & Conway

👥 51-200 employees

📍 Chicago, IL

Quality: ★★★★★
 Schedule: ★★★★★
 Cost: ★★★★★
 Overall rating: ★★★★★
 Willing to refer: ★★★★★

What was the scope of the project?

It was a complete overhaul of the website design, content, and buildout. They did all the frames and migrated pages that we had. We added to pages that we had, but they built out a framework. It was pretty significant redesign.

They put us in touch with an SEO firm because we did have a firm that we were not satisfied with. They also helped [refer us to] a photographer-videographer to create the visual elements that we wanted to put into the design. They've also been helping with other things, such as our banner ads.

Did they also provide training and support?

They have provided training to the extent that we need to have some editing done to the pages. We have a maintenance contract with them. So, they still do some of the heavy lifting on that side of things.

How long did the project take?

Eight or nine months from our first meetings to the actual launch. But, their timeline was our timeline. They laid out for us what we needed to do, and we worked around that. At that time, we had no one with any IT experience. So, they were very patient with our learning process.

When was this website launched?

In September of 2013.

What was your process for selecting EDUCO Web Design to work with?

We've had some prior contact with a couple of other Web designers, so we approached them. I just happen to know one of the principals at EDUCO, so I reached out to him as well. We put out a request for proposals, and we selected EDUCO based on their proposal.

The biggest reason [why we selected EDUCO] is that they seemed as interested in doing the project for our benefit as we were. The other firms that we talked about were very quick to tell us how great they were and show us all their great designs. EDUCO was more interested in finding out what we wanted. I think they wanted to work with us because our website was a little bit different than they were used to doing. They were more retail oriented, and this is a service business. I think it was as much of a challenge for them to re-orient their process as it was for us to work with somebody who didn't really know our business and had to learn that as well. But, they made it about us instead of about them.

Can you give us a sense of the size of the initiative in terms of cost or personnel work hours?

I can't give it to you in personnel work hours, although I'm sure if I looked back at the proposals, they followed their contract pretty closely. They were extraordinarily organized on keeping us to task and noting what was done, what had to be done, and timelines, and site maps, and all kinds of stuff. It's been really great for us because we really didn't have any idea how this process worked.

Under which of our listed cost ranges would it fall?

Between \$10,000 and \$50,000.

RESULTS & FEEDBACK**What were the results of the project?**

We get new clients often through our website. We didn't previously have anything on the website that invited someone to click and register or request more information. So, EDUCO inserted a box that people could click to request for more information and provide their contact information. So, that's attracted more business to the site.

They fixed some broken links, which also helped us get more business back to the site. They're working with our SEO firm to do some internal marketing. Our organic traffic to the site is increasing each month. I think that's a result of both the SEO work as well as the site itself.

We've also had some positive comments from clients who have seen it, from other law firms who had viewed it and talked to our partners about it. So, it is getting some good traffic. All the employees are very proud of it.

How do you feel EDUCO Web Design performed?

They were exceptionally professional, responsive, and very patient. I can't even think of enough adjectives to say about how well they worked with us. My understanding of IT is very rudimentary, and they were so good at explaining it and making sure that we understood what was going on, and solicited questions all throughout the process, and kept us up to date. They were just fabulous to work with.

Was there anything unique or special about them compared to other companies that you might have worked with before?

One of our partners who had worked with the previous website was very impressed. As I said, EDUCO made it feel as though it was their privilege to work with us, rather than our privilege to work with them, which was the sense that we had gotten from the other Web designers.

Looking back on the project, is there any area that you think that EDUCO Web Design could improve on or that you would do differently?

I can't think of anything. They did exactly what they said they were going to do. There were no surprises. Even the little technical hiccups that you would get because something didn't launch quite right. As soon as they knew about it, they fixed it immediately.

They never lost their perspective. Nothing ever got tense. They always made sure that issues were resolved quickly. I can't think of anything negative to say.

For the following questions, we ask that you rate EDUCO Web Design on a scale of one to five, with five being the best. What would you give them out of five for the quality of their work?

Five.

For schedule, as in being on time and meeting deadlines?

That was five for sure.

For cost, as in value for your money and sticking with the original estimates?

It didn't go above budget at all, so I'd have to say five.

Overall score out of five?

Five.

How likely are you to recommend EDUCO Web Design to a colleague out of five?

I would recommend them to anyone that calls and asks. In fact, I have recommended them. I would, without hesitation. Five.