



**BIRKETT
LONG**
SOLICITORS



New Website for Lawyers Creates Strong Corporate Image

The Challenge

Essex based Birkett Long Solicitors wanted a website that reflected their professional image and substantial reputation. Although not newcomers to an online presence, they acknowledged that their existing site was not interactive enough and failed to accurately reflect their corporate identity.

Employing 145 people over 3 Essex offices, the firm has a broad range of specialisms for commercial and individual clients. The site had to be relevant to these clients, plus contacts and business partners. Easy navigation was essential, as was dynamic interaction including tips on new legislation, press releases, newsletters, and seminar dates.

The Solution

Coastdigital was selected from a short-list of suppliers on grounds of their strong business sense, product flexibility, and impressive history of similar site creation. Refresh™, Coastdigital's content management system, promised continual development of the site in-house: a critical aspect to the firm both financially and in terms of speed of response to client enquiry.

During the build phase Birkett Long had access to a pilot site where their ideas took shape. Deadlines were set for each stage of the design and build, and even in a complex project such as this, every one of them was met.

The Result

The new site has been greeted with great enthusiasm, a response that has encouraged Birkett Long to collate feedback and ideas for development. Clare Hamlet, Birkett Long's Marketing Manager, describes the working relationship with Coastdigital: "What impressed us initially was their total business focus, but as well as being professional, the team were friendly and helpful. We felt as though we were handing our project to them and in return receiving a new site where they had begun a development process that we could continue in-house. This is just the beginning...!"

Visit the site at www.birkettlong.co.uk or find out more about Refresh™ at www.refreshcms.com