



THE MATTE PAD

MARKETING KNOW-HOW FOR
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.



What sets the Ogletree Deakins site apart from its competition is the simplicity and uniformity of its design. It is clean and consistent, with interesting visuals, and most importantly, easy navigation. MAX Advertising is honored to work with Ogletree Deakins on this site and we are thrilled with the final result. By [setting clear goals](#), we were able to help create a site that meets all the objectives set forth in the beginning, is easy to navigate, contains valuable information and looks beautiful too.



Welcome to The Matte Pad! Here you'll find tips, trends and tools to help the busy legal marketing professional. I hope you'll find this content valuable and practical. Information on the latest social media trends, creative ideas and marketing strategies that you can use at your law firm or in your legal marketing department.