

# Putting the case forward for digital excellence

## Client

ABR Solicitors

## Industry

Legal

## Project

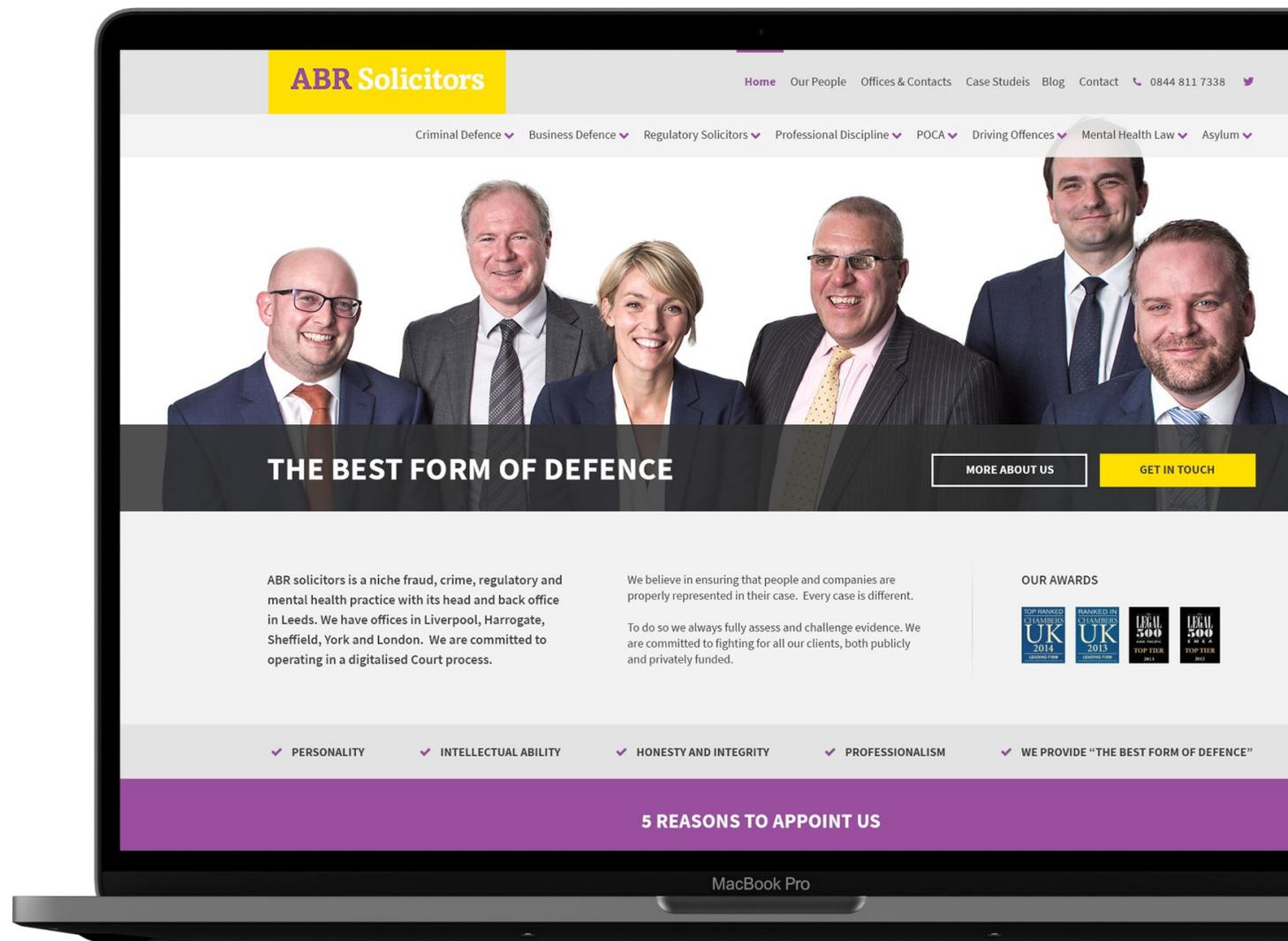
Website design and build

## Focus

Enhance ABR's online presence

## Success

Drive targeted, regional traffic to specialist services



## A bit of **background**

ABR Solicitors specialise in criminal defence, including fraud, crime, mental health and prison law practice. Their head office is based in Leeds, but they've forged a reputation nationally as one of the very best.

**Their mission is simple:** to provide their clients with the best form of defence in the pursuit of justice.

Whether representing individuals or companies, they're committed to treating each case on its own merit and with the right level of attention, dedication and representation.

Their wealth of experience and well-maintained professional relationships with other barristers, solicitors and expert witnesses means **they've become a go-to choice for those seeking independent representation.**



## The **opportunity**

The nature of ABR Solicitors' work means they're often dealing with people or companies who have nowhere else to turn. **Their clients are often at their lowest, with their livelihoods at stake**, either in need of immediate representation to fight a charge, or to pursue legal action having been a victim of wrongdoing.

Their current website was professional, listing their services, locations and so on – but it fell short when it came to:



**Driving  
organic traffic**



**Multi-device  
responsiveness**



**Ease of  
navigation**

In order to help those most in need of independent representation, **it's critical that ABR Solicitors' website and legal services are visible and accessible.**

They needed a website that would help drive traffic to their various UK offices – and we knew we could **use our technical excellence to help solve these challenges.**

The bespoke, WordPress website we would build for ABR Solicitors would use the latest SEO best practices and top design principles – resulting in optimised service and location pages, to **attract much higher, better quality levels of site traffic.**

## What we **did**

First, the current website. We needed to assess which elements were performing well and what improvements were required to help ABR Solicitors achieve growth as a practice.

Although information about the company's services, sub-services and office locations were on the site, it wasn't easily accessible for users visiting the site.

To combat this, **we designed a site map that clearly detailed how the user journey would flow**, highlighting how users would navigate between services and sub-services, before directing them to a location nearest to them.

Once we'd established a baseline, our designers could begin to mock-up what the new site would look like and how it would function across different devices. **This was one of the primary reasons we chose to build the site using WordPress.**

Not only is WordPress an intuitive CMS that would allow the team at ABR Solicitors to create, edit and publish content seamlessly, but it's also a designer's dream. It offers designers the **flexibility and freedom to create** a website that's totally unique in appearance, but with relatively minimal effort.

After the designs had been signed off by the team, our development team was ready to begin bringing them to life. The build consisted of the following key steps:



### CMS

Building the initial Wordpress content management system



### Frontend

From fonts to colours, everything that users interact directly with



### Importing content

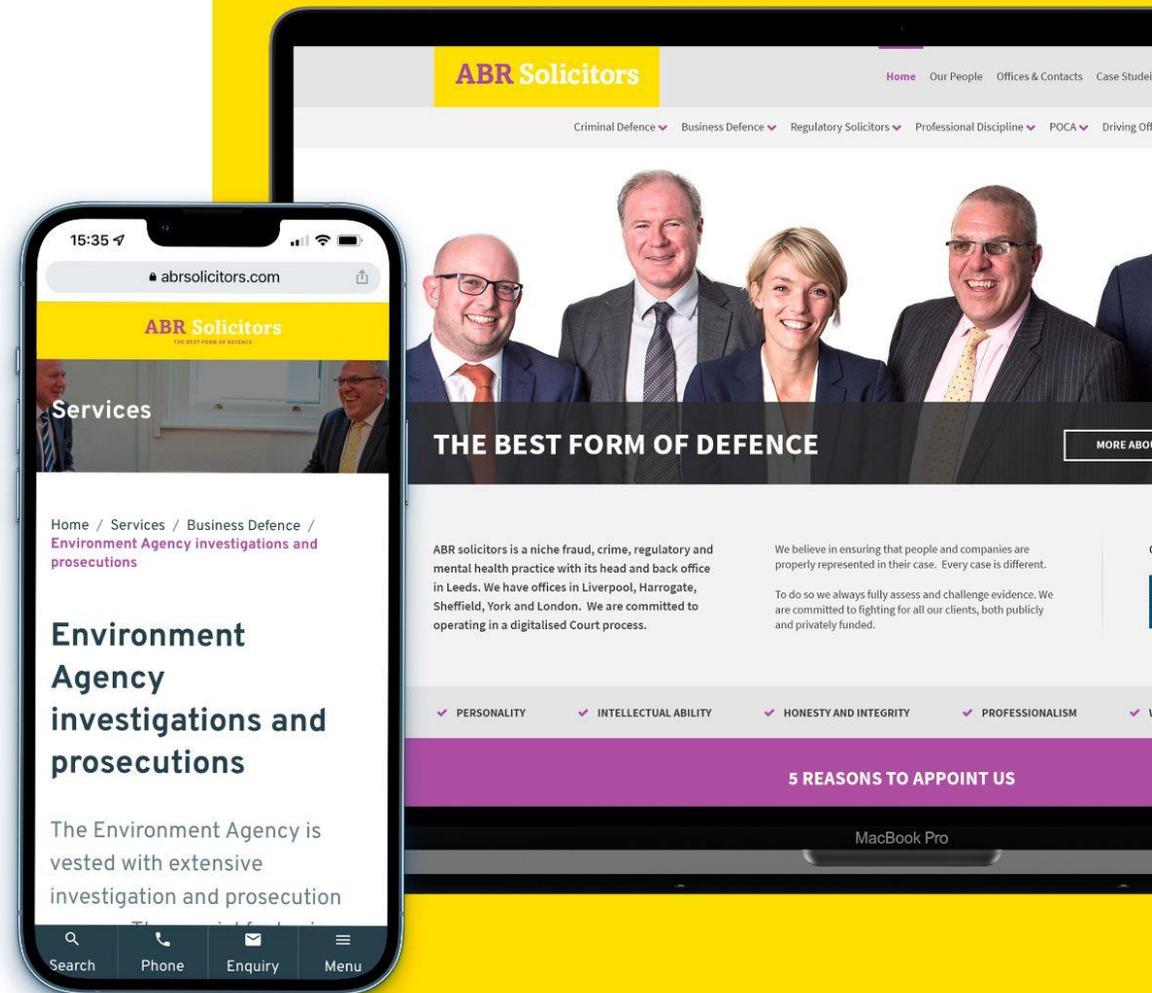
Ensuring the successful transfer of all original content, and correct redirect implementation



### Testing

Thorough, detailed QA testing prior to the official site launch

As a final measure, we made sure that all **written content was optimised and adhered to the latest SEO standards**, installing Google Analytics on the site so that the team could monitor and analyse the improvements that had been made by our team.



## The Results

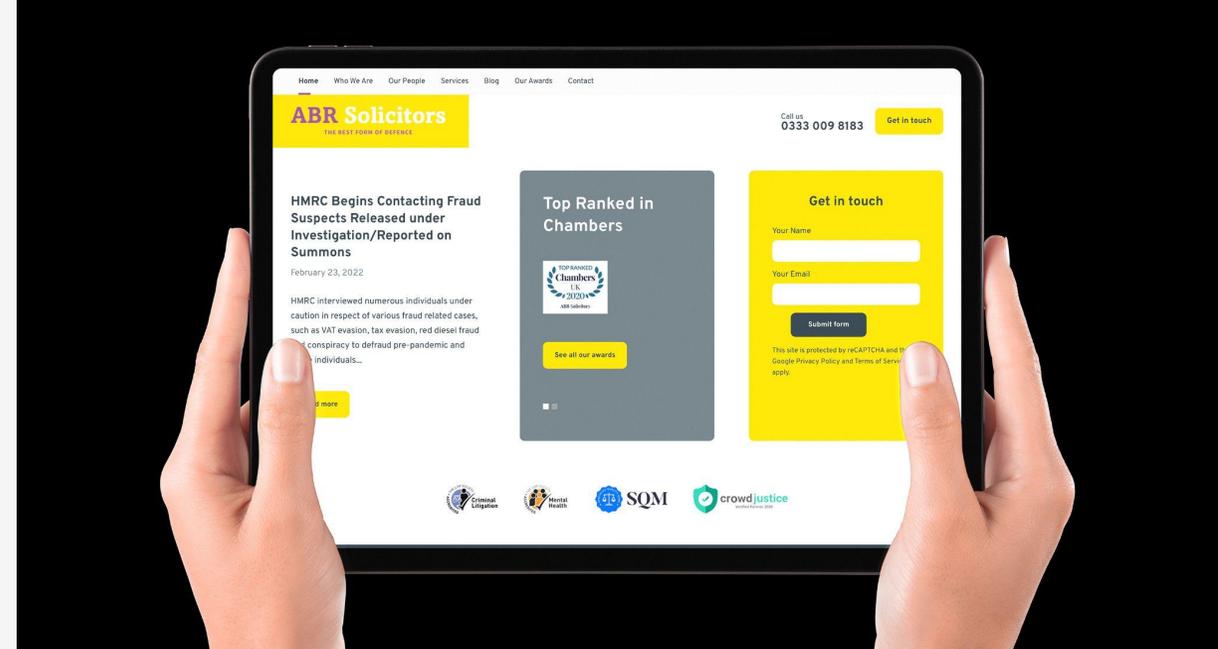
When ABR Solicitors approached 6B to help build a new website, they had one clear goal in mind: **increase the volume and quality of leads coming through their website.**

After our work was complete, we were able to run AdWords reports to not just tell, but *show* their team exactly how well their new online presence was performing compared to their previous solution. We targeted a number of keywords that we identified during the research phase of the project, and then made sure content on the site was optimised for these phrases.

After **just one month**, our reports showed:

- a **significant increase in impression** share for existing campaigns at **44.75%** (compared to the closest competitor at just 27.63%)
- **site visits and overall enquiries improved** with a click through rate of 3.09% – which, given the time it can take for search engines to index pages and traffic to normally pick up within the first quarter of a site launch, was a fantastic early sign of growth

6B created a professional looking website for ABR Solicitors, **using cutting-edge design features that breathed new life into the business and how they were perceived online.** But crucially, the website was now able to quickly guide users to the information they needed, translating to more business for the company.



**Looking to accelerate**  
your next digital project?

**Let's talk today**



Chat to our **Business Development Manager** and let's get started.

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