

## Experience:

### Carpenter & Capt, Chartered, Attorneys at Law

[Dynamic Attorney Database Project]

| **eStrategy**

• | **Web Development**

• | **Deployment**

| **Marketing**



#### Challenge:

Carpenter & Capt wanted to upgrade their existing site from a single page listing to a full fledged web site that provided information on their company, their practices, recent legal developments and links to other important sites, as well as detailed biographies of the staff at Carpenter & Capt. They were unsure how to get this accomplished.

#### BuzzBoltMEDIA's Approach:

BuzzBoltMEDIA provided three interface designs from which to choose, as well as a site map of the pages involved in the project. Once the interface was chosen, BuzzBoltMEDIA began the build-out, assisting the client in organizing their content, and reworking photos for the site.

Since Carpenter & Capt's business revolved primarily around immigration law, the site was optimized for search engine rankings utilizing key words and phrases popular in searching for lawyers that concentrate in immigration law.

#### The Result:

Robert Carpenter, founding partner of the firm said, "We understand that the Internet can provide additional opportunities for our services, particularly with its inherent global accessibility. We think that BuzzBoltMEDIA understood our vision and were able to make it a reality."