BuzzBoltMEDIA.com

WHERE MARKETING MEETS TECHNOLOGY

Experience:

Freeborn & Peters, Attorneys-at-Law

[Site Redesign Project]

- | **eStrategy**
- | **Web Development**
- | **Deployment**
- | **Marketing**

The Challenge

Freeborn & Peters was in the process of engineering an entirely new web presence. With more than 100 lawyers showcased on their existing site, maintenance was a challenge. They had decided to utilize dynamic components to serve lawyer biographies, practice profiles, press releases, events and more. The scope of the web site kept growing, ensuring that the launch deadline would be increasingly difficult to achieve. They looked for outside help to review their progress thus far and recommend a strategy that would ensure the project's success.

BuzzBoltMEDIA's Solution

BuzzBoltMEDIA reviewed Freeborn & Peters' prototype for code robustness, browser compatibility, link and spelling errors, navigation and interface challenges, then provided a report which specified recommendations on how to proceed. The plan consisted of breaking the development plan into smaller chunks, enabling the client to launch a new site in six weeks. This plan was accepted.

In-house staff at Freeborn & Peters had developed a distinctive design for the web site that they wanted to keep. BuzzBoltMEDIA integrated the design components into a new navigation scheme and interface. Existing content was reformatted, and the client's site was launched in four weeks, two weeks ahead of schedule.

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