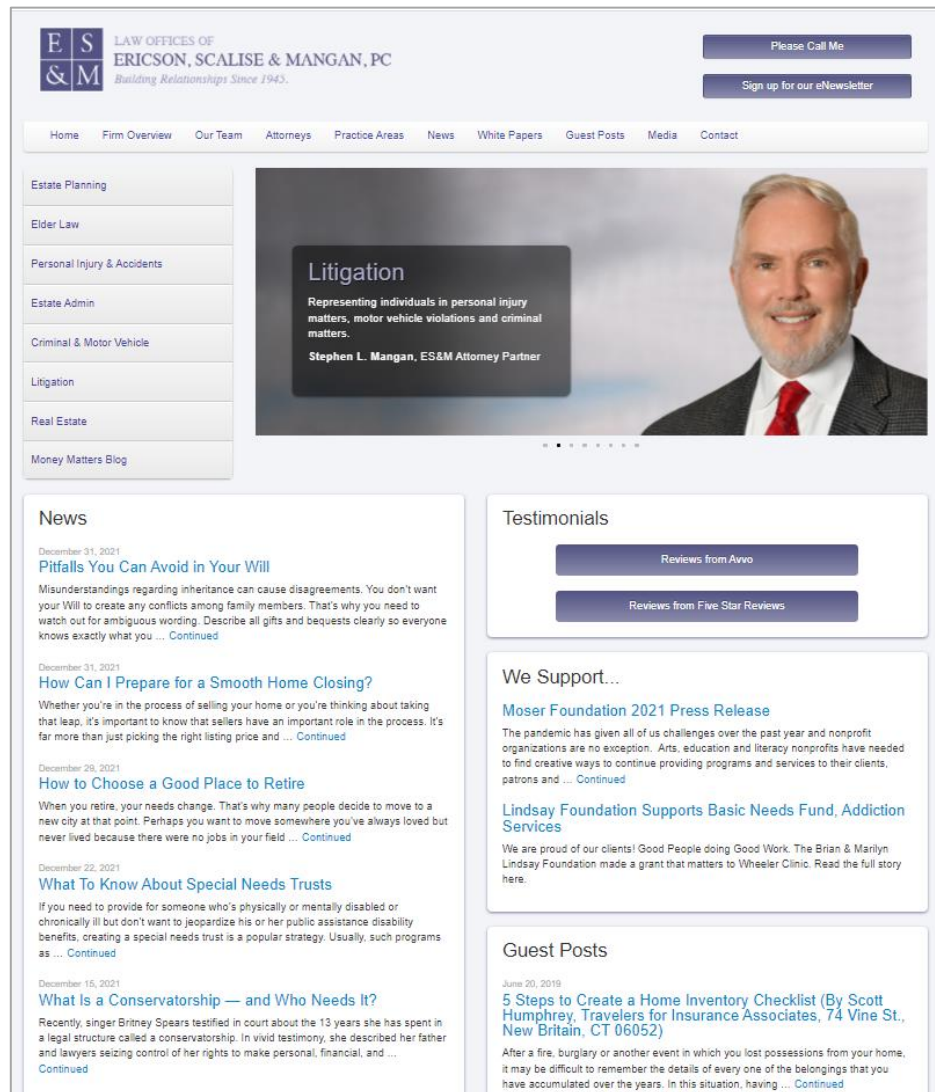
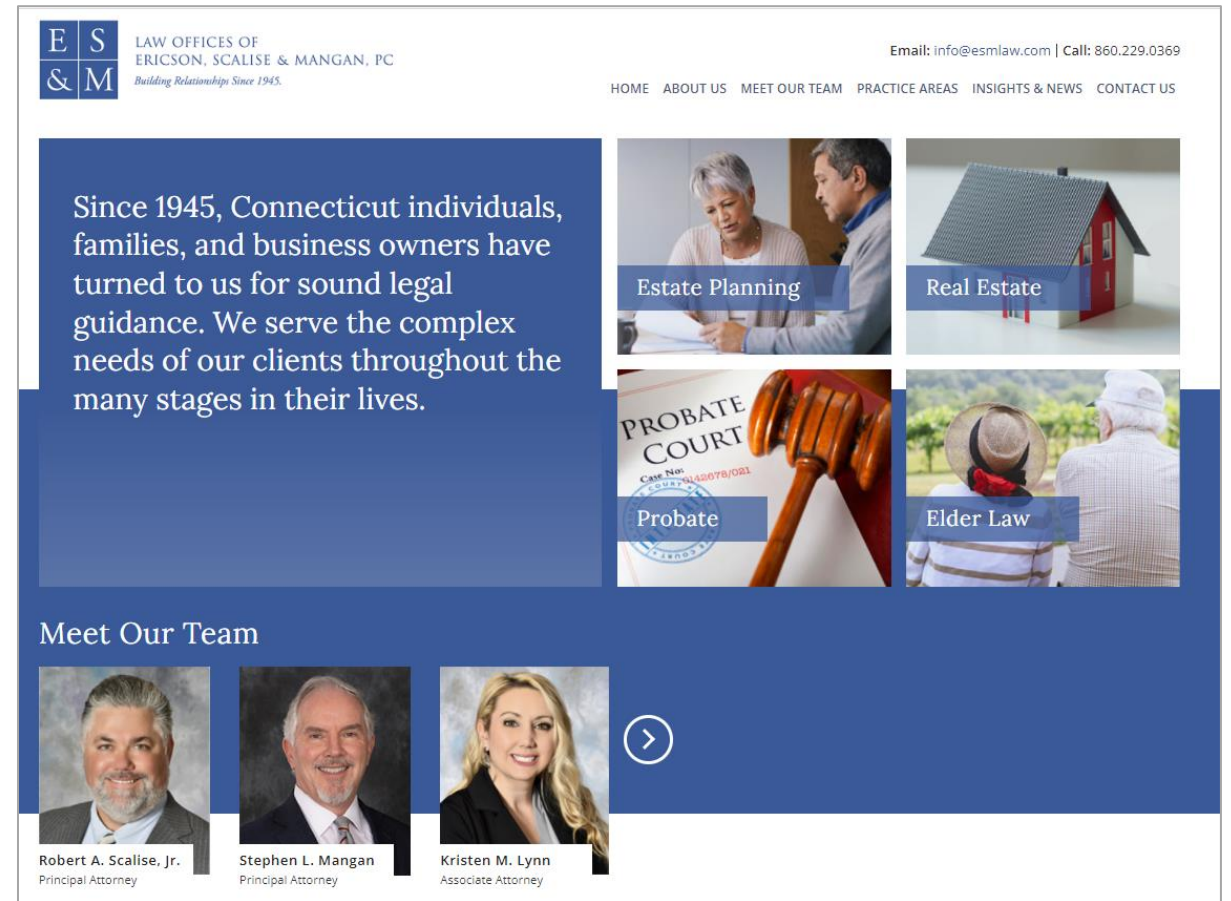


# Strategic consulting and Marketing Management of Project: Create & launch new website for a Law Firm

**Old Site** – very text-heavy, light on images, text combined on one page hindering organic SEO and page indexing, dull user experience



**New Site** – modern, more pages for indexing to drive organic SEO, more photos, more responsive user experience



Old Site – bios were combined on one page hindering organic SEO and page indexing

The screenshot shows a website header for "LAW OFFICES OF ERICSON, SCALISE & MANGAN, PC" with a navigation menu. Below the header, there are two columns of attorney bios. The first column features Robert A. Scalise, Jr., Principal, with a photo, a list of practice areas (Estate Planning, Elder Law, Estate and Trust Administration, Business Law, Probate, Real Estate), education (Bates College, Western New England School of Law, University of Miami), and several award logos including NAELA and Avvo. The second column features Stephen L. Mangan, Principal, with a photo, a list of practice areas (Real Estate, Criminal and Motor Vehicle (DUI), Estate Planning & Administration, Personal Injury and Accidents, General Litigation, Family Law), education (Washington and Lee University, Cumberland School of Law), and a "Trusted & Verified" badge.

New Site – modern, more pages for indexing to drive organic SEO, more photos, more responsive user experience

The screenshot shows a dedicated page for Robert A. Scalise, Jr. The header includes the firm's name, contact information (Email: info@esmlaw.com | Call: 860.229.0369), and a navigation menu. The main content area features a large photo of Robert A. Scalise, Jr. on the left, followed by his name in a blue box. Below the photo, his contact information (Email: RScalise@esmlaw.com, Phone: 860.515.3399) and an Avvo profile link are provided. The text describes his legal career, starting in 1989, and lists his memberships in the Connecticut Bar Association, NAELA, and various community organizations. It also details his volunteer work and past roles in community organizations. The page includes two columns of "Areas of Practice" and "Education". At the bottom, there are several award logos, including NAELA, Avvo Client's Choice Award 2019, and a "Trusted & Verified" badge.

Old Site – no photos in this section

The screenshot shows the old website's News section. At the top left is the logo for LAW OFFICES OF ERICSON, SCALISE & MANGAN, PC, with the tagline "Building Relationships Since 1945.". To the right of the logo are two buttons: "Please Call Me" and "Sign up for our eNewsletter". Below the logo is a horizontal navigation menu with links: Home, Firm Overview, Our Team, Attorneys, Practice Areas, News, White Papers, Guest Posts, Media, and Contact. On the left side, there is a "Categories" sidebar with links for Estate Planning, Firm News, Guest Posts, and We Support... (highlighted). The main content area is titled "News" and contains four article cards. Each card has a title, a post date, a short paragraph of text, and a "View Post" link. The articles are: "Pitfalls You Can Avoid in Your Will" (posted Dec 31, 2021), "How Can I Prepare for a Smooth Home Closing?" (posted Dec 31, 2021), "How to Choose a Good Place to Retire" (posted Dec 29, 2021), and "What To Know About Special Needs Trusts" (posted Dec 22, 2021).

New Site – renamed "Insights & News" and photos were added.

The screenshot shows the new website's Insights & News section. At the top left is the logo for LAW OFFICES OF ERICSON, SCALISE & MANGAN, PC, with the tagline "Building Relationships Since 1945.". To the right of the logo is the contact information: "Email: info@esmlaw.com | Call: 860.229.0369". Below the logo is a horizontal navigation menu with links: HOME, ABOUT US, MEET OUR TEAM, PRACTICE AREAS, INSIGHTS & NEWS, and CONTACT US. The main content area features three article cards. Each card has a featured image, a title, a short paragraph of text, and a "Read More" button. The articles are: "How to be an Executor" (with a photo of hands holding a pen), "The Ins and Outs of Title Insurance" (with a photo of a hand holding a key), and "Big Myths of Financial Planning" (with a photo of financial documents). On the right side, there is an "Archives" section with links for Company News, Elder Law, Estate Planning, Probate, and Real Estate. Below the Archives is an orange "Sign up for our Newsletter" button with a "Sign Up Here" link.