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Our work

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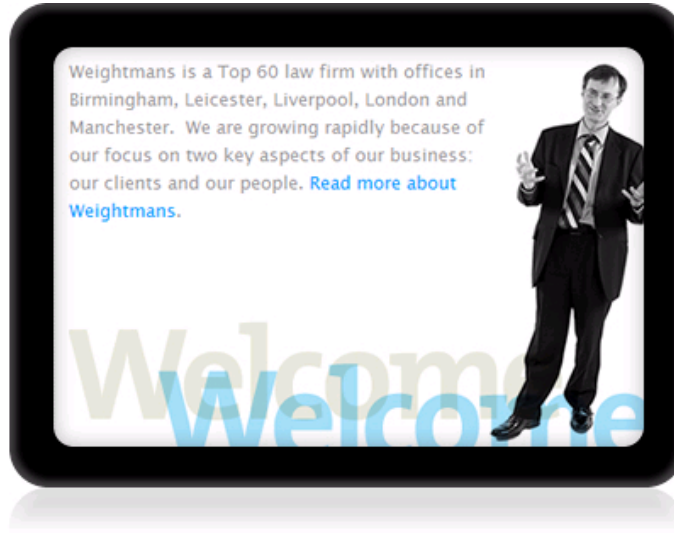
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Search engine optimisation

## Weightmans LLP - new website, new status

### The Challenge

To create a content-rich website that truly reflected the top 60 legal firm's extensive knowledge and reputation, within a tight deadline to coincide with the firm's conversion to LLP status.



### The Solution

We designed an information architecture which is simple and intuitive for website visitors to navigate. Comprehensive correlation between different pieces of information through a content management system ensures the seamless delivery of results based on individual client's search criteria. The site's crisp, clean design reflects Weightmans' professional and people-centric ethos, and, in line with best practice, is accessible to W3C WAI level AA standards for visually impaired site visitors.

### The Results

"We've been extremely impressed with the way Connect has handled our website development," says marketing director Sarah-Jane Howitt. "The deadline was tight, with only six weeks from start to finish. Connect has been professional, responsive and easy to work with and has delivered a fantastic website which has exceeded our expectations."

<http://www.weightmans.co.uk/> (opens new window)

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