

Making a difference

Not just another web design and marketing agency

1 Why Use Jellyfish?

Jellyfish Creative is a full service print and new media design consultancy with over 15 years experience in website design and with real experience in the Legal sector. What separates us from the rest is our ability to produce solutions that are commercially driven; for your firm this translates into creating a website that doesn't just look pretty, but one that also increases your business and enhances your brand visibility.

“Everything we do is focussed on creating additional revenue for your practice”

We have been trading successfully for 15 years and during this time have worked with clients from a broad range of market sectors. However, we have gained particular experience in the professional services sector having provided solutions for companies working in law, insurance, financial services and property.

Our legal client list includes a variety of both large and smaller practices:

- Matthew Arnold & Baldwin
- Brignalls Balderston Warren
- Standley & Co
- McGrigors; Russells
- Manches
- Quastels Midgen
- Boyes Turner
- Miles & Partners
- Hodge Jones & Allen
- Hempsons
- DMH Stallard
- Pierre Thomas

2 Our Legal Experience

Our experience means we have gained a real understanding of working with legal firms. Projects we have completed range from brand strategy, logotype, advertising, direct mail, newsletters and brochure ware to e-marketing, second generation web design and development, bespoke content management and administration systems, online applications, service modules, database design and document management solutions.

2.1 Lexcel standards

Jellyfish are also familiar with the “Lexcel” standard and are happy to give advice and guidance on internal risk management and document approval and set-up processes, which will apply to your website set-up and management.

2.2 LLP Conversion

We have worked with a number of law firms going through LLP conversion and so have particular experience with the requirements outlined for both print and web based communication.

2.3 Standards

Our websites are built to current W3C web standards for XHTML and CSS. Our administration and content management modules are backed up with an understanding of Lexel standards. We have implemented these processes for a number of our clients.

With regards to “browser plug-ins” and “accessibility” issues, ALL our sites are built to WCAG guidelines.

3 Our approach to web design

We have developed an innovative way of looking at websites; defining the profile of users and creating information paths for their journey. In layman’s terms, it’s about getting the right information in front of an individual in order to help them make a decision.

Legal sites are broken down into three revenue streams; the first is new business, the second up-selling and the third is recruitment. Within the first you have two areas...private and business law, each with multiple components. All in all...a lot of information, which is why 99.9% of legal sites are a mine field of links and poorly, laid out information. What makes us different is our ability to break this content down into clearly defined paths.

We do this by creating “Quick links”. These channel our identified user groups to specific content. Content that we know drives their decision making process.

Quick links are broken down into three categories. Primary are concerned with separating your user groups (identified above). Secondary links promote the brand, services, its values, and your uniqueness as a partnership. Tertiary links give access to support information that backs up your valued proposition.

The content on your website should deliver on the following. We know that this is the subconscious rationale that drives the decision making process.

- Service – Do you offer what I need?
- Established – How long have you been delivering this?
- Expertise – How good are you?
- Delivery – What makes you different?

The way you present this will have a direct effect on how your brand is perceived. In a nut shell it’s your shop window and plays a major part of the market adoption process.

The market adoption process, the awareness of your brand, retention, the way you deliver your services, lead generation, attitudes, purchasing processes and so on will be governed by the look and functionality of

your site. Getting it right is so important. We know that form follows function; however we believe that the two are inseparable. Great web design is a marriage of the two.

Our sites following the following processes before they go to the design and build stage:

- Site scoping – Identification of the objectives of the site
- Brand & service scope – Understanding the brand, services, revenue stream and client profiles
- SEO plan – On and off page identification
- Site mapping – Creating a site map and prioritising structure and content
- Wire-framing – Using a preliminary site map, lay the site out according to a grid structure

4 Great content

We also know that good websites have great content; this keeps your target audience coming back time and time again. Many additional support features can be employed to help with this, including bespoke extranet module such as our document storage application that enable your clients to gain access to their “matters”.

Our experience in the market has seen us build up a number of relationships with online suppliers of legal content; such as legal news, libraries, briefings, RSS feeds and news letters.

It is not meant as a replacement for your own content creation, but merely a support. Dynamic content like this helps enormously with search engine rankings and which are an effective way of channelling new private and corporate clients to your website. What's also great about this type of content is that it builds up a community of users...which means people keep coming back to your site, time and time again.

Getting users to interact with a site means you can get them to also contribute content. We employ the latest web 2.0 technologies on our sites, allowing users to upload and publish content to Twitter, Blogs and Social Networking sites such as Facebook, MySpace etc. Content can also be bookmarked and sent to colleague both internally and externally.

Subscribing content can come from a variety of sources, not just the team administering the site. We have created a Blog and Forum template that can be branded to your partnership. It's a great way of getting partners to contribute up-to-date information and create topics of interest. It's a growing area of interest for a number of law firms who have found a surprising up-take by partners buying into this.

Another area of interest is the growing number of legal sites that are adopting “chatroom areas”. These are simple applications to build and could be used in appropriate service areas where clients might need a little more information. It's not for everyone, but worth considering if it fits the profile of your existing clients and new prospects.

5 Capturing your audience

We take the methodology adopted by the online retail sector and mirror this across both commercial and private services by creating the following:

- Your next step – A clear call to action; this could be one or all of the following. Contact name and number, request form or on-line chat module.
- Support information – Give the viewer access to information that can support your offering. This can be related articles, case studies or white papers or example.
- Up-selling – You might be interested in the following services. Matching

6 Making your site visible

Visibility and connectivity on the web are intrinsically linked. We build our sites with SEO in mind, not as an after-thought. Our aim is to get your website ranked by the top search engines through on an off page activity, link generation and paid per click where required. (See SEO section in your proposal)

7 Managing content

Our sites contain bespoke content modules which enable assigned staff to add, edit and remove both static and dynamic content throughout the site. We have a number to select from including;

- News
- Events and seminars
- Staff directory
- Document and media library
- Careers
- Customer survey
- FAQ's

Content can even be managed by your clients through a “Profile” module. Here they can manage how the site communicates with them; how they are sent updates, news feeds, articles and so on.

8 Account Management

Our studio is supported by a dedicated account management team who will ensure the smooth running of your project. We keep you up to date on your project's progress with regular update reports and budget tracking. Whether your job is large or small, we know you'll want us to reduce your workload rather than add to it; so we'll coordinate all aspects of your project from start to finish.

9 Project Management

Our Extranet (BaseCamp) allows our clients 24-7 access to any live and archived project work. It assigns ownership, timelines and milestones and allows you to view and comment on work whenever you require. We can also give you an accurate breakdown of the time spent on any part of a project.

Because we know that your time is precious; once a project is up and running, we give our clients the flexibility of meeting remotely. Our partnership with CISCO allows us the use of Webex to host online meetings via your web browser. We can host multiple attendees, manage the meeting schedules and discuss and review any element of your project.

10 Contact Details

We hope you find this proposal of interest. Should you have any queries, or if you would like to proceed with the project, please contact Jason Campbell on 01604 233933 or email: jason@jellyfishcreative.co.uk

References from our current clients can be supplied on request.
