

.....After

BALDWIN & ROBINSON: New Website

.....Before

A Modern & Clear Design



www.baldwinandrobinson.co.uk

The Brief

To create a user friendly website that reflected the firm’s personalities as well as their professionalism. As well as being easy to navigate and use, Baldwin & Robinson needed their site to be a hub of information.

As part of the website project Consortium also undertook a brand refresh. The firm wanted a modern clean modern feel to the brand.

Consortium work in collaboration with clients, we spend time getting to know them, understanding the business and creating the right solutions for them and their brand.

We worked with the Consortium business Solutions team on the development of our new website and they delivered on everything they promised.

We picked them because we felt that they really understood our brief and vision for the site”

Challenges

In addition they wanted the website to represent the local community in which they work as much as possible, this we achieved through new photography for use as incidental shots throughout the site.

Baldwin and Robinson Law is a bright young firm with personality. The challenge to get their personalities and friendly approach across to the visitor, while maintaining professionalism was achieved through very careful selection of the right photographer and careful copy creation.

How the site is performing

Their new website site has attracted a lot of positive feedback including a competitor Law firm contacting Baldwin & Robinson directly to inquire who created the website.

Web traffic is growing steadily with organic traffic showing the most growth since going live.

Services

In order to carry out the project Baldwin and Robinson used the following services from Consortium:

- Strategic brief creation
- Brand refresh
- Web design
- Development
- Copy Writing
- Project management



"They were always responsive and helpful and gave sound advice when asked. Furthermore, their assistance in helping us to project manage the new site was invaluable. We wouldn't hesitate to recommend them." – Mandy Robinson