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CASE STUDY

Ferrer Law Group

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Lourdes Ferrer
FOUNDING PARTNER

www.ferrerlawgroup.com



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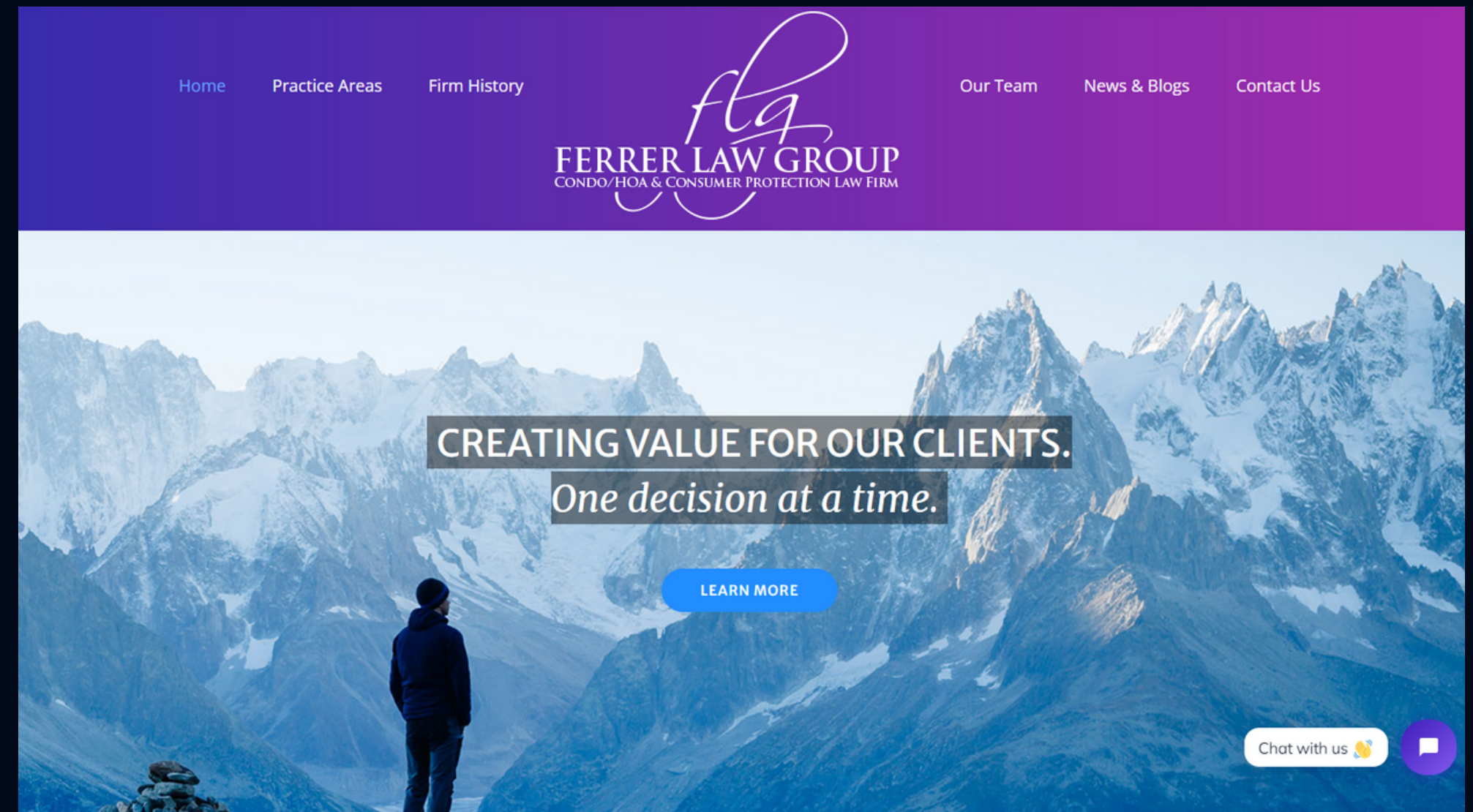
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Client Overview

Law Firm Sites was engaged to develop a new website design for the Ferrer Law Group.

Ferrer Law Group is a boutique firm, offering the quality of services clients normally receive from more robust firms, with a personal focus and unique expertise that improves the litigation results for condominium owners, homeowner associations and homeowner protections.

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Ferrer Law Group has a broad trial practice with an emphasis on Homeowner Association Law, Commercial Litigation and Consumer Protection. These practice areas frequently have interconnected legal issues, providing our clients with the opportunity to receive legal representation from an attorney who has developed specific experience handling related legal matters.

The firm provides legal representation to individual consumers, property owners, investors and businesses. The firm's attorneys strive to provide value-advice that translates into actual solutions for its clients. We have a strong philosophy in handling legal matters on a proactive rather than reactive



Law Firm Sites provides a service above and beyond any other agency I have ever encountered. They offer a responsive, expert team of marketers and developers that guide you through the process from stage one to post website launch.

They act as a trusted partner to my firm and show the value of their work with every action.



Lourdes Ferrer

FOUNDING PARTNER

Challenge

The firm started a website design process in 2012. The agency partner was unresponsive, offered little guidance or recommendations as to the new website design and put a lot of the heavy lifting onto the firm.

The entire process took an inordinate amount of time to come to fruition, and the results were less than satisfying. Ferrer Law Group set out to find a new website design partner to achieve a better result.





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Solution

The teams worked together collaboratively and developed the new website, with the team at Law Firm Sites leading the charge with detailed recommendations and attention to detail deeply seeded in their digital legal industry expertise.

Initially seeking a branding and design update, the firm contracted with Law Firm Sites to achieve these goals.

Through the website design and brand update process, the firm experienced the highly customized and focused law firm marketing services offered by Law Firm Sites.



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Results

The new design improved the firm's overall search presence and engagement with site visitors.

As a result of the successful website design project, Ferrer Law Group Better has expanded their service relationship with the firm over the last 4 years and they have seen a significant increase in quality client contacts and cases from their website.

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