

Case Study

DLA Piper

User-centric website



THE CLIENT

DLA Piper is one of the largest legal service providers in the world, and one of the top ten law firms in the UK. The practice covers all the main services and sectors you would expect to find in a top-ten law firm, as well as the world's largest real estate practice.

THE PROJECT

- Design, develop and manage a dedicated website for DLA Piper's real estate practice
- The website's core aim was to supply clients and potential clients with detailed information on a range of property investment issues – sale and purchase, leases, taxation etc – from a number of European jurisdictions
- The main objective of the website was to present each country's information in a way that let investors compare key investment data for each jurisdiction, thereby clarifying investment opportunities and making key decisions easier

THE CHALLENGES

- To design a website that is in line with core brand values
- To build a website using dynamic content features
- The website had to be designed to appeal to a wide range of existing and potential clients from various jurisdictions
- A further challenge was to make the website search engine-friendly, with the ability to be optimised on an ongoing basis through a variety of SEO techniques
- And last but not least, to build a website that is easy to maintain up to date for the marketing teams

THE SOLUTIONS

- A web design that is entirely user centric, focusing on "questions" and "solutions"
- A simple navigation system to deliver the fastest access possible to key information. By reducing the number of clicks needed to reach the key information, the website provides a smooth user experience, thereby increasing traffic and reducing bounce rates
- A website that is powered by our cost-effective yet highly functional content management system (CMS), MySource Matrix. This CMS is very user-friendly, enabling web managers and other contributors to update and amend content quickly and easily. SEO is also easily manageable through this CMS

THE RESULT

- Intendance has developed a public-facing website that provides DLA Piper's clients with a highly functional information resource to assist their investment decisions on a pan-European level. This visually appealing site is a valuable marketing tool, boosting DLA Piper's collection of online services
- The website is built with scope for future extensions and improvements in mind, enabling DLA Piper to keep up with future developments in the fast-moving and competitive global real estate market

