



Law Firm Overhaul

Project Brief

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TEAM GMO

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Meet Team GMO



Gavin Hall



Molly Linder



Olivia Shapiro

Gavin Hall, a journalism graduate from Georgia State University currently pursuing a master's in Emerging Media from the University of Georgia, is a seasoned content developer at Equifax. Proficient in Figma, Canva, writing, and UX, Gavin excels in creative collaboration, skillfully tailoring his communication to diverse tones, voices, and audiences, ensuring engaging content that resonates effectively.

Molly Linder brings a dynamic blend of journalism and emerging media expertise to our team. A University of Georgia alumna, she holds a bachelor's in Journalism and is pursuing a master's in Emerging Media, boasting proficiency in Adobe Creative Cloud, Figma, Canva, and UX. Molly thrives in collaborative settings, finding joy in troubleshooting and networking.

Olivia Shapiro, a University of Georgia alumna in Journalism pursuing a master's in Emerging Media, brings a fusion of design, public speaking, and technical skills to our team. She's passionate about seeing projects evolve from inception, thriving in collaborative environments while striving to enhance outreach quality.

Part I

Project Pitch

Project Pitch

Reed Leeper, P.C. is undergoing a significant transformation following a firm split, and our project revolves around a comprehensive branding and digital presence overhaul to meet their evolving needs. Our deliverables encompass a fresh branding strategy, complete with a new logo and business signage, alongside the creation of a comprehensive style guide to ensure consistency. We are also developing a user-friendly website using WordPress.

This project addresses the challenge of rebranding and digitally revamping Reed Leeper, P.C. in the aftermath of a firm split. Not only do we aim to create a professional and accessible website adhering to W3C standards, but we also strive to craft content that communicates their legal expertise in a clear and approachable manner, catering to individuals with legal expertise and those without. Our goal is to set them apart from other law firms in the area while maintaining the high standards of accessibility and professionalism expected in the legal field.

Our client boasts a stellar reputation for providing successful legal representation over several decades, serving a diverse clientele in state and federal courts. Our focus is on delivering a website that aligns with their current business needs. We aim to offer them a **modern, accessible, and user-centric** digital presence that not only reflects their expertise but also facilitates ease of understanding for all visitors, regardless of their legal background.

Part 2

Definition, Justification, & Exploratory Research



Definition

Purpose Statement

We are constructing a **modern, accessible, and user-centric** digital presence that not only reflects their expertise but also facilitates ease of understanding for all visitors, regardless of their legal background.

Product Overview

Our project encompasses a comprehensive rebranding and digital transformation following a firm split, equipping them with a fresh branding strategy, user-friendly WordPress website, and social media templates to bolster their online presence and competitiveness.

Problem & Solution

Proposed Solution

The division within the law firm triggers a series of rebranding and redesign initiatives, beginning with the transition from "Busch, Reed, Jones and Leeper, P.C." to "Reed Leeper, P.C." Our aim is to create an easily recognizable logo that is simple yet professional. In tandem, the upcoming website revamp simplifies content delivery by decluttering pages and ensuring web accessibility. Our efforts address the immediate challenge of realigning our client's digital identity and presence to better serve their clientele and maintain a competitive edge.



Above & Right: Current-State Branding with Previous Partners



Proposed Solution

We are constructing a modern, accessible, and user-centric digital presence that not only reflects their expertise but also facilitates ease of understanding for all visitors, regardless of their legal background.

Research

Jones & Swanson

This firm has unique features on their website such as 24-hour support as well as very established name and client base. Digital platform aside, Jones & Swanson is close in proximity to Reed Leeper, P.C, they are next door to each other. Jones & Swanson specializes in personal injury while RL practices various areas of law, so when clients face the decision on who to seek out for personal injury attorney's it will likely come down to reviews and referrals.

We liked how personable their website is, it feels as though you are getting to know their attorneys while scrolling through their web pages. This is something we hope to integrate into the Reed Leeper website.

On the other hand, the 24-hour support is a bit much for our client, Reed Leeper, P.C. They feel their response time to phone call and contact form potential clients is efficient enough that this feature is unnecessary within their practice areas.

Cobb Law Group

This firm is a direct competitor in the construction law, which is a niche that Reed Leeper also specializes in. Cobb Law Group also boasts a 25-year tenure, whereas Reed Leeper, P.C. amounts to 14 years of operation under their previous names.

Their website is their downfall, as it feels very cluttered and showcases more words than imagery. Our hope is to include a balance of imagery and text throughout the new Reed Leeper website to make it more inviting.

Cobb Law Group also appears closer to the top of a Google Search, so we hope to integrate keywords throughout the new Reed Leeper website so that it appears on top of their competitors in a search engine.

Our Client



Jeff Leeper and **Chad Reed** are the named partners of the firm, and our clients.

Mr. Reed attended Auburn for his undergraduate degree and obtained his J.D. at UGA School of Law. He joined the firm in 2003 and is barred in Georgia, North Carolina and Tennessee.

Mr. Leeper attended the University of Georgia for his undergraduate degree and Cumberland School of Law to obtain his J.D. He joined the firm in 2006 and is barred in Georgia, Florida and Texas.

Reed Leeper, P.C. is formerly known as Busch, Reed, Jones, and Leeper, P.C. The firm's primary areas of practice include construction litigation, personal injury, real estate, and wills & estates. Their team consists of five attorneys, each with a diverse range of legal expertise.

Technology



Wordpress Driven

In response to client preferences, there is a desire to transition from external web management to an internal staff member responsible for website maintenance and updates. To facilitate this shift, we have determined that a WordPress website is the optimal choice. WordPress offers a user-friendly interface and, in conjunction with GoDaddy as the hosting provider, ensures seamless updates with bug fixes and new features.

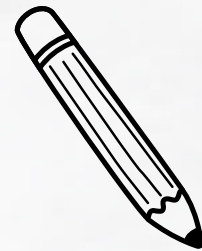
This arrangement also enables clients to directly engage with GoDaddy for the application of any necessary bug fixes, making it a convenient and efficient solution for ongoing website management and upkeep.

Key Features



A **WordPress website** that features a contact page, a “Meet the Legal Team” page, dedicated pages for each practice area, and blog posts.

A **new logo**, incorporating their recent name change, is intended for use on merchandise, email signatures, letterheads, and building signs.



With a commitment to **accessibility**, our objective is to craft our deliverables in an aesthetically pleasing manner that caters to a diverse clientele. Our key accessibility features include a language translate option, an accessibility button with multiple features, and a simple approach to presenting content.

Milestones

Alpha

- Finalized logo
- Branding Guidelines (Style Guide)
- Website Framework and Content



Beta

- Enhanced Website & Content
- Fully Functioning Blog Component



1.0

- Review Website Efficacy & Impliment Edits Based on Feedback

Milestones

Alpha

- Finalized logo
- Branding Guidelines (Style Guide)
- Website Framework and Content

New Brand Guidelines

We meticulously crafted a comprehensive style guide, defining everything from branding elements and fonts to logos and color guidelines for our client.



Logos



R-Llaw.com
770-424-1934



639 Whitlock Avenue SW
Marietta, GA 30064

Tel: 770-424-1934
Fax: 770-424-5205

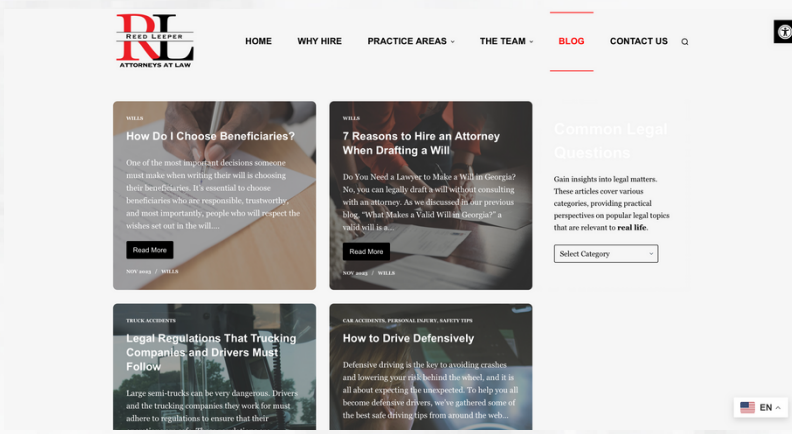
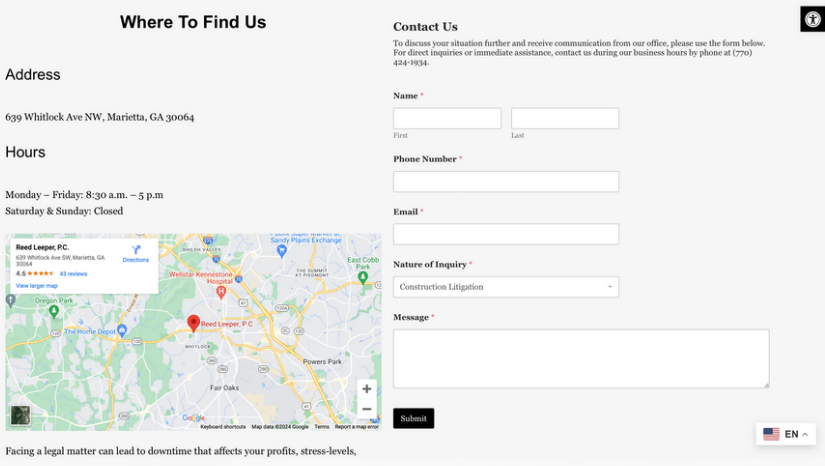
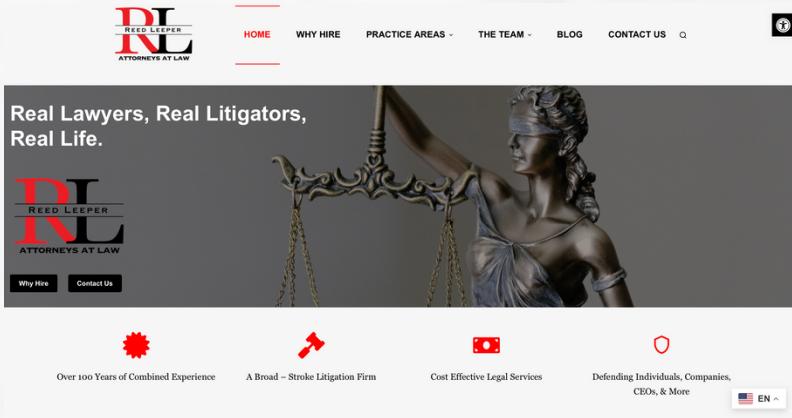
R-Llaw.com

[Watch Our Alpha 100% Presentation Here](#)

Milestones

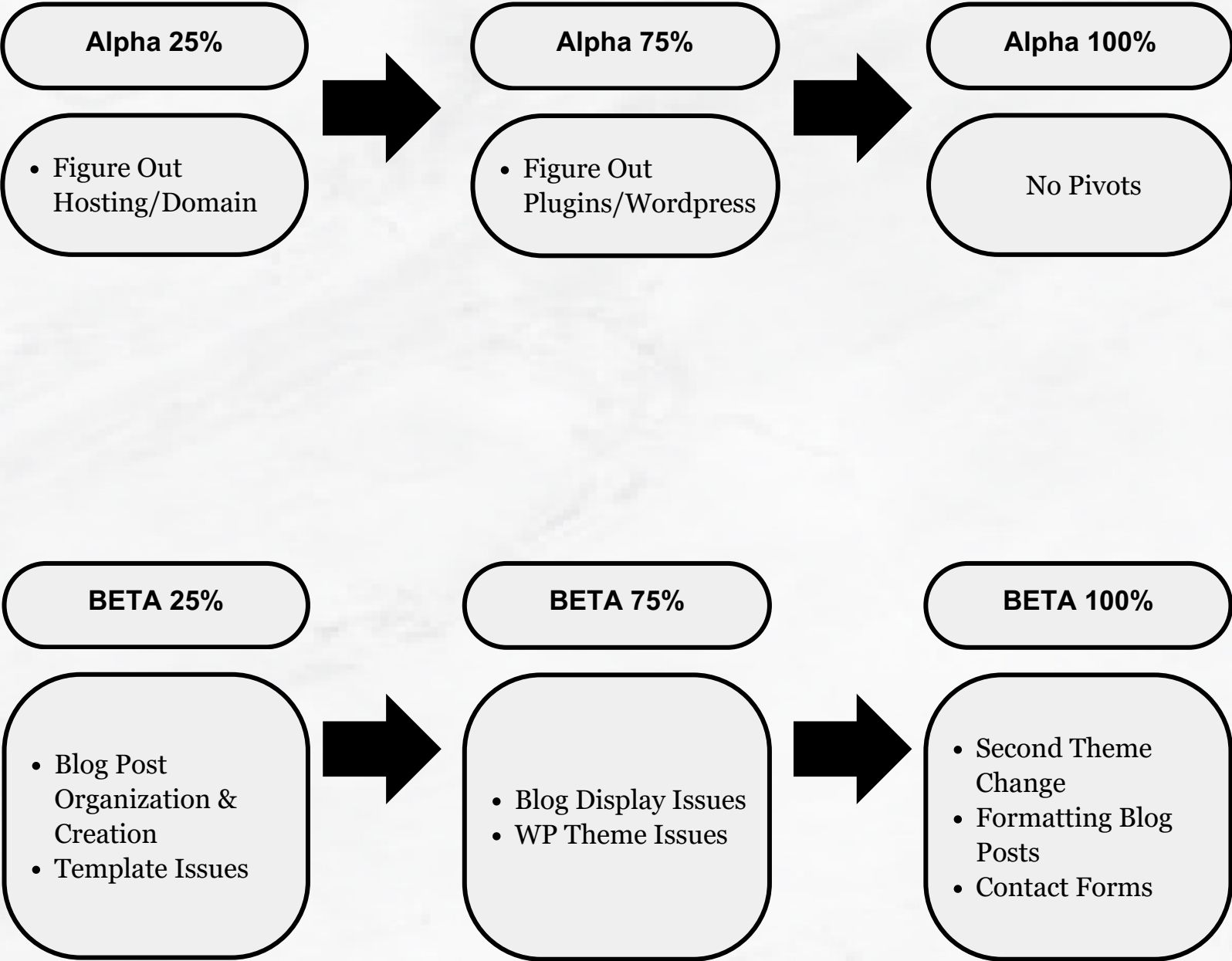


- Enhanced Website & Content
- Fully Functioning Blog Component



[Watch Our Beta 100% Presentation Here](#)

Project Hurdles





Market Justification

After a thorough review, it is clear that Reed Leeper, P.C. is in need of a comprehensive rebranding following a recent partnership split. This includes updating the firm's name, logo, and website. Upon evaluating their current website, which has been in use for quite some time, it is apparent that the interface is disorganized. This calls for the establishment of a clear hierarchy and the creation of a style guide to improve the digital presentation. A comparison with similar law firms underscores a common issue of cluttered layouts and challenging user experience—something that doesn't align with the expected professionalism in the legal industry.

In our research, we find that many law firms haven't optimized their websites for clear communication and a user-friendly experience. This oversight is especially critical in the legal field where it's essential to convey information clearly and be easily accessible. During our exploration, we come across a handful of firms that have a well-defined design structure, though they are a minority. However, for most law firms, their websites present challenges in terms of readability and accessibility. This makes it harder for potential clients to make informed decisions and conduct research on legal services.

Digging deeper into the demographics of those engaging with Reed Leeper, P.C., we notice a presence of a Hispanic audience. This emphasizes the need for bilingual features on the website to accommodate both English and Spanish speakers seeking legal assistance. In developing a solution, Reed Leeper, P.C. is dedicated to upgrading its website to become one of the most user-friendly legal representation platforms in the greater Atlanta area.

SWOT Analysis

Strengths

- Established Website
 - Existing Presence on Social Media
 - In business since 2003
 - Practices Multiple Types of Law
-

Weaknesses

- Social Media is Lacking
 - Website is Missing Accurate Information
 - Not Easily Scannable, Needs Better Hierarchy
-

Opportunities

- Improve Social Media Presence
 - Increase Accessibility
 - Provide Educational Material via Blog Posts
-

Threats

- Very Competitive Market
 - Attempting to Integrate New/Emerging Media Elements into Client's Needs
 - Balancing Accessibility and Complexity
 - Appropriate Web Translation Service
-



Consumer Research

Demographics	Gender	Area Codes	Price
White: 77%	Female: 51%	770: 67%	Moderate: 54%
African American: 15%	Male: 49%	678: 23%	Inexpensive: 37%
Hispanic: 5%	Other: 0%	404: 8%	Expensive: 8%
Asian: 2%		Other: 2%	Very Expensive: 1%
American Indian: 0%			Other: 0%
Alaskan Native: 0%			
Other: 2%			

After examining the matter, we find that the demographic information we possess about our clients includes their race, gender, area code, and their perspective on the service's pricing. Unfortunately, we do not have access to additional demographics such as education level, income, age, and interests.



Abbey - Persona I

Abbey, a 23-year-old resident of Atlanta, GA, is an employed professional at a local elementary school, serving as a dedicated paraprofessional. Her daily commute entails a 40-minute round-trip drive to and from work. This time behind the wheel is a substantial part of her routine, not only for work but also for social visits with friends and family. Recognizing the importance of fuel efficiency, she wisely opts for a Chevrolet Malibu to mitigate fuel costs. Despite residing in Atlanta and regularly traversing the interstates, Abbey has yet to procure a Peach Pass, choosing instead to navigate the heavily congested public roads.

Following a minor accident on public roads, Abbey found herself in a situation requiring legal representation to address the aftermath. Seeking financial compensation for accident-related expenses, including vehicle repairs and medical bills, she is in search of an adept personal injury attorney. Through thorough research on Google, she narrowed her options down to two reputable firms: Nick Schnyder Law Firm, LLC and Reed Leeper, P.C.

Abbey, an active user of Instagram and TikTok, occasionally engages with Facebook during her leisure moments. Given her inclination to leverage Facebook Marketplace for favorable deals, she opted to gauge public opinion on both firms by searching for them on Facebook. Although she's quite active on social media, she's also diligent about checking Google reviews for additional insights. During her research on the two firms, she discovered that both have received excellent reviews. Her next point of interest was assessing their experience levels, and she noted that the Nick Schnyder Law Firm has been operating for seven years, whereas Reed Leeper, P.C. boasts double that amount of experience.



Richard - Persona 2

Richard, a 40-year-old professional at a commercial drywall company in Marietta, Georgia, favors early morning work hours to balance his work-life commitments, especially spending time with his family. He values a good relationship with both his employer and colleagues, considering his job more than just work, but a fulfilling endeavor.

On a typical early spring morning at the job site, Richard efficiently organized the day's supplies from the company truck, ensuring everything was ready for work. Once set up, he diligently proceeded with his tasks, meticulously installing panels. He works day in and day out to make sure the work is completed to the highest standards and in a timely manner. He charges his client bi-weekly for labor and material costs, but one week he didn't receive a check. He reached out to the client several times and they finally responded and let him know they were unhappy about the project and would no longer be paying. Richard quickly realized the need to secure legal representation so he could pursue legal action against his client.

In his online interactions, Richard primarily uses Facebook. A few weeks ago, he came across a friend's positive experience with Busch Reed Jones & Leeper while scrolling through the platform, prompting further investigation. To his discovery, the firm had rebranded to Reed Leeper, P.C. Prioritizing reliable legal representation, he delved into their credentials and observed the excellent Google reviews, confirming his decision to opt for Reed Leeper, P.C. as his legal counsel.





Product Comparison

Understanding users involves gaining insights not only into their preferences but also comprehending the business environment they operate in. When anticipating potential challenges, it's crucial to account for the saturation of law firms in the greater Atlanta area. With a population of over 6 million in the metro Atlanta area, the region is not short on law firms. Looking ahead, our primary objective is to distinguish Reed Leeper, P.C. amidst this abundance of legal competitors.

In the broader Atlanta vicinity, there are more than 250 personal injury law firms and over 25 construction law firms, presenting a plethora of choices for the public. As we examine online reviews and recommendations, we note that there are several competitors closely aligned with Reed Leeper, P.C. What sets our offering apart is our commitment to accessibility and readability. As we review our competitors' websites, we see substantial room for enhancement, particularly in readability and accessibility for bilingual individuals and those with disabilities.

Competitor Research

	Competitor 1	Competitor 2
Law Firm		
URL	<u>Jones & Swanson</u>	<u>Cobb Law Group</u>
Description	<p>Jones & Swanson, established in 2006, boasts a collective experience of over 40 years, focusing on personal injury law. Their outstanding expertise has garnered numerous accolades, including features in "Super Lawyers," membership in the esteemed "Million Dollar Advocates Forum," and an A+ rating with the Better Business Bureau. Beyond their robust online presence, they've maintained a pristine 5-star rating on Google reviews.</p>	<p>Cobb Law Group, situated in the broader Atlanta region, specializes in construction law. Their services encompass a wide spectrum, ranging from contract negotiation and development to handling multimillion-dollar litigation. They adeptly manage the various challenges encountered across different phases of complex construction projects, such as planning, development, bidding, contract drafting, and addressing payment issues. In addition to construction law, they also excel in commercial collections and small business law.</p>
Target Market	Personal Injury	Construction Law
Reported Revenue	<u>\$500,000-999,999</u>	<u>\$97,000</u>

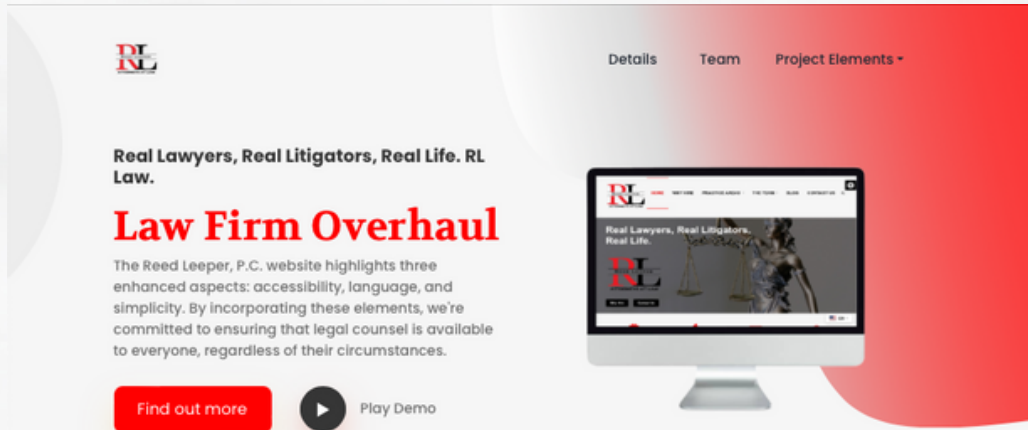
Competitor Research

	Competitor 1	Competitor 2
Keywords/ Search Terms	<ul style="list-style-type: none"> • “accident law marietta, ga” • “dansby swanson brother” • “injury lawyers marietta, ga” 	<ul style="list-style-type: none"> • “construction law marietta, ga” • “cobb law”
Website Appearance	<p>Their website presents a blend of text, images, videos, and icons, offering a multi-dimensional experience. Navigating the site is relatively straightforward, thanks to its well-organized layout, although improvements in information hierarchy could enhance clarity. The website impresses with in-depth information, complemented by a valuable blog section catering to user interests.</p>	<p>Their website primarily consists of textual content with a few accompanying images. The layout is designed for easy scanning, although the font color is relatively light. While it offers comprehensive information, the initial impression may be a bit perplexing due to the detailed presentation.</p>
Features	Contact Form	Contact Form
Web Traffic	12.1K monthly views	6.3K monthly views
Founded	2006	1998

Competitor Research

	Competitor 1	Competitor 2
Social Media	<p>Instagram: Followers: 613 Posts: 491</p> <p>X: Followers: 589 Posts: 3,276</p> <p>Facebook: Followers: 11K Likes: 11K</p>	<p>Instagram: Followers: 1 Posts: 0</p> <p>X: Followers: 171 Posts 482</p> <p>They do not have a Facebook.</p>

Project Website



New Media
Institute Website

Project Update Playlist



YouTube Project
Playlist