

Case Study : Neil Weinrib & Associates, Attorneys at Law (www.nawlaw.com)

Project : Cost Effective Web Design / IT Consulting

Executive Summary :

This prestigious law firm required our small business services to quickly upgrade an existing website and improve its e-marketing capabilities. Our team was able to deliver a high quality solution for at a minimal financial impact.



▶ **Business Challenge**

- Old / out-of-date web site
- Existing web site not the best representation of the firm or its capabilities

▶ **What Was Done**

- The NetEnvisage team analyzed the existing site and began to develop concepts for a new format / web site concept. This included utilizing an existing color scheme and some of the general design concepts used on the older site.
- New artwork was developed and design presented
- The upgraded web site was launched upon review and approval
- NetEnvisage provided guidance on hosting solutions and e-mail configurations for the organization
- The new site was put through a Search Engine Optimization process to ensure the best search results
- E-marketing capabilities were delivered via Microsoft's Bcentral technologies

▶ **Results**

- The upgraded web site has been very well received by the clients and affiliates of Neil Weinrib & Associates
- The newly developed capabilities has improved the firm's ability to communicate to interested parties via Internet and e-mail newsletters