Client: Brown Law P.L

Project: Website Redesign and SEO optimization

Designer: Tyrone Swinnie and Mike Taatgen

Document: Project Analysis

Date: July 9, 2013

**The beginning.**

On the beginning of july Tyrone Swinnie contacted me saying that he found an ad on craiglist for a website redesign. Tyrone and I have been working a lot together and have a good knowledge of CSS, HTML and some Javascript. We thought we were able to contribute to the requests that our client asked in their requirements so we applied. After a few days we got a call saying they were very interested in our services and they we could start immediately.

**The Setup.**

After we setup all our NDA’s and agreements we had all the information needed to start this project. Their website was up and running already with analytics so it was really good for us to take a look at that. When I originally looked at the website to see what content we are able to use and what content not, one thing that I noticed was that they use a lot of keywording on the site where it shouldn’t be. They were trying to increase their SEO market but they didn’t know how to optimize it.

**The request.**

Our client wanted a few things from us. I will write some of the stuff that I will try to change/ edit on their website while working on this project for WSP.

* SEO optimization
* New header
* Better nav
* Image optimization
* Better color ratio and scheme
* Better contact us form

They requested for a 7 page website redesign with responsive design.

**The competitor.**

Taking a look at several personal Lawyer websites here in Orlando I saw that a lot of them had multiple navs just like our client’s. While browsing several personal lawyer websites I also say that a lot of them weren’t professionally build and lacked a lot of the current html 5 attributes and styles. While browsing for my personal lawyer as well for immigration status I was able to link a few personal lawyers that either were worse then my client’s or better.

Our website competitors for my client includes:

* <http://www.graceglavinlaw.com/>
* <http://www.colombohurd.com/>
* <http://www.immigrationlawyerorlandofl.com/>

Personally I think we could learn a lot from the last link. They integrated everything my client requested.

Residential Demographics:

After taking a look at their analytics this is their demographic.

* Mothers aging from 21 and up having some or no college education
* Fathers aging from 21 and up having some or no college education.
* Average family income raging from $30K to $100K.
* Ethnicity includes Caucasian, African American, Hispanic, Native American and Asian.

Commercial Demographics:

* Male and Females from the ages of 35 -54 years having little to no college.
* Business annual income ranges from $300K to $900K.
* Ethnicity includes Caucasian, African American, Hispanic, Native American and Asian.

Website Statistics:

* Average time spent with Brown Law P.L. website is about 5 to 15 minutes.
* Average page views with Brown Law P.L website is about 5 to 30 seconds.
* Average bounce rate for Brown Law P.L. website is about 15.5%.

Taking a look at these statistics I can see that something we will need to fix is their bounce rate. I think 165% is pretty high for a law attorney and one reason for this high bounce rate I found already is that their website is very slow with loading. This causes people to get impatient and they will find another lawyer.

Website keywords

Attorney Profiles ~ Contact Us ~ Office Locations ~ Resource Links ~ Orlando and Kissimmee Bankruptcy Attorney ~ Orlando and Kissimmee Chapter 7 Bankruptcy Lawyer ~ Orlando and Kissimmee Chapter 13 Bankruptcy Attorney ~ Orlando and Kissimmee Chapter 11 Bankruptcy Lawyer ~ Orlando and Kissimmee Foreclosure Attorney ~ Orlando and Kissimmee Business Law Lawyer ~ Orlando and Kissimmee Divorce Attorney ~ Orlando and Kissimmee Child Custody Lawyer ~ Orlando and Kissimmee Child Support Attorney ~ Orlando and Kissimmee Paternity Lawyer ~ Orlando and Kissimmee Marital Property Attorney ~ Orlando and Kissimmee Post Judgment Modification Lawyer ~ Orlando and Kissimmee Domestic Violence Injunction Attorney ~ Orlando and Kissimmee Immigration Lawyer ~ Orlando and Kissimmee Estate Law Attorney ~ Orlando and Kissimmee Living Will Lawyer ~ Orlando and Kissimmee Last Will and Testament Attorney ~ Orlando and Kissimmee Probate Lawyer ~ Orlando and Kissimmee Personal Injury Attorney ~ Orlando and Kissimmee Auto Accident Lawyer ~ Orlando and Kissimmee Motorcycle Accident Attorney ~ Orlando and Kissimmee Pedestrian Accident Lawyer ~ Orlando and Kissimmee Passenger Accident Attorney ~ Orlando and Kissimmee Mediation Lawyer.

User Profiles

1. Samantha is a mother of 2 children. Her man is in the army and she has a pretty good knowledge of technology. She knows how to work around with the Internet and found about this Laywer in Orlando. She is trying to get an green card through her man but she doesn’t know what the steps are that she has to take. She browses the web frequently and reads a lot of reviews before finding certain lawyers. She looks if the lawyer is expensive and if they have any good previous work.
2. George is a CEO of a big company here in Kissimee. His company is about to hit the foreclosure but through mouth-to-mouth advertisement he found this lawyer. He hopes that their website is not a representation of their actual skills. Often times George gets a first impression when looking at the design of the website. George filled in the form but he wasn’t sure if they actually did get his request form. He hoped to at least received some sort of confirmation on his email or a popup on the screen itself.