

primacy

EDUCATION CASE STUDY

YALE LAW SCHOOL

# BRINGING YALE LAW SCHOOL TO LIFE ONLINE

CLINICAL &  
EXPERIENTIAL  
LEARNING

Academic  
Calendar  
& Resources

Career  
Paths &  
Outcomes

Library

## CAPABILITIES

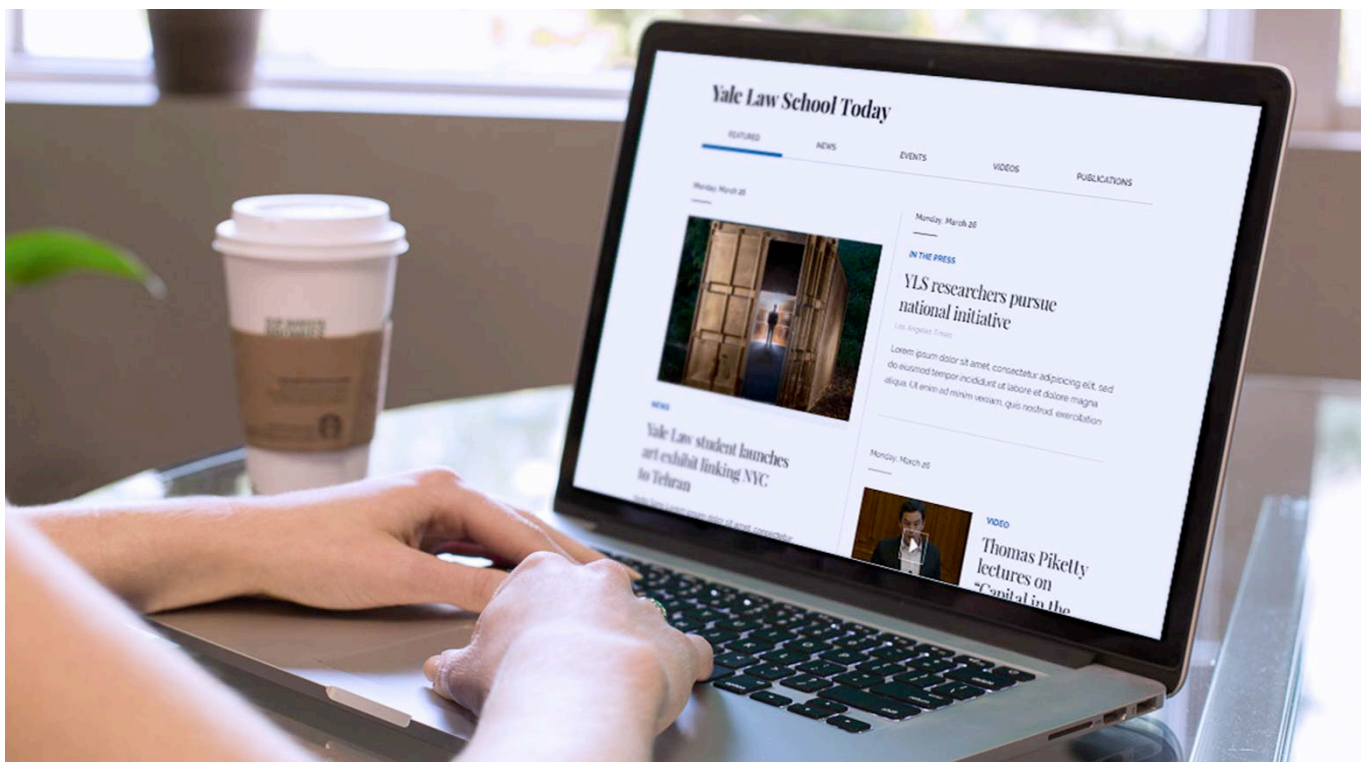
Creative  
UX  
Content Strategy  
Tech  
CMS

# NOT JUST A NEW SITE, A NEW WAY OF THINKING

It's no exaggeration to say that Yale Law School alumni are shaping the world in which we live. Among them are more high-level judges than any other school in the U.S., legendary legal minds, numerous Supreme Court justices and even Presidents. They have no shortage of applicants and no difficulty attracting new students—but they did need to do a better job sharing the great work of the Law School with the world.

## The Challenge

- Build a new website for the world's best-known law school.
- Replace an out-of-date content management system.
- Repair a complex information architecture to bring order to 10,000 pages of content.
- Fix an antiquated, inefficient publishing system in order to showcase the thinking and work of some of the top legal minds in the world.



# 85%

INCREASE IN  
CONTENT  
CONSUMPTION  
ON THE SITE

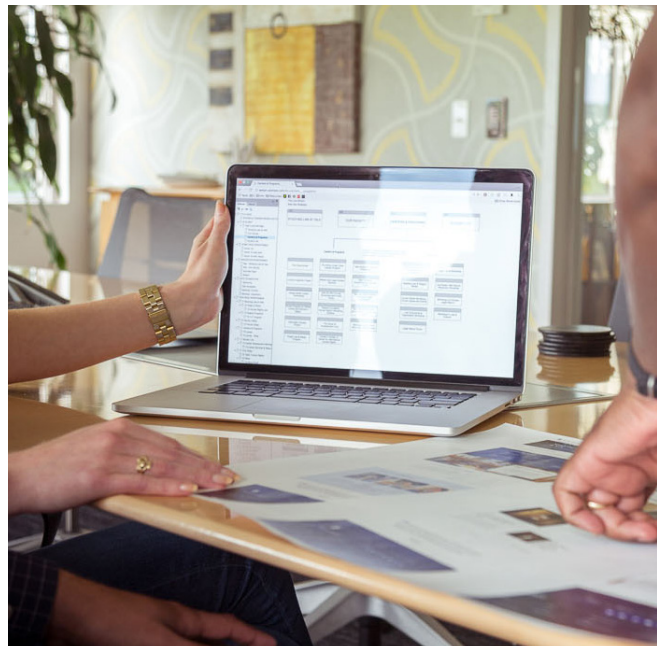
## A dozen lawyers walk into a conference room...

How do you reorganize and redesign a site with over 10,000 pages in a way that gets a large group of very smart, very opinionated clients to agree on a single solution?

We started with in-depth content mapping exercises—a combination of in-person group workshops and one-on-one breakout sessions. From there, we started to build a consensus, figuring out how the site—and its content—could work better for each of them and all of them at the same time.

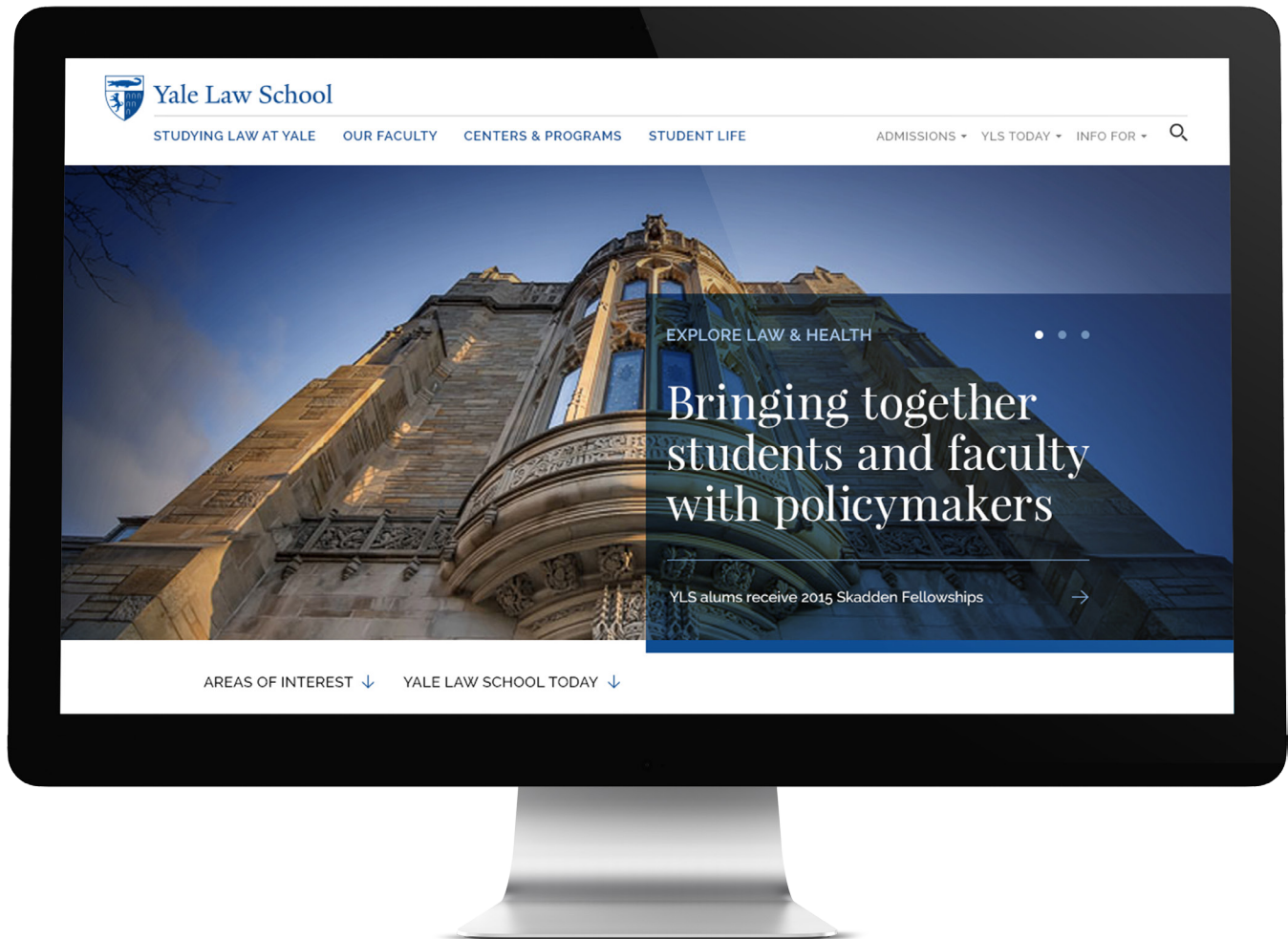
Our user experience, content strategy and tech leads collaborated on the architecture of the Drupal content management platform to fit the client's organization and work-flow. It included new features, modules and tools that allowed for a large number of publishers, complex permissions, content tagging and custom search capabilities.

Then, our designers created a brilliantly clean visual interpretation of the institution's storied brand, using a combination of high profile quotes and architectural photography to translate the history and prestige of Yale Law School into their on-line presence.



## The Verdict Is In

- Implemented the Drupal CMS.
- Developed a clean, intuitive design and information architecture.
- Created a powerful content strategy and platform for story publishing.
- Launched a website that conveys the history and prestige of Yale Law School.



**“We keep hearing how beautiful the site is, and people are telling us they can actually find things!”**

**Jan Conroy**

Director of Communications at Yale Law School



# AWARDS & RECOGNITION

**2016**  
WEBBY HONOREE

## Talk to Us About Your Goals

Primacy helps clients in higher education and other industries bring “what’s next” in the world of marketing to the business at hand. As a full-service digital agency, we guide clients in evaluating and implementing innovative digital experiences with tangible business results.

Matt Cyr is the VP of Strategic Practices and Practice Lead for higher education. Prior to joining Primacy he was the Director of Digital Marketing at Clark University--where he led a comprehensive digital strategy implementation, including launch of a new website--and Director of Digital Strategy at Northeastern University's College of Professional Studies.

**Matt Cyr**

VP Strategic Practices Higher Education Lead  
Matt.Cyr@theprimacy.com

