

A Web Development Case Study by:



Client Facts:

- 35+ year Established Law Firm
 - Specializes in Business Law including, but not limited to taxation, dispute resolution, and bankruptcy.
 - 30+ Staff Attorneys
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Goals:

- Make data entry more efficient.
 - Re-purpose content.
 - Implement a CMS that is easy to use.
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Results:

- **+80%** Increase in Data Efficiency
 - Billable time increased
 - Data Quality improved significantly
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Customizing Attorney Information within a CMS to Maximize Time Efficiency.

Providing All-In-One Customizable Content Management Systems to Display Specific Information Across Multiple Pages.

Challenge: Our client, a law firm with a large staff of attorneys, needed a way to update attorney profile information in an efficient manner across multiple layers of their website. This is significant since prospective clients often reference attorney information before deciding who to hire.

The firm's attorneys needed to update information often and their current CMS required that they edit each page and so often redundantly in multiple areas. This would also require one to remember every page that needed that particular information. Each update became a laborious task as a result, which also increased the chances for human error on these pages. This non-productive but necessary task cost the firm in what would otherwise be billable hours. It also produced duplicate, non-SEO friendly content on the website.

Business Solution: Beacon identified the problem and needed to provide a way to simplify the process to populate multiple pages simultaneously, including the attorney's directory listing, bio information, practice group, and placement on the overall website.

A custom-built database-driven solution developed by Beacon Technologies enabled the user to populate and repurpose content throughout the entire site with only a single entry. Beacon created this feature by using Cascade Server Content Management Software as the base. Cascade Server provides workflows to ensure content changes are approved by the right people and as an easy way to bundle changes. With easy - and automated - content updates, Cascade Server allows businesses to publish content efficiently to help increase website usability and staff utilization. This saved a significant amount of time and, at the rate that attorneys usually bill, a whole lot of money!

Results: Beacon provided the client with a robust and efficient site, eliminating redundant and streamlined data entry by customizing the right content management system. Cascade Server CMS enabled a decentralization of the client's website management by allowing content owners to manage their own content. This reduced the time required to update the site, while also improving the quality of the content.

Now, adding or changing a single fact is quick and easy, freeing up 80% of the time they normally spent on this task. Now the attorneys have more time to bill.