

LAW FIRMS ‘WAR’

Website Analysis Report

comparative study of key features that are vital in having and managing
industry-specific websites





Buckley Madole, P.C.
<http://buckleymadole.com/>

COMPANY DETAILS

Company base - Dallas, Webster, Phoenix, Long Beach, San Diego, Tampa, Las Vegas, Iselin, New York, Philadelphia

Established in - (not mentioned)

Focused industries - bankruptcy litigation

Services offered - foreclosure & litigation, bankruptcy

Affiliations - long list (URL mentioned)

<http://buckleymadole.com/memberships-affiliations>

WEBSITE DETAILS

Website type - simple

Total webpages - 14

Theme colours - blue & grey

Tab titles - about us, solutions & services, perspective, news, affiliations, employment, contact us

WEBSITE ANALYSIS

Content feedback - short, crisp and professional

Web design - decent and consistent

User interface - simple

PLUSES

- + Easy to look through
- + Pleasant spacing, no clutter
- + Extensive industry news updates delivered

MINUSES

- Web-banners are irrelevant
- Attorney strengths played-down
- Detailing in 'services' and 'history' of the company is missing giving a feel of suspicion



Bass & Associates, P.C.

<http://www.bass-associates.com/index.html>

COMPANY DETAILS

Company base - Tucson, AZ

Established in - 1990

Focused industries - bankruptcy, probate, legal matters, collateral liquidation, locate efforts, collections

Services offered - legal, collections, bankruptcy, probate

Awards/certifications - "AV" rated, BBB ethics awards, GSA contract holder, WBENC certified, wells fargo copper cactus awards, training top 125 winner (twice)

Affiliations - COHEAO, NCHER, ACA, ABI, CLLA, NARCA, NACTT, NABT, American institute of certified public accountants, society for human resource management

WEBSITE DETAILS

Website type - simple

Total webpages - 13

Theme colours - brown, maroon, grey

Tab titles - home, company, services, employment, contact

WEBSITE ANALYSIS

Content feedback - poor, desperate, flat, inconsistent

Web design - poor, too simple

User interface - simple

PLUSES

+ Easy to look through

MINUSES

- "Woman-owned" is played too loud
- Content detailing is poor
- 'Employment' is given too much highlight
- Design is too old-school and non-interactive
- Webpages named poorly 'nb1', 'nb2', etc.

COMPANY DETAILS

Company base - Austin, Beijing, Brussels, Dubai, Hong Kong, Kuwait Alliance, London, Moscow, Palo Alto, Rio De Janeiro, Riyadh, USA

Established in - 1840

Focused industries - banking and finance, energy and natural resources, manufacturing, real estate and construction, technology

Services offered - antitrust and competition law, enforcements and investigations, environment law, intellectual property, litigation, regulatory, tax

WEBSITE DETAILS

Website type - responsive

Total webpages - 8

Theme colours - red, green, grey

Tab titles - people, experience, services, ideas, global reach, about us, careers, news, events

WEBSITE ANALYSIS

Content feedback - rich, professional, creative, consistent

Web design - creative, simple and interactive

User interface - simple and graphically modern

PLUSES

- + Detailed content
- + Modern, hi-tech feel
- + Diverse presence adds to trust factor
- + User-friendly design

COMPANY DETAILS

Company base - Abu Dhabi, Austin, Beijing, Dallas, Dubai, Hong Kong, Houston, London, Moscow, New York, Palo Alto, Riyadh, San Francisco, Tokyo, Washington

Focused industries - long list (URL mentioned)

<http://www.velaw.com/What-We-Do/?tab=Industries>

Services offered - long list (URL mentioned)

<http://www.velaw.com/What-We-Do/?tab=AreasofLaw>

WEBSITE DETAILS

Website type - responsive

Total webpages - 11

Theme colours - blue, white, grey

Tab titles - who we are, what we do, where we are, news, insights, join us, events, alumni, pressroom, contact us

WEBSITE ANALYSIS

Content feedback - rich, professional, creative, consistent

Web design - creative, simple and interactive

User interface - simple and graphically modern

PLUSES

- + Detailed content
- + Modern, hi-tech feel
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COMPANY DETAILS

Company base - Houston, Dallas, Seattle, Los Angeles, New York

Established in - 1980

Focused industries - antitrust, arbitration, bankruptcy, business, disputes, class action & aggregate litigation, employment, energy & environmental, intellectual property, shareholder & securities, pro bono

Services offered - legal

Awards/certifications - long list (URL mentioned)

<http://www.susmangodfrey.com/About-Us/Awards/>

WEBSITE DETAILS

Website type - simple

Total webpages - 37

Theme colours - brown, grey, white

Tab titles - why us, about us, types of cases, attorneys, news, careers, contact us, trial by agreement, awards

WEBSITE ANALYSIS

Content feedback - short, crisp and professional

Web design - decent and consistent

User interface - simple

PLUSES

- + Easy to look through
- + Detailing is relevant and content is consistent
- + Simple design, very user-friendly
- + Awards speak for trust and commitment

MINUSES

- Font size and type inconsistent
- Internal connectivity among pages is poor
- Web design is not interactive and engaging