

# HOW AKAVIT LEVERAGED SITEFINITY CMS TO REFRESH DUCKER, MONTGOMERY, ARONSTEIN & BESS LAW FIRM'S DIGITAL PRESENCE.

THE OFFICIAL DUCKER, MONTGOMERY, ARONSTEIN, & BESS, P.C. WEBSITE, PROVIDING END USERS WITH THE RELEVANT FIRM INFORMATION.

Ducker, Montgomery, Aronstein, & Bess p.c.

D u c k e r l a w . c o m

**INDUSTRY:** Law Firm

**BACKGROUND:** Ducker, Montgomery, Aronstein, & Bess was organized in 1979 by lawyers who had been members of larger law firms. The firm's premise is that business clients need representation by lawyers of established background and reputation for success, lawyers who strive to complete their engagements responsibly and accountably. The firm has expertise in business and corporate law, real estate law, energy and natural resources law, environmental law and commercial litigation. Emphasizing personal relationships between client and lawyer, their goal is to combine the quality of legal advice and services of a large firm with the responsiveness and cost-effectiveness of a smaller firm.

**CHALLENGE:** Ducker, Montgomery, Aronstein, & Bess identified a need to redesign its web site to refresh the look and feel in support of the firm's image, while increasing the ability of the firm to manage updates to the site.

**WHY SITEFINITY:** With the user-friendly administrator functionality, and solid .NET code built on proven patterns and best practices, selecting the Sitefinity CMS as the content management platform of choice was a no-brainer.

## THE CHALLENGE

As a successful mid-market law firm who's value proposition is to offer the excellence of legal advice and services expected of a large firm with the responsiveness and low-frills of a smaller firm, Ducker, Montgomery, Aronstein, & Bess sought to enhance the web presence of the firm in the same value-conscious manner they offer their clients.

The firm's primary goals with their website redesign were 1.) to promote their attorneys as smart, approachable professionals, 2.) to enhance the user experience in a clean, fresh new design, and 3.) to end up with a site that was scalable and easy to manage. Secondary goals related to the user experience included such things as making it easy for users to find contact information for the firm or specific attorneys, making it easy for users to quickly navigate between the practice area specialties of the firm and the attorneys associated to each, and to give visitors valuable information about the firm's practice areas and their unique approach to each.

## THE SOLUTION

Ducker, Montgomery, Aronstein, & Bess selected Denver, Colorado digital agency Akavit to design, develop and deploy the firm's new web site. Akavit's team, in turn, selected Sitefinity as the scalable extensible easy-to-use platform of choice for the new Duckerlaw.com project.

Akavit's technical team architected and developed the site on the Sitefinity CMS 3.5 platform and included a few custom modules to make administration easy. As a result, an internal administrator with little or no web experience can add firm practice areas and attorneys by simply filling in fields and uploading images. When a new attorney is added, the admin simply fills in the appropriate fields and uploads and image. The attorney's information page is automatically displayed in a consistent way that enhances the solid user experience. And the new attorney is dynamically added into the filtered list found on each practice area page.

**TECHNICAL DETAILS:** Sitefinity version 3.5, ASP.NET 2.0, .NET 2.0 Framework, IIS 7 Web Server, SQL Server 2005 Database

**RESULTS:** ...a clean, professional easy-to-manage web site that showcases the law firm's value proposition and expertise.

*“ SITEFINITY IS THE PERFECT CMS SOLUTION FOR BOTH WEB DEVELOPERS AND END USERS,” SAYS ADAM BALDWIN, PARTNER AND VP OF ARCHITECTURE AT AKAVIT. “FOR DEVELOPERS, IT PROVIDES A FRAMEWORK THAT IS BOTH EASY TO LEARN AND RICH IN FUNCTIONALITY. FOR END USERS, IT PROVIDES THE MOST USER FRIENDLY INTERFACE FOR MAINTAINING YOUR SITE ON THE MARKET TODAY. “*

*Adam Baldwin, AKAVIT, LLC*

*the solution, continued...*

News & resources combined to ensure fresh information that showcases the firm's expertise and involvement in their fields of practice.

The site creative brief was for a clean, solid, fresh look that would convey dependability and professionalism, and for a site architecture that would be easy to navigate. The first step we took was to arrange a photo shoot of all the attorneys in order to have images, which concurrently show the attorneys as both professional and approachable. These images were to become an integral part of the overall site design, and of the image of the firm. And the design comps were built around the imagery and style that now makes the firm's web presence of which to be proud.



SITEFINITY SOLUTION PARTNER:  
AKAVIT, LLC