HandsDigital

PINNEY TALFOURD LLP.

WEBSITE PRESENTATION

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OUR TEAM.

DEVELOPMENT TEAM.

IAN.
Head of Digital

LEON.
Developer

LEE.
Developer

SENTHIL.
Back-end Architect

VISHAL.
UX / Design

MARKETING TEAM.

TOM.
Head of SEO

KIRSTY.
SEO Strategist

FAYE.
SEO Creative Copywriter

JAKE.
AdWord Specialist

JOE.
Media Production Specialist

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OUR CLIENTS.

HACKETTE BOOK GROUP.

hachette BOOK GROUP

Website build | SEO

LOUGHTON CONTRACTS.

LOUGHTON CONTRACTS
We know flooring

Website build | SEO | Adwords

PLAYCAM TECHNOLOGY.

PLAYCAM®

Website build | Bespoke software

WOW HYDRATE.

WOWHYDRATE™

Website build | SEO | AdWords

PREMIUM CARE GROUP.

Premium Care Group

Website build | SEO | AdWords | Photography

THREE-PRONGED APPROACH.

FUNDAMENTAL CONSIDERATIONS...

1. ACCESSIBILITY.

- Comply with WCAG 2.2 AAA standards - *perceivable, operational, understandable*
- Ongoing updates required
- Legal compliance, better SEO, improved user experience - *no specific mandate*

2. ORGANISING INFORMATION.

- Prioritise popular content, simplify top-level navigation
- Reorganising Service hierarchy for easier navigation
- Simplified pages and standardise frameworks for clarity

3. OPTIMISATION.

- Meet 2024 SEO standards (Core Web Vitals)
- Create regional sub-pages for better rankings
- Question-Related Search Intent

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RELY ON STATISTICS.

STATISTICS OVER THE LAST 24 MONTHS

Most popular pages

#	Page	Views	% Views	Engage %
1	home	61,785	28.9%	45.6%
2	/people	35,585	11.2%	64.7%
3	/personal/family	15,332	4.8%	63.8%
4	/unadopted-roads-rights...	14,280	4.5%	72.8%
5	/our-firm/join-our-team	10,601	3.3%	41.4%
6	/office/upminster	7,100	2.2%	43.9%
7	/office/hornchurch	6,420	2.0%	39.8%
8	/am-i-entitled-to-half-m...	5,581	1.7%	76.2%
9	/personal/wills	5,371	1.6%	53.6%
10	/contact-us	5,243	1.6%	39.6%

Other pages *(Optimised)*

20	/personal/family/divorce/	4,287	1.3%	71.8%
43	personal/property/buying...	2,439	0.7%	64.5%

Session
211,945

Users
156,664

Organic Traffic
60.25%

Engagement rate

54.3%

Page Views

361K

AVG. Engagement/Session

2.16

AVG. time per session

1.13s

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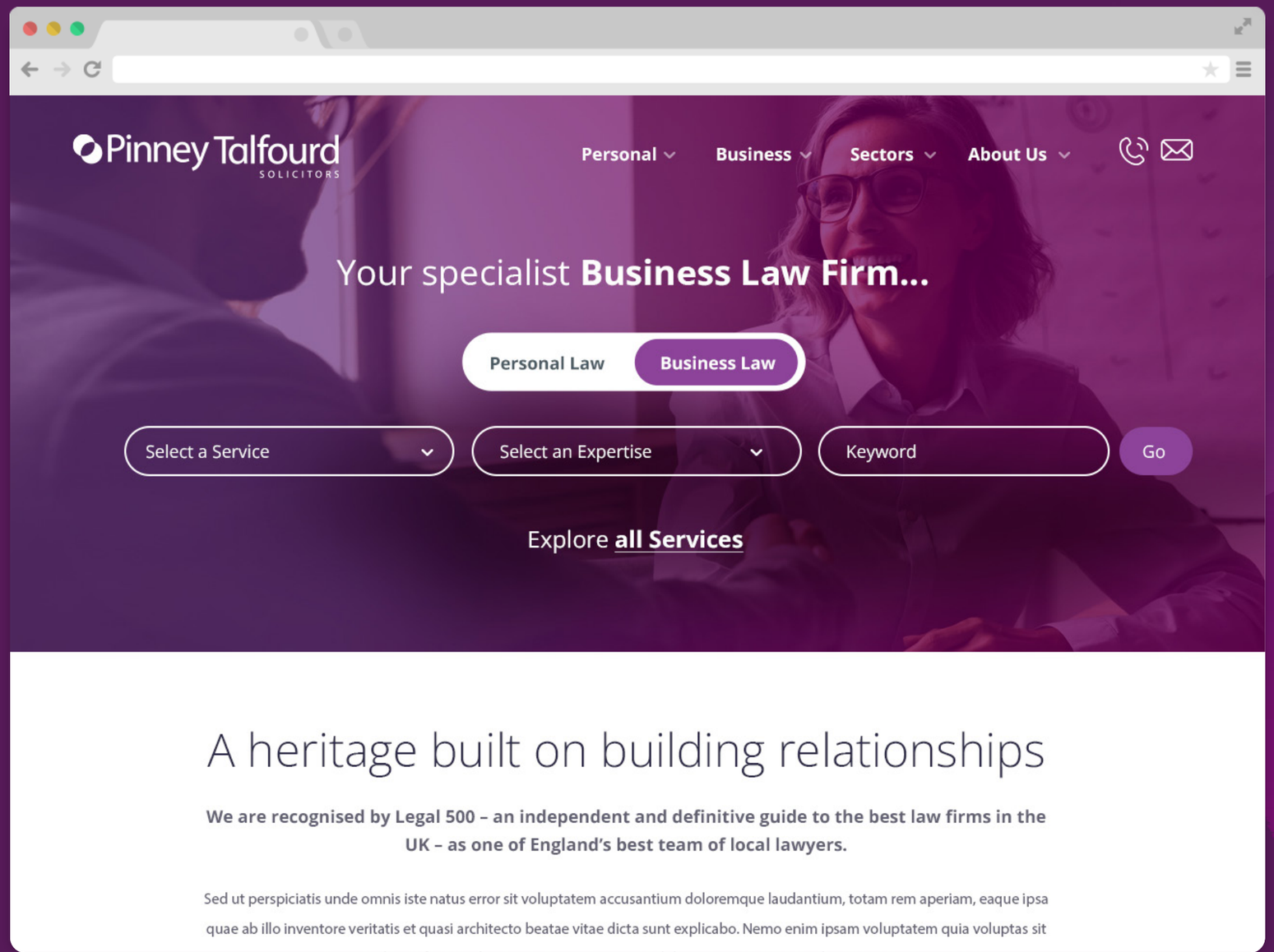
SIMPLIFIED NAVIGATION.



CONSIDERATIONS...

- Single interaction approach
  - Type of law (Personal / Business)
  - Service
  - Expertise
- Quicker access to service
- Collection of related services
- Better CTA
- More interactive elements

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THREE-PRONGED APPROACH.

FUNDAMENTAL CONSIDERATIONS...

1. ACCESSIBILITY.

- Comply with WCAG 2.2 AAA standards
- Ongoing updates required
- Legal compliance, better SEO, improved user experience

2. ORGANISING INFORMATION.

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- Simplified pages and standardise frameworks for clarity

3. OPTIMISATION.

- Meet 2024 SEO standards (Core Web Vitals) - *porting widgets*
- Create regional sub-pages for better rankings
- Question-Related Search Intent - *AI provide more dynamic, multi-source responses*

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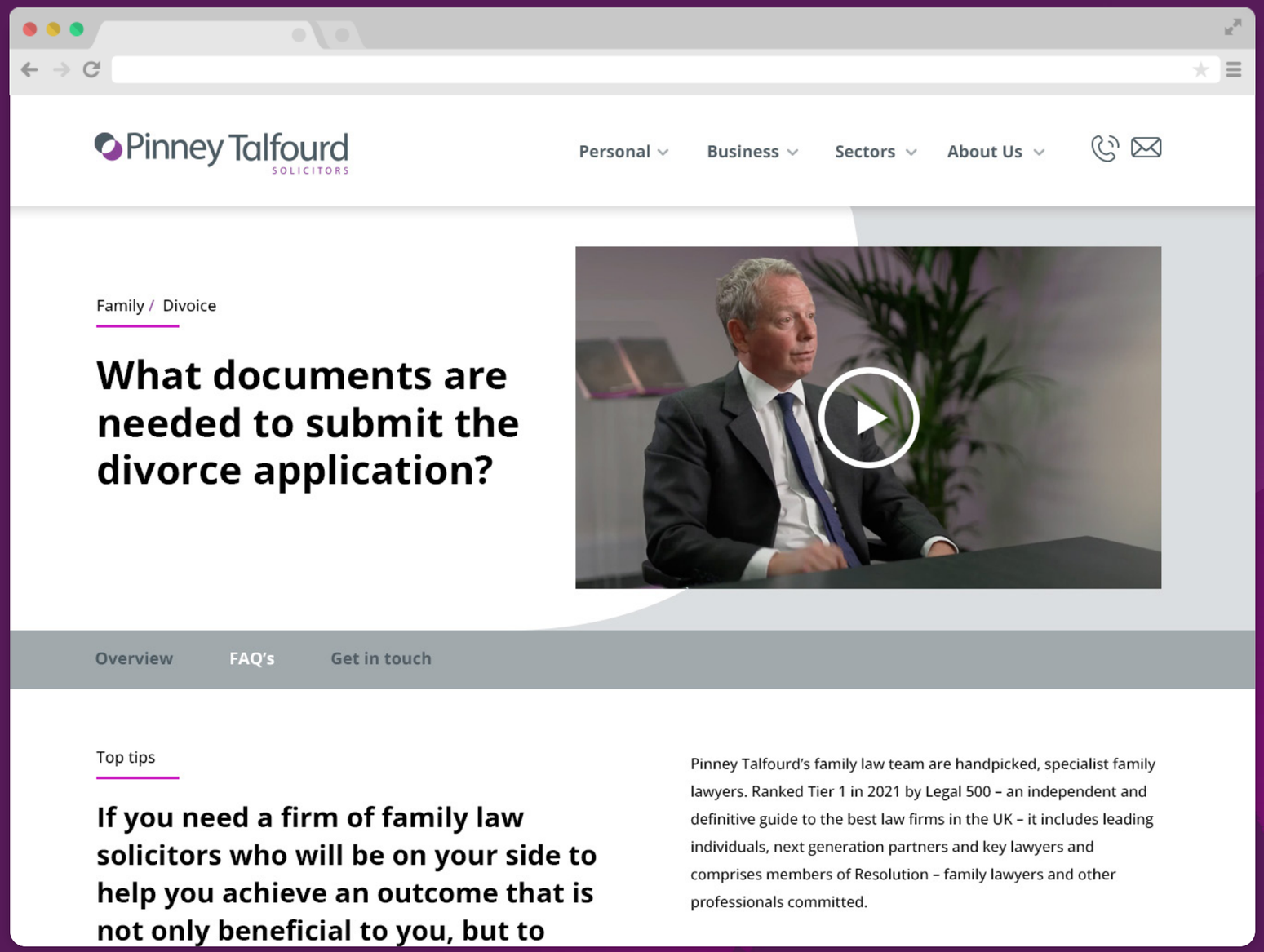
KNOWLEDGE BASE.



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