

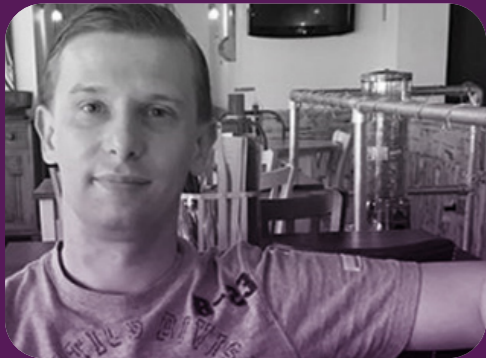
*HandsDigital*

**PINNEY TALFOURD LLP.**

WEBSITE PRESENTATION

# 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

# OUR CLIENTS.

HACKETTE BOOK GROUP.



Website build | SEO

LOUGHTON CONTRACTS.



Website build | SEO | Adwords

PLAYCAM TECHNOLOGY.



Website build | Bespoke software

WOW HYDRATE.



Website build | SEO | AdWords

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%
<b>Other pages (Optimised)</b>				
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**

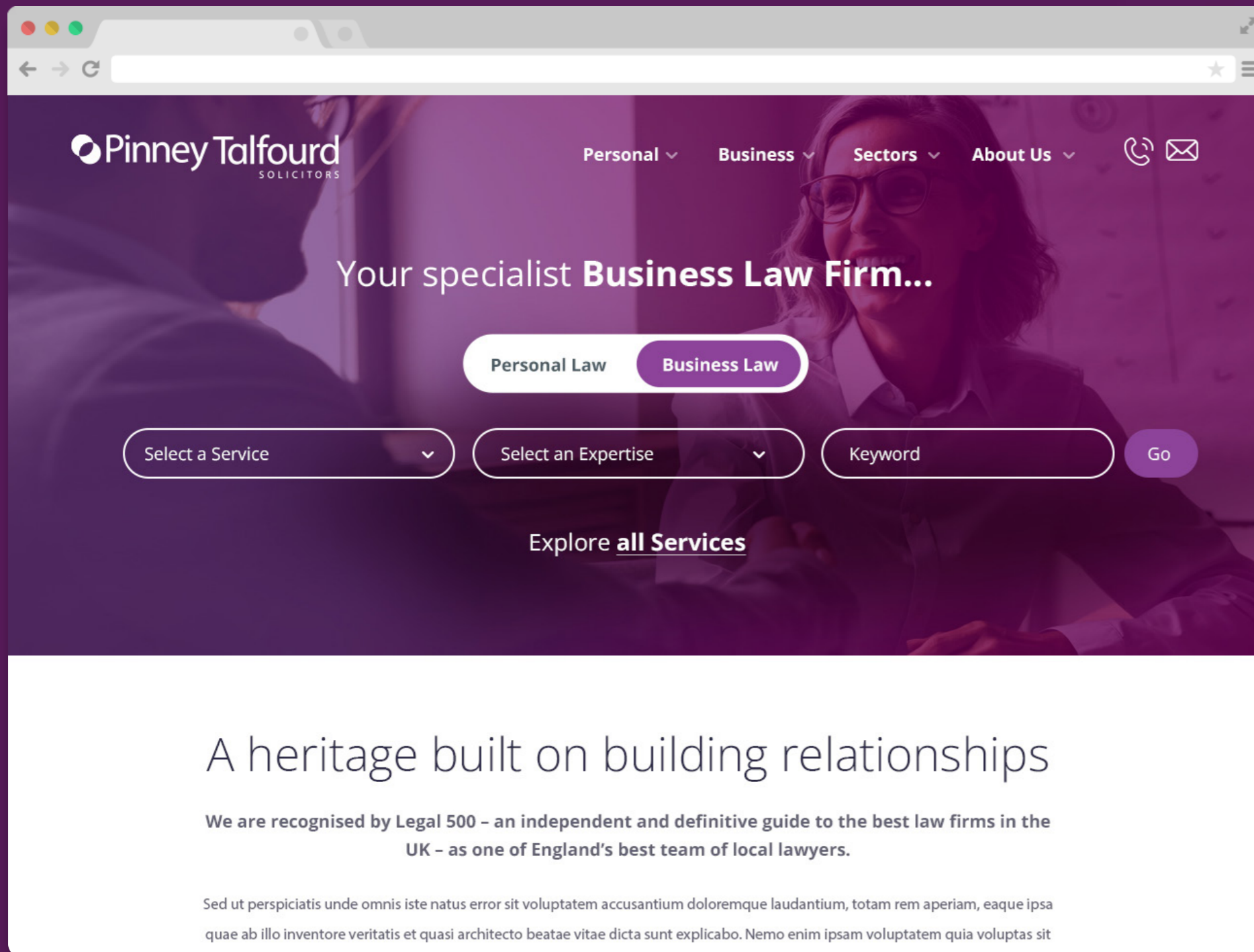
AVG. Engagement/Session

**2.16**

AVG. time per session

**1.13s**

# 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

# THREE-PRONGED APPROACH.

## FUNDAMENTAL CONSIDERATIONS...

1.

### ACCESSIBILITY.

- Comply with WCAG 2.2 AAA standards
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2.

### ORGANISING INFORMATION.

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

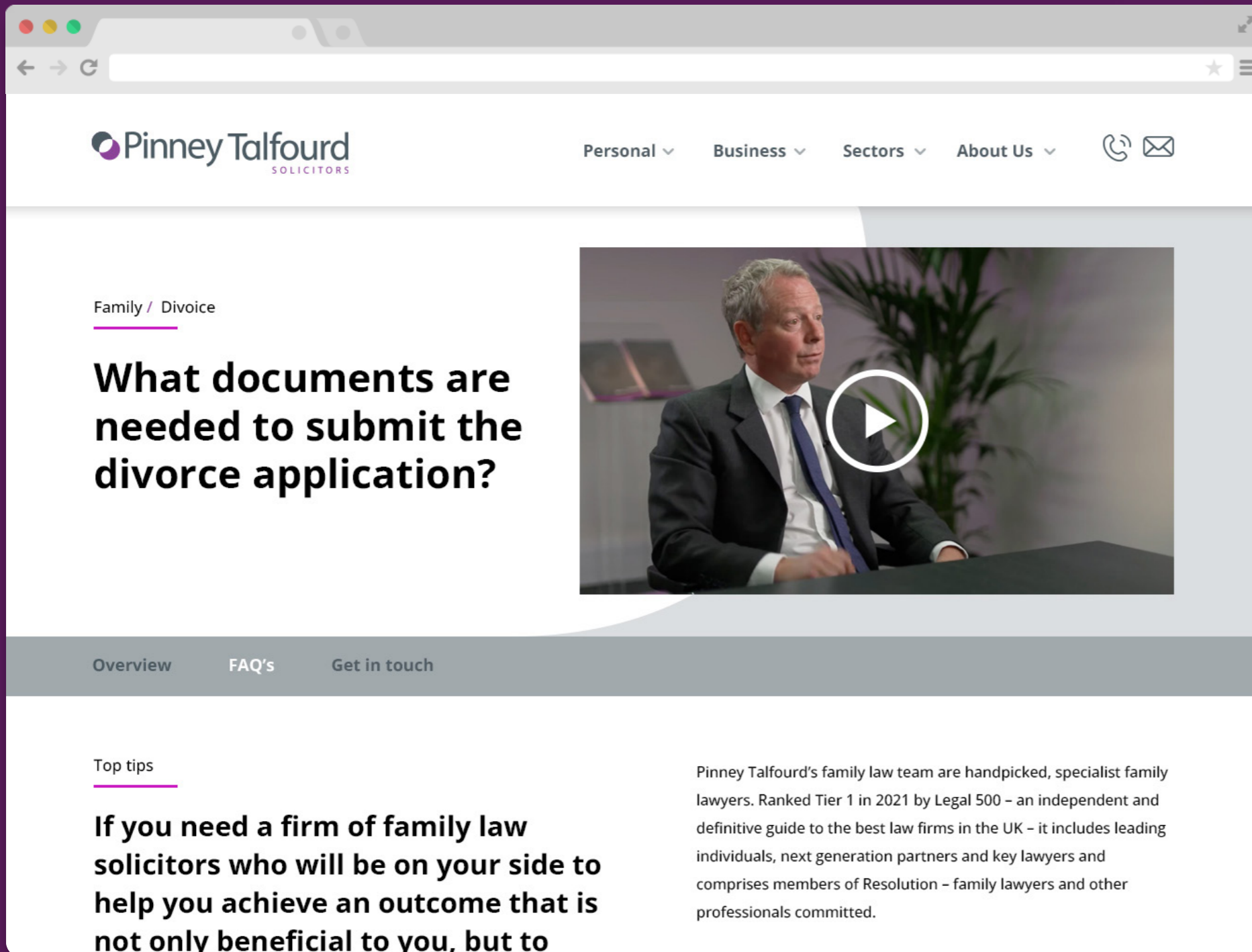
3.

### OPTIMISATION.

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



# KNOWLEDGE BASE.



The screenshot shows a web browser displaying a page from Pinney Talfourd Solicitors. The page is titled "Family / Divorce" and features a video player with a play button. Below the video, there are navigation links for "Overview", "FAQ's", and "Get in touch". The main content area includes a "Top tips" section with a bold heading and a paragraph of text.

Pinney Talfourd  
SOLICITORS

Personal ▾ Business ▾ Sectors ▾ About Us ▾

Family / Divorce

## What documents are needed to submit the divorce application?

Overview FAQ's Get in touch

Top tips

**If you need a firm of family law solicitors who will be on your side to help you achieve an outcome that is not only beneficial to you, but to**

Pinney Talfourd's family law team are handpicked, specialist family lawyers. Ranked Tier 1 in 2021 by Legal 500 – an independent and definitive guide to the best law firms in the UK – it includes leading individuals, next generation partners and key lawyers and comprises members of Resolution – family lawyers and other professionals committed.

## CONSIDERATIONS...

- Single interaction approach
  - Type of law (Personal / Business)
  - Service
- Quicker access to service