



REFRESHING A PREMIER WEST COAST LAW FIRM'S WEBSITE

Haight Brown & Bonesteel LLP Website Redesign & Platforming

SPINX



Overview

Haight Brown & Bonesteel LLP, has been a leading law firm in California since 1937. They have over 75 lawyers specializing in a variety of practice areas working in Los Angeles, Orange County, Riverside, Sacramento, San Diego and San Francisco.

A golfer in a green shirt and dark pants is captured in the middle of a golf swing on a green field. The golfer is wearing a cap and gloves. The background shows a line of trees and a cloudy sky. The text is overlaid in the center of the image.

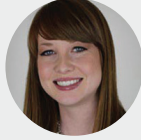
What started out as a platform migration turned into a migration with a design refresh.

KEY TEAM MEMBERS



Sukesh Jakharia

CEO



Lisa Steward

*Director of Projects &
Strategy*



Nilesh Macwan

Project Manager



Keyur Ajmera

Lead Developer



Jeffrey Lo

Lead Designer



Ryan Gould

Project Manager

Discovery

Originally, Haight Brown & Bonesteel LLP was primarily looking for a platform migration from their old, outdated CMS to Wordpress. Our plan was to take the existing code, transfer it, and integrate it into the Wordpress CMS. However, with such an outdated design we decided to present some refreshed designs to them to see if anything piqued their interest. In the end, Haight Brown & Bonesteel LLP loved the modern designs we showed them, and they decided to not only switch platforms, but to also do a complete design refresh.

UX Strategy

Our designs maintained the general content structure of Haight Brown & Bonesteel LLP’s old website, all while conducting a serious redesign of each page. We focused on making the designs more modern, starting with increasing font sizes (to match current best practices), applying more spacing between sections (allowing for the website to breathe a bit better), and updating the imagery across the site.

With some thoughtful cosmetic changes in place, we then took a look at the layout of each page and made some drastic structural updates. The homepage, for instance, went through some big changes during our design phase. The successes—articles that are related to what Haight Brown & Bonesteel LLP had accomplished—were placed right at the top of the page, giving users direct access to what Haight Brown & Bonesteel LLP is capable of. We also added an attorney search alongside some high level statistics such as the number of years Haight Brown & Bonesteel LLP has been in business, how many lawyers they have working in their offices, as well as how many locations they have, showing users the true scale of the company.

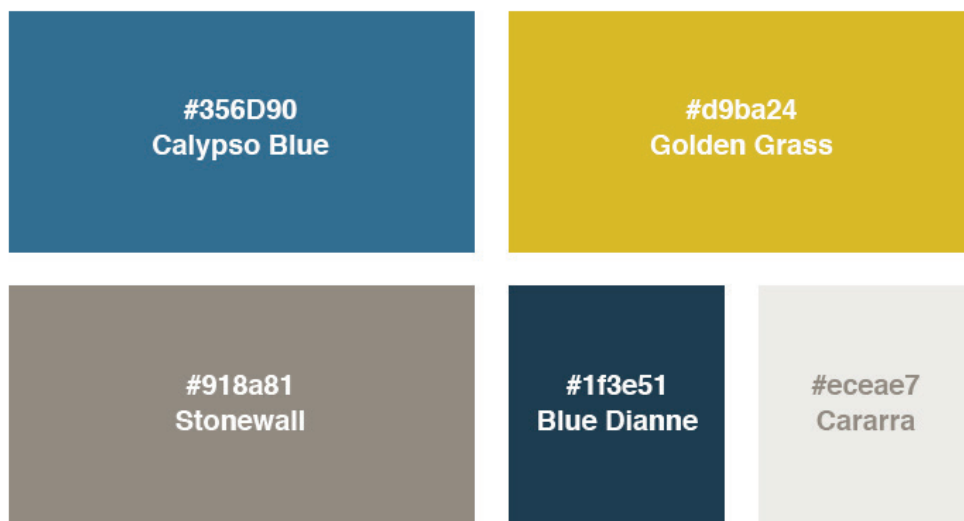
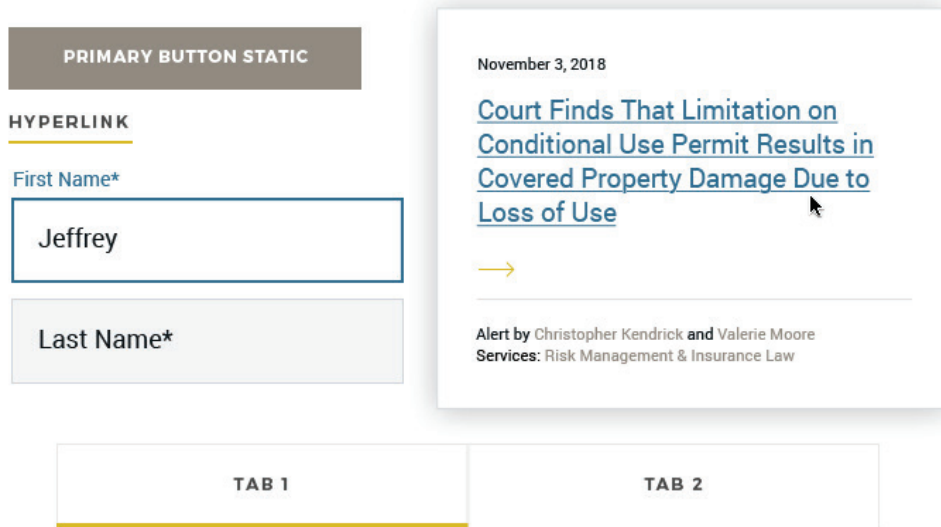
Lora Regular

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UuVvWwXxYyZz

Roboto Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtU
uVvWwXxYyZz

Additionally, on their old website, we noticed a gray sidebar that appeared on every page of the website that was sometimes utilized and other times just sat there, empty. We decided to only leave that bar on certain pages where relevant copy could be added to it (e.g. the attorney bio page) and remove it from those pages that didn't utilize it.

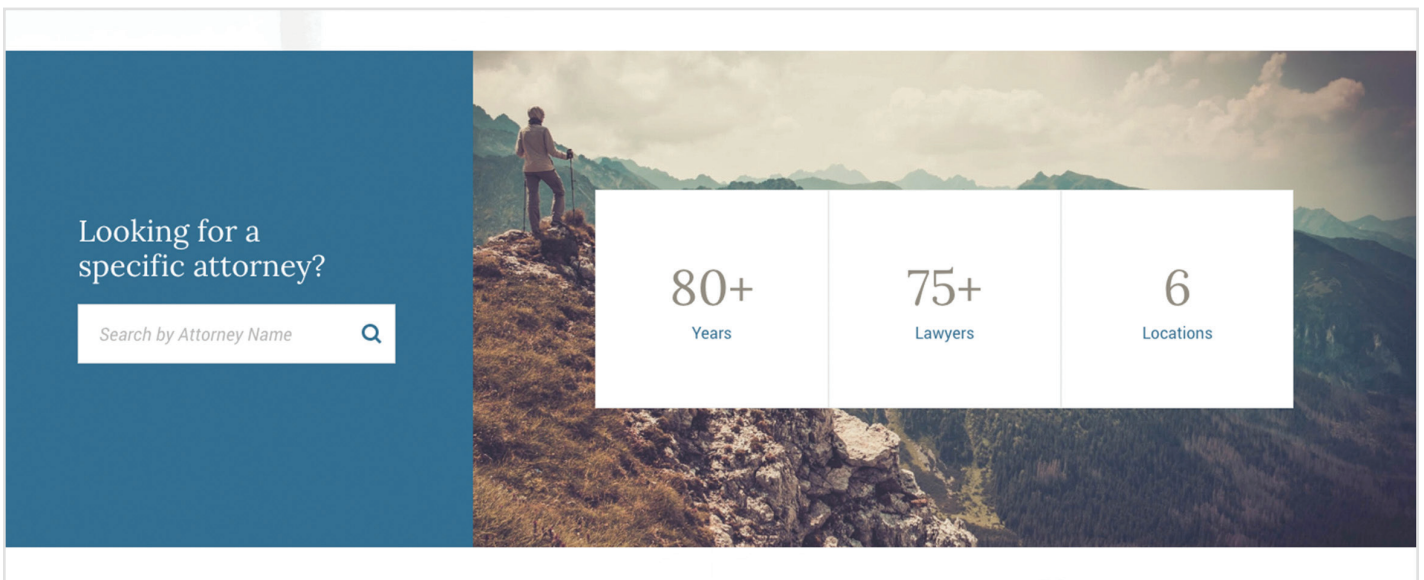
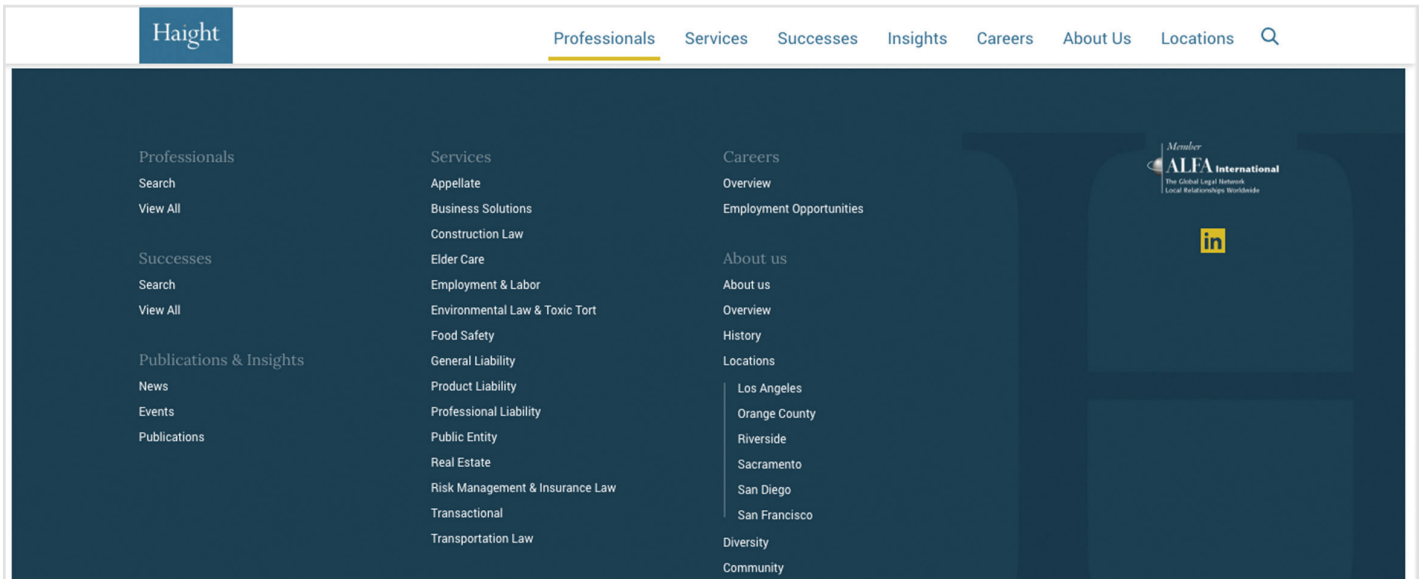
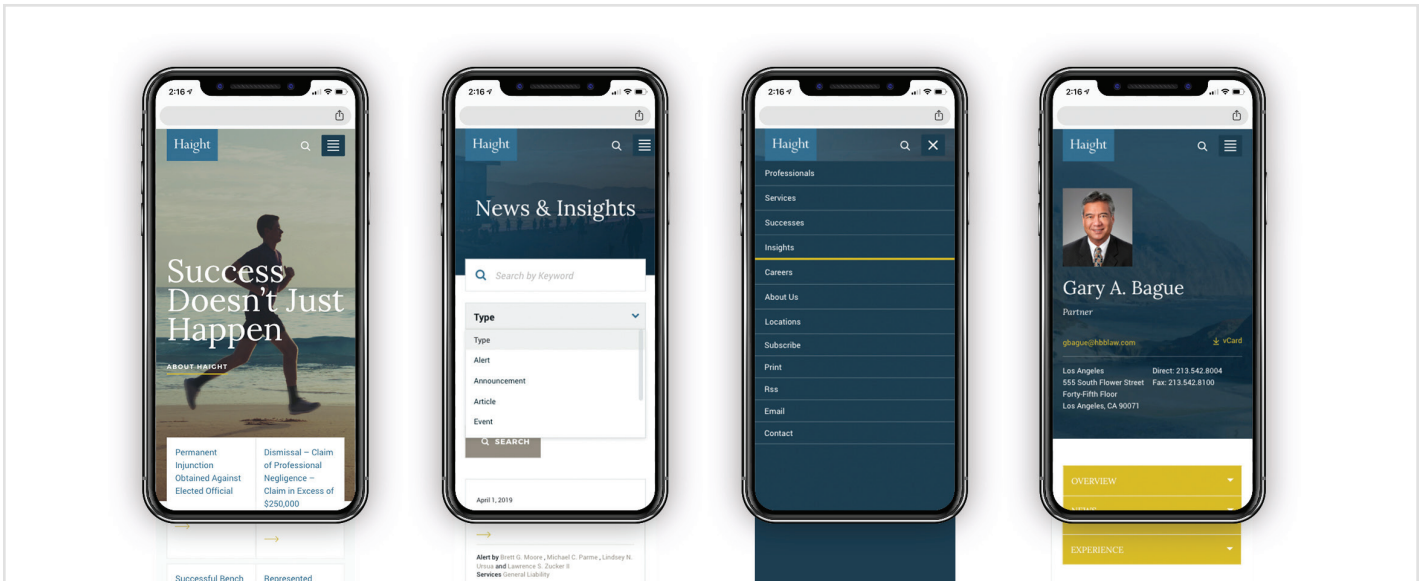




Discovery

The labor-intensive part of the build process was migrating all the data from the old site onto the new one and integrating it into the Wordpress CMS. The process was complicated, requiring code cleanup for all of the insights, successes, attorneys, and practice area pages, and making sure that everything was correctly exported from the old CMS and imported into the new one.

While building the new CMS, we also needed to make sure that the administrator could easily associate attorneys to publications and presentations, as well as related practice areas. In addition, we had to choose one professional to be the managing partner for a specific service or practice area, and then feature the other related professionals in an expandable section beneath the main contact. This required a great deal of development and testing to ensure the professionals were able to connect to their respective publications and practice areas.





Test & Launch

When testing the Haight Brown & Bonesteel LLP website on the new platform, we needed to be sure that all of the internal links on the site were functional and working properly. We did a lot of thorough QA to ensure this, as well as double checking that each of the professionals were related to their relevant practice areas, and that they were all associated with the proper insights and successes. Once we were confident that the new Haight Brown & Bonesteel LLP site was functioning properly and contained all the data exported from the old site and imported to the new site, we coordinated with their IT team to get the site launched minimizing downtime.



Results

With Haight Brown & Bonesteel LLP's new website and up-to-date CMS launched, they were ready to begin marketing their new website and sharing it with internal stakeholders, current clients, and prospective clients. By maintaining the general content structure of their old website, users weren't caught off-guard trying to learn the flow of a completely different website. In addition, the cross-pollination of insights, successes, attorneys, and practice areas made the site incredibly enjoyable to browse.

Professional Services Successes Publications & Insights Careers About Us

Haight

Overview

Overview | History | Locations | Diversity | Community

From civil litigation to business transactions, Haight Brown & Bonesteel LLP provides practical and effective resolution advice to the most perplexing disputes, ranging from early mediation to complete preparation and trial. Since 1937, we have been recognized as a leading law firm in California. We provide services through more than 75 lawyers practicing in the cities of Los Angeles, Orange County, Riverside, Sacramento, San Diego and San Francisco.

We assist our clients in a variety of practice areas including: appellate; business solutions; construction; elder care; employment & labor; environmental law & toxic tort; food safety; general liability; product liability; professional liability; public entity; insurance law; transactional and transportation law. Our attorneys work in teams, regardless of location or practice group.

Haight Brown & Bonesteel LLP is a member of ALFA International, the global legal network. With 145 member firms across the globe (80 in the United States) ALFA International is the premier global network of independent law firms whose success is driven by broad, deep, local relationships all over the world. The ALFA International model enables Haight to use its local expertise to deliver highly effective legal solutions while drawing upon the collective wisdom and experience of other member firms within the United States and around the world as needed. More information is available at www.alfainternational.com.

Factors that distinguish Haight include:

- Our size and geographic reach enable us to easily adapt to a challenging business environment and meet our clients' needs;
- We bring tremendous value to the table. We provide mega-firm service, quality and results at competitive hourly rates and alternative pricing;
- Our clients come first. We learn the intricacies of their specific businesses and industries;
- Our attention to detail enables us to get the job done and ensure our clients are legally protected;
- We are always mindful of the economic risks and realities of trial, but our clients know we have some of the best trial lawyers available to them; and
- Our partners have tried hundreds of trials to verdict.

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Before

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Overview | Employment Opportunities | Equal Opportunity

At Haight Brown & Bonesteel, we believe in empowering our people to create their own opportunities and direct their own careers. We embrace an entrepreneurial spirit in all of our attorneys which makes Haight a unique place to work.

We offer a strong platform from which to practice. The firm is a dynamic organization, constantly evolving to meet the ever-changing needs of our clients.

We invite you to learn more about our firm by exploring [hbtw.com](#).

Haight Brown & Bonesteel LLP is an equal opportunity/affirmative action employer. Our success is a direct result of the manner in which we can attract and retain exceptional legal talent regardless of nationality, religion, race, gender, marital status or sexual orientation. We are dedicated to creating a working environment free from employment discrimination.

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Haight Brown & Bonesteel's offices are located throughout California to serve our clients' local and national business needs.

<p>Los Angeles</p> <p>555 South Flower Street Forty-Fifth Floor Los Angeles, CA 90071 T 213.542.8000 P 213.542.8100 View Map Managing Partner S. Christian Stouder View Professionals</p>	<p>Orange County</p> <p>2025 Main Street Suite 600 Irvine, CA 92614 T 714.426.4600 P 714.754.0826 View Map Managing Partner Bruce Clelland View Professionals</p>	<p>Riverside</p> <p>3880 Lemon Street Suite 410 Riverside, CA 92501 T 951.341.8300 P 951.341.8309 View Map Managing Partner Kevin M. Osterberg View Professionals</p>
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<p>San Francisco</p> <p>Trans-Embarcadero Center Suite 200 San Francisco, CA 94111 T 415.394.7028 P 415.394.7025 View Map Managing Partner David W. Orens View Professionals</p>		

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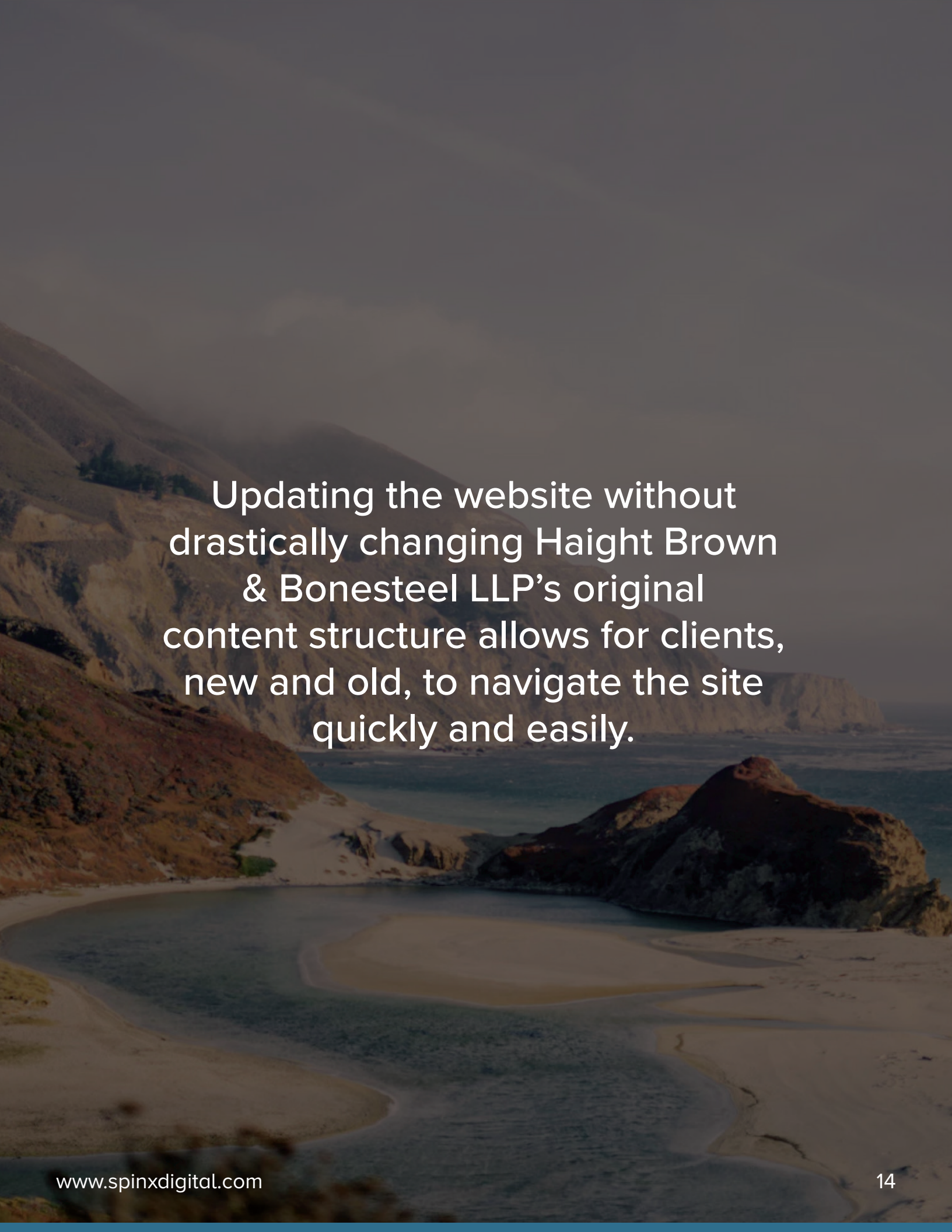
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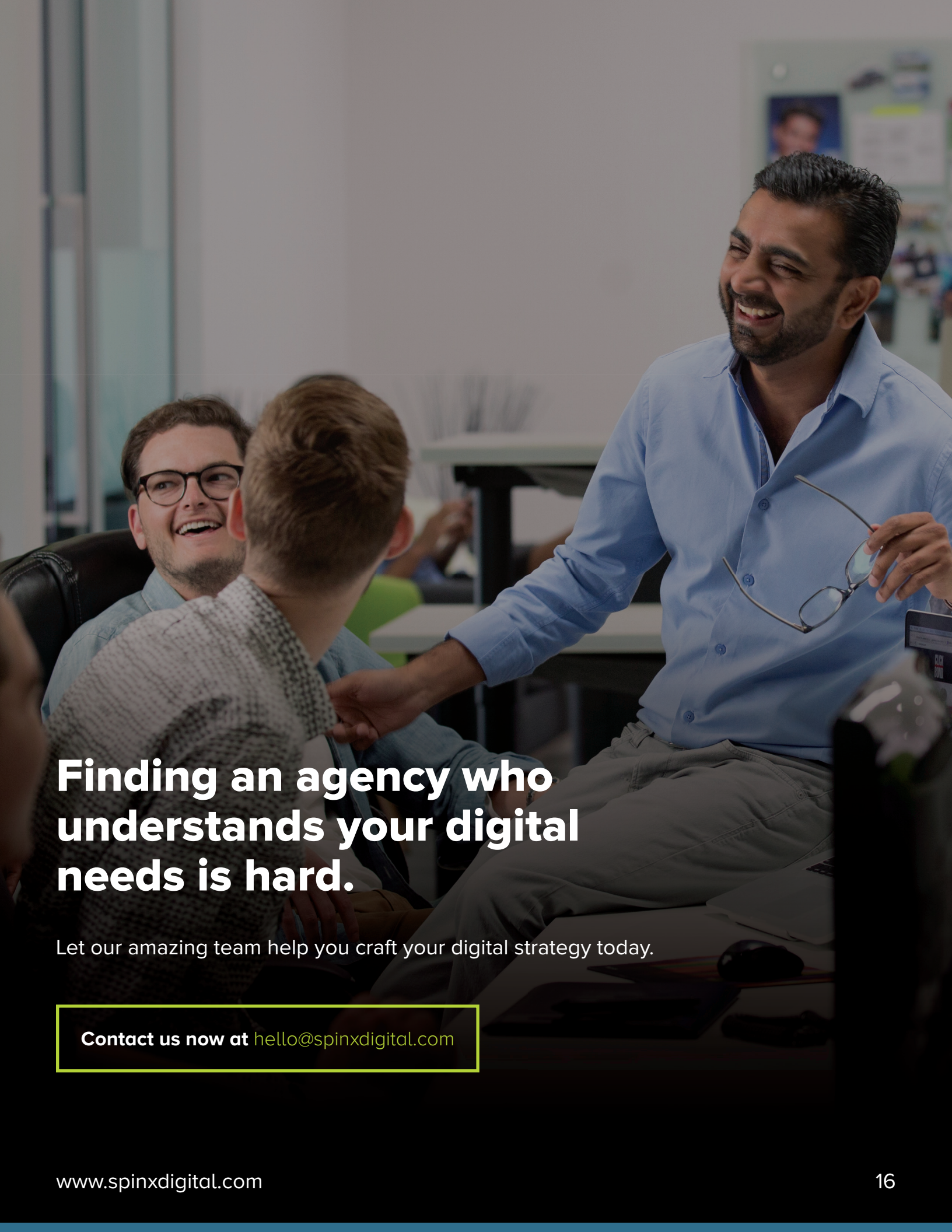


Updating the website without drastically changing Haight Brown & Bonesteel LLP's original content structure allows for clients, new and old, to navigate the site quickly and easily.



Closing Thoughts

Haight Brown & Bonesteel LLP's new site is a huge improvement from the old, with the implementation of an up-to-date CMS and a modern front-end design. We were thrilled to work with one of the West Coast's leading law firms, and are proud to contribute to their continued success.



Finding an agency who understands your digital needs is hard.

Let our amazing team help you craft your digital strategy today.

Contact us now at hello@spinxdigital.com