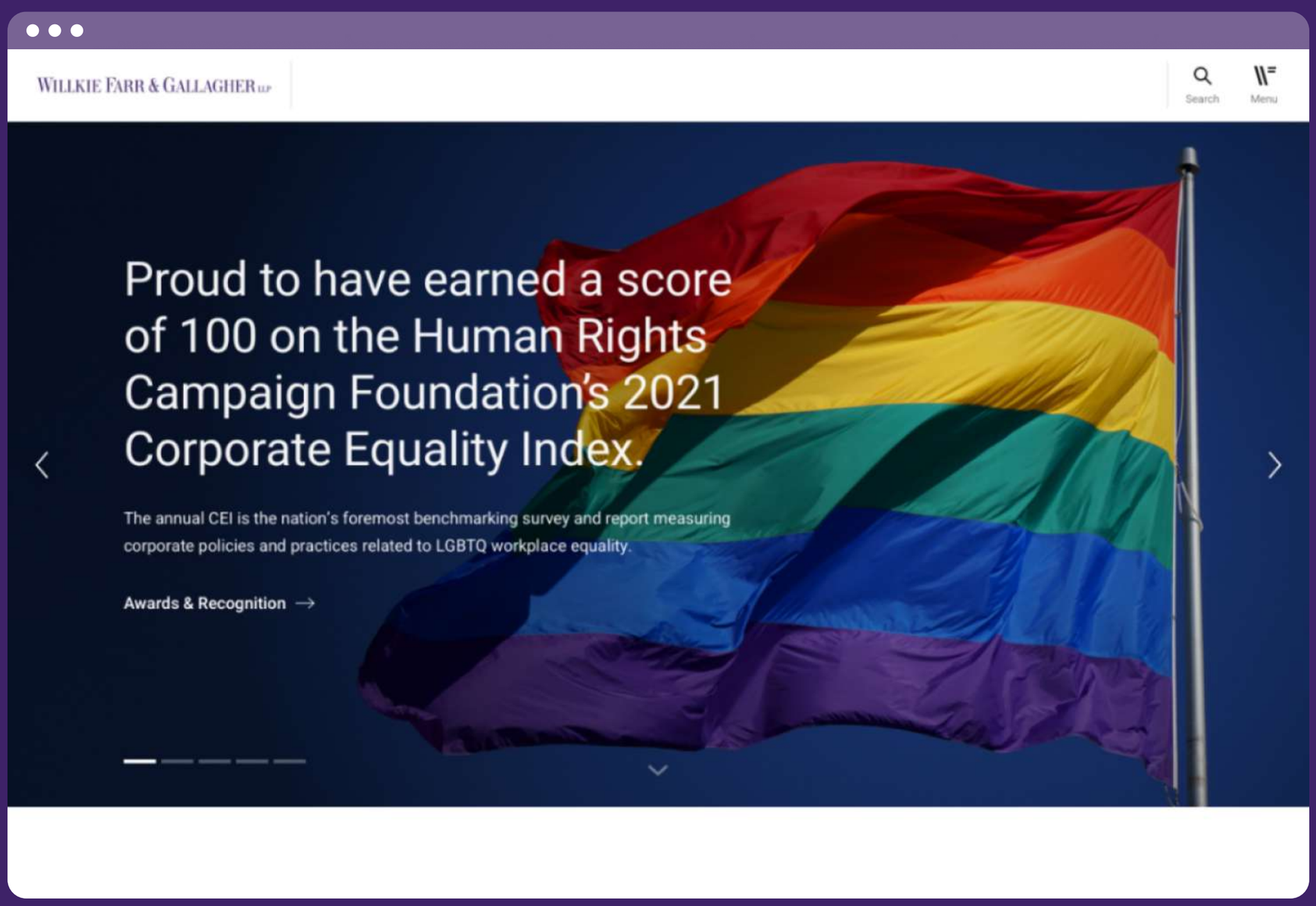
SPINX

Willkie Website Redesign & Development

A High Stakes Legal Website Redesign



OVERVIEW

As one of the top law firms in the world, Willkie’s legal experts have successfully guided businesses for over 135 years. Their enormous global reach meant they were looking for Sitecore partners who could give them an online presence that would impress, and so they looked to us to lead the redesign of their outdated website.

An outdated and bland design didn’t do justice to the storied history of success at the firm.

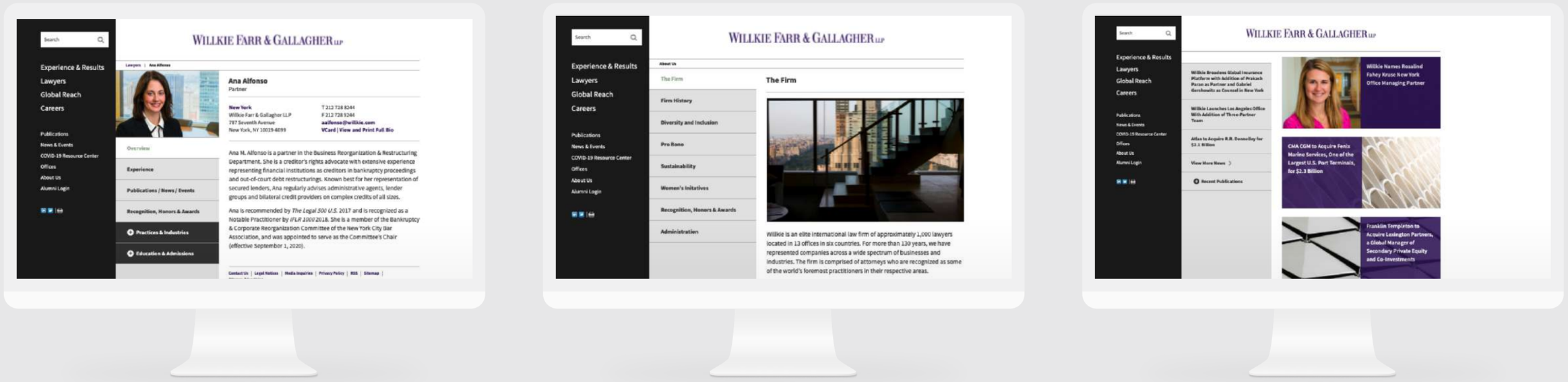
DISCOVERY

Willkie has an unshakable reputation within the legal industry, however, their website was underwhelming visitors.

With our extensive experience crafting one-of-a-kind websites for law firms, Willkie looked to our team to collaborate with them for this massive website redesign and Sitecore CMS version upgrade.

A stale design aesthetic and an archaic site layout made the site feel flat and uninspiring, and an outdated version of their enterprise content management system in Sitecore was preventing the marketing team from being able to take advantage of the new tools and features that were available with the latest release.

We started this project with a discovery phase that included key stakeholder interviews, a KPI review, and a deep competitive analysis. These activities allowed us to dig into who Willkie is, what would drive project success, and how to best position them amongst the fierce competition around them.

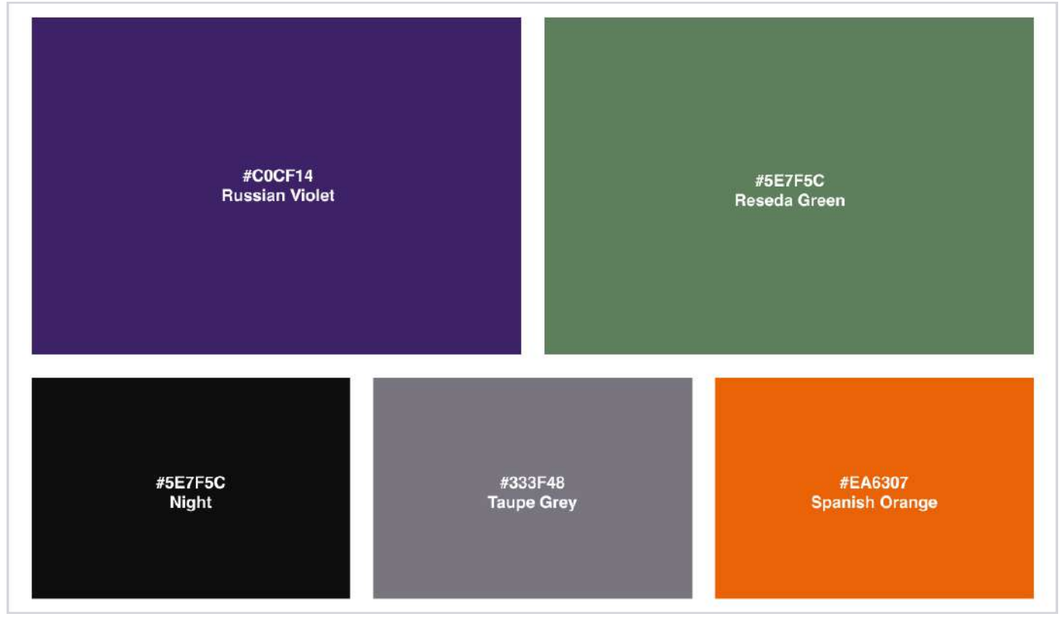


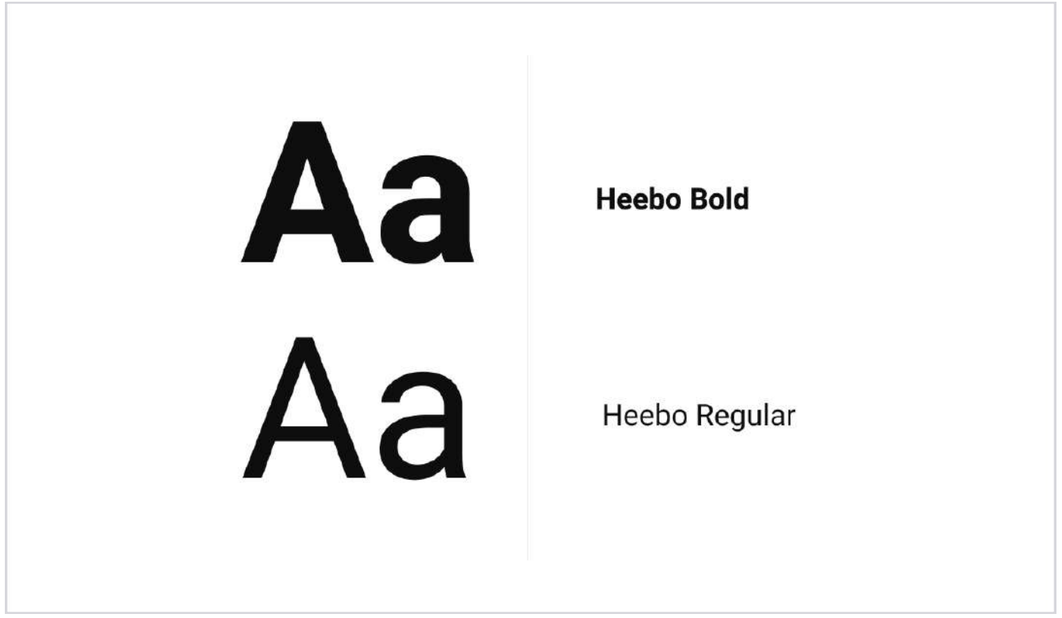
Before

UX STRATEGY

Once a solid understanding of the pain points were in place and we knew what we were measuring success against, we jumped into close collaboration with the Willkie marketing team to put together the UX strategy.

Our familiarity with what potential clients coming to a legal firm website are looking for helped shape the recommendations we made for the structure and navigation flow of the website. We tested these recommendations in a clickable prototype to make sure everything flowed in an intuitive way for Willkie's three main audiences. After making adjustments and optimizing the flow, we were ready to create the designs.





BUILD

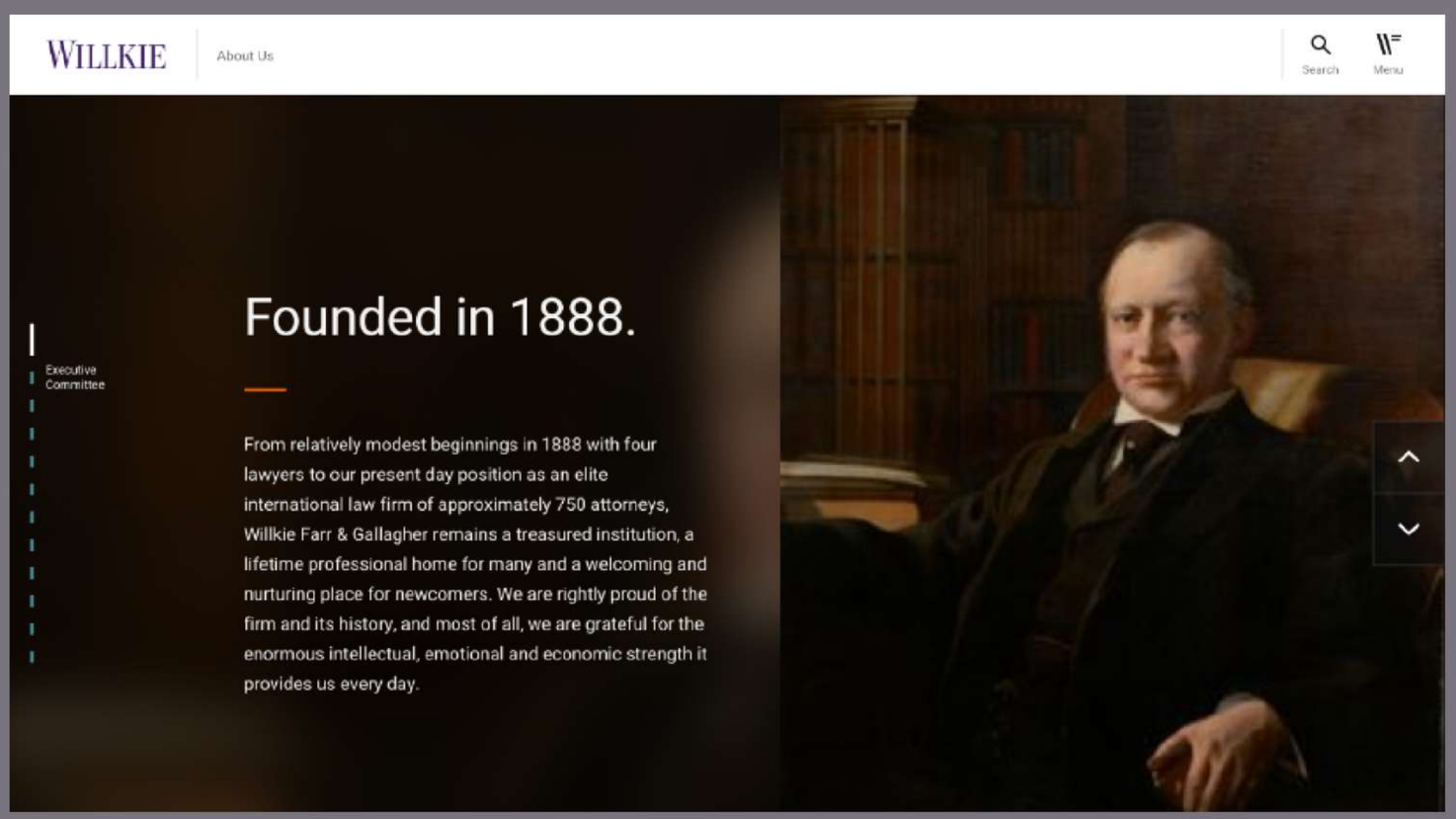
With the structure and UX flow of the website in place, we jumped into perfecting the look and feel of the website.

During the design phase, we aligned everything to the Willkie brand. Through the use of the color palette, typography, imagery, and copy, we wove the brand story throughout the website and crafted a visual aesthetic that draws website visitors in and guides them on a journey across the site.

Once the visual designs were approved, we hit the ground running into the Sitecore development phase. The front-end programming was the first up, where we coded everything onto a responsive framework so the site would deliver an optimized experience to every device. Every line of code was written to ensure this would be an SEO friendly legal website.

When it came time to integrate the front-end code with the Sitecore content management system, we had our work cut out for us. The first step was to customize the backend of the Sitecore CMS to allow for easy management of site content by the Willkie marketing team. Since we were building on top of the latest version of Sitecore, we helped configure everything just right.

Once the backend was ready to go, it was time to migrate text content from their old CMS into the new Sitecore site. We handled the data transfer and migrated thousands of pages of content into the new Sitecore content management system.



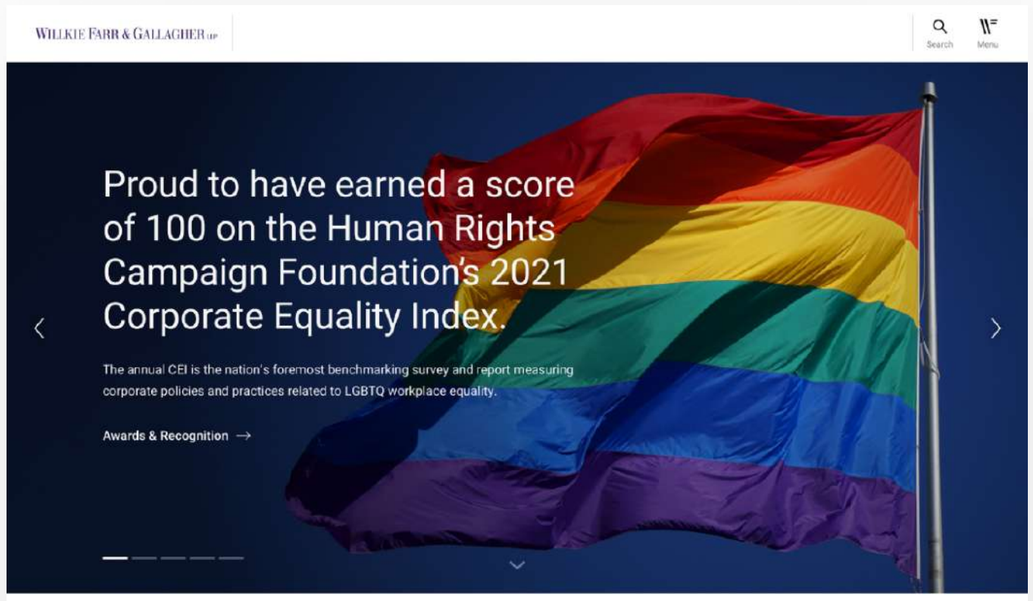
TEST & LAUNCH

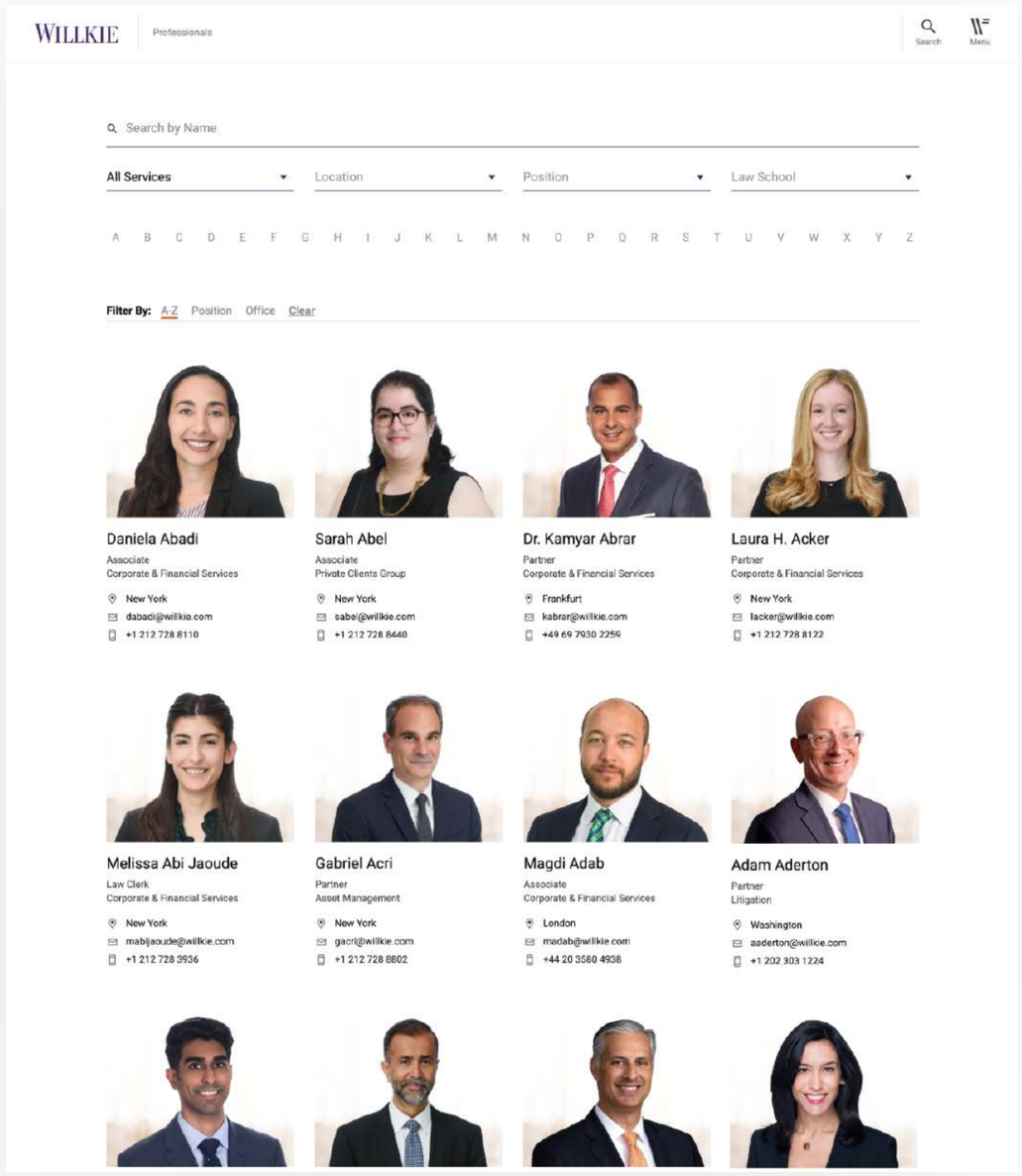
Once everything was designed, programmed, integrated, and transferred, it was time to run through our suite of checks.

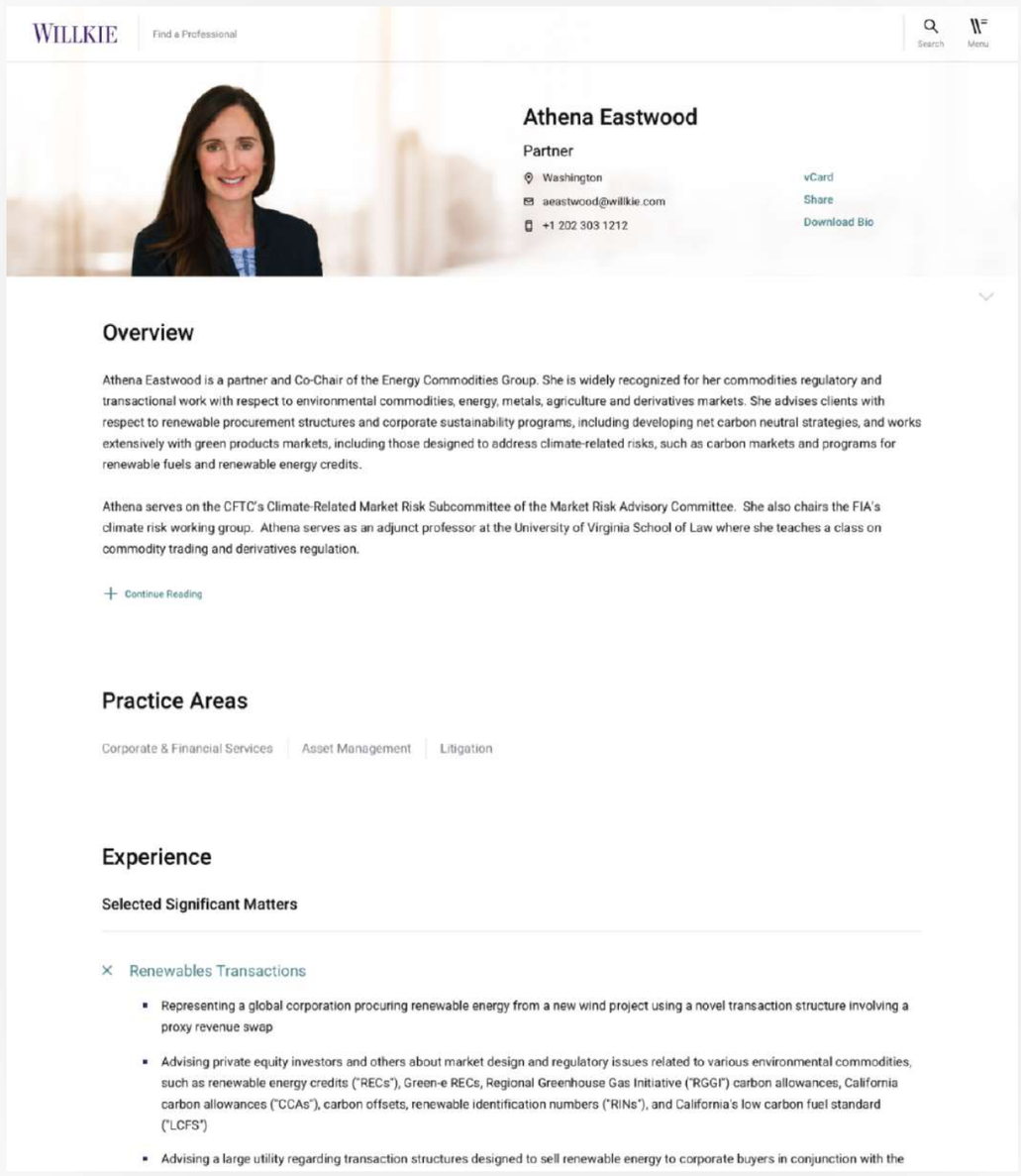
Our testing process includes a very thorough testing of every part of the site to ensure it's working properly on all devices. Our team spent an immense amount of time checking and double checking for bugs to make sure we caught everything.

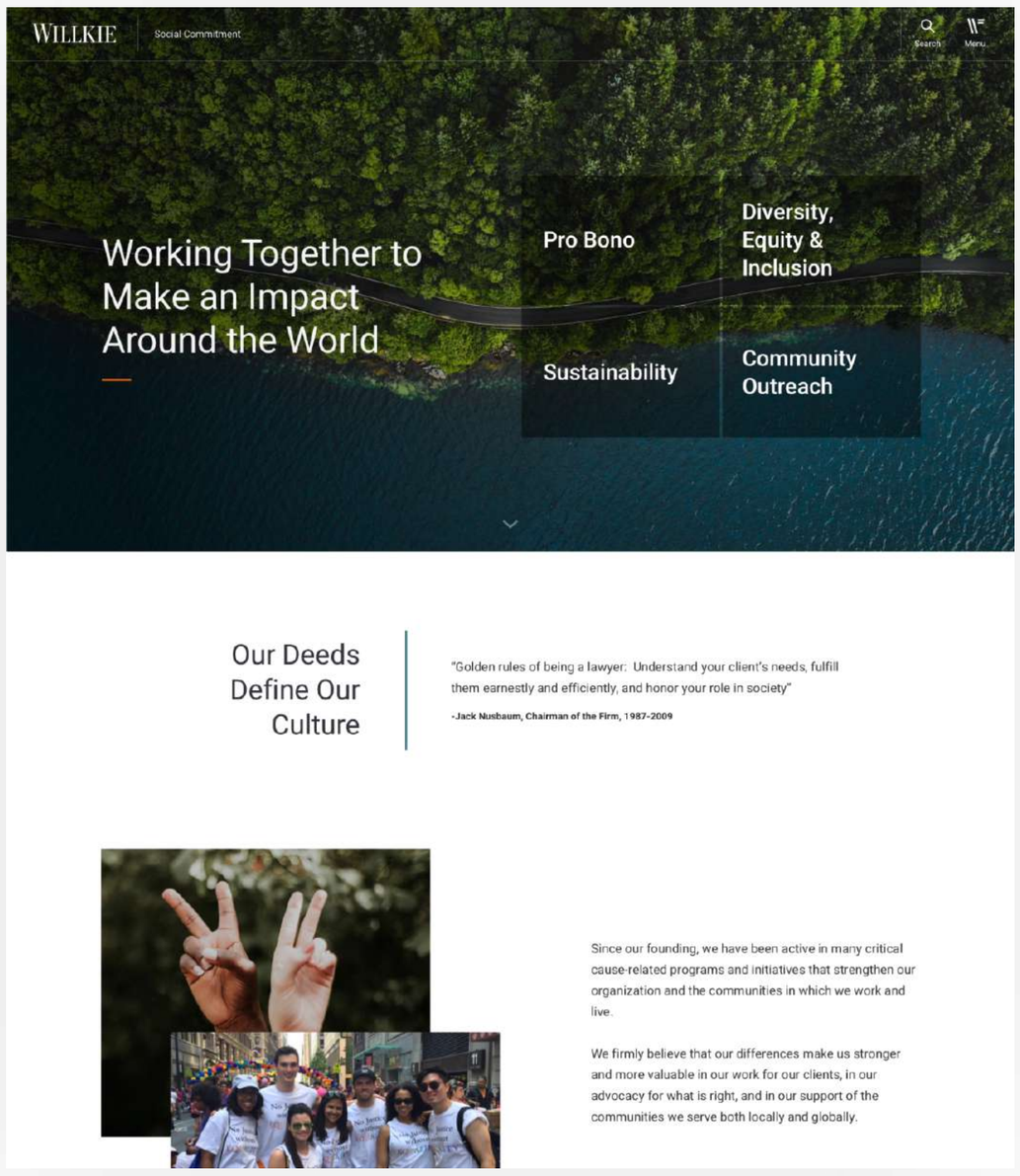
Once complete, we trained the Willkie marketing team on the ins and outs of the updated Sitecore content management system and handed the site over to them for their round of testing while we prepped a launch plan. When we received approval from the Willkie team, it was all systems go and the site went live.

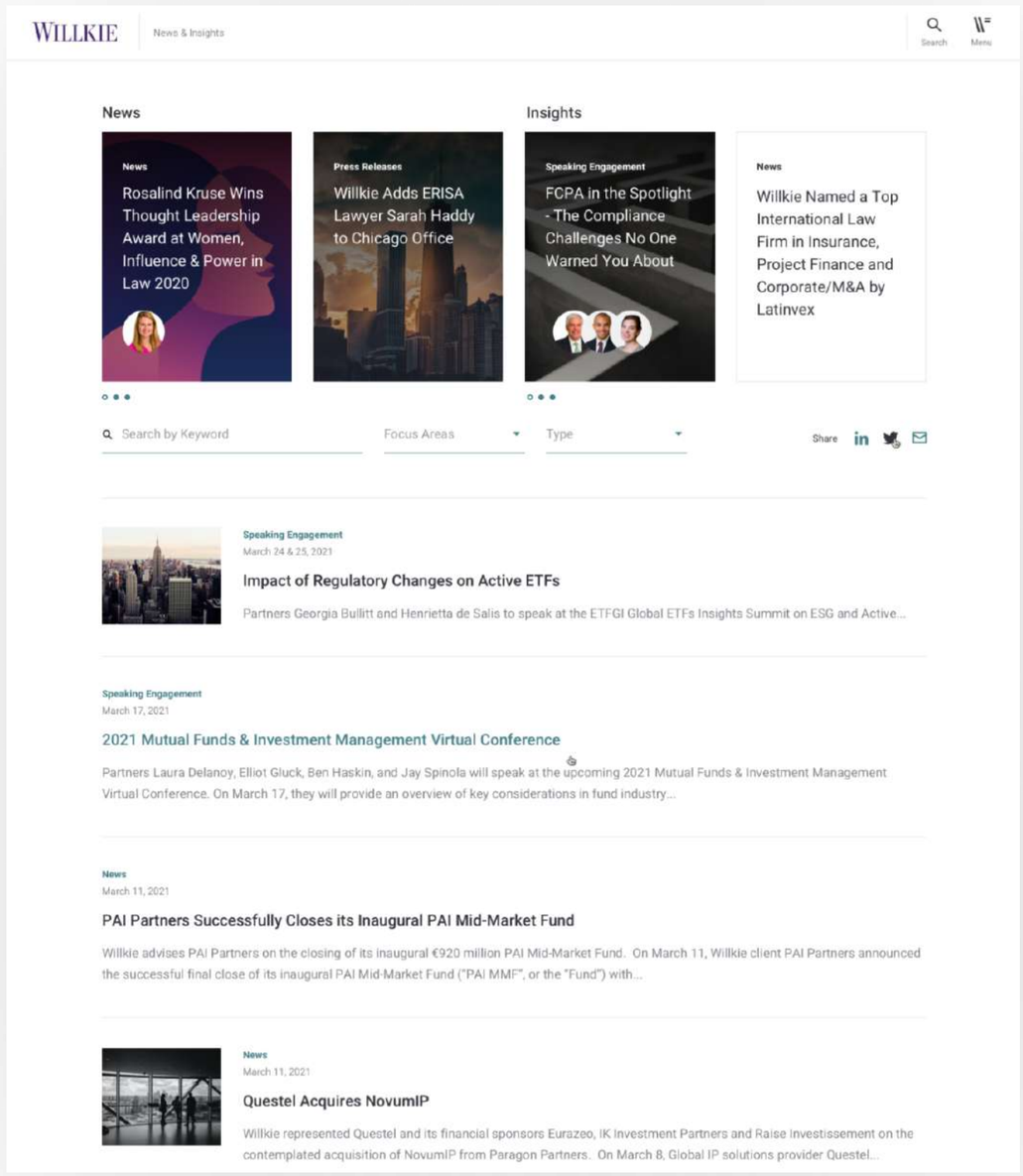
RESULTS

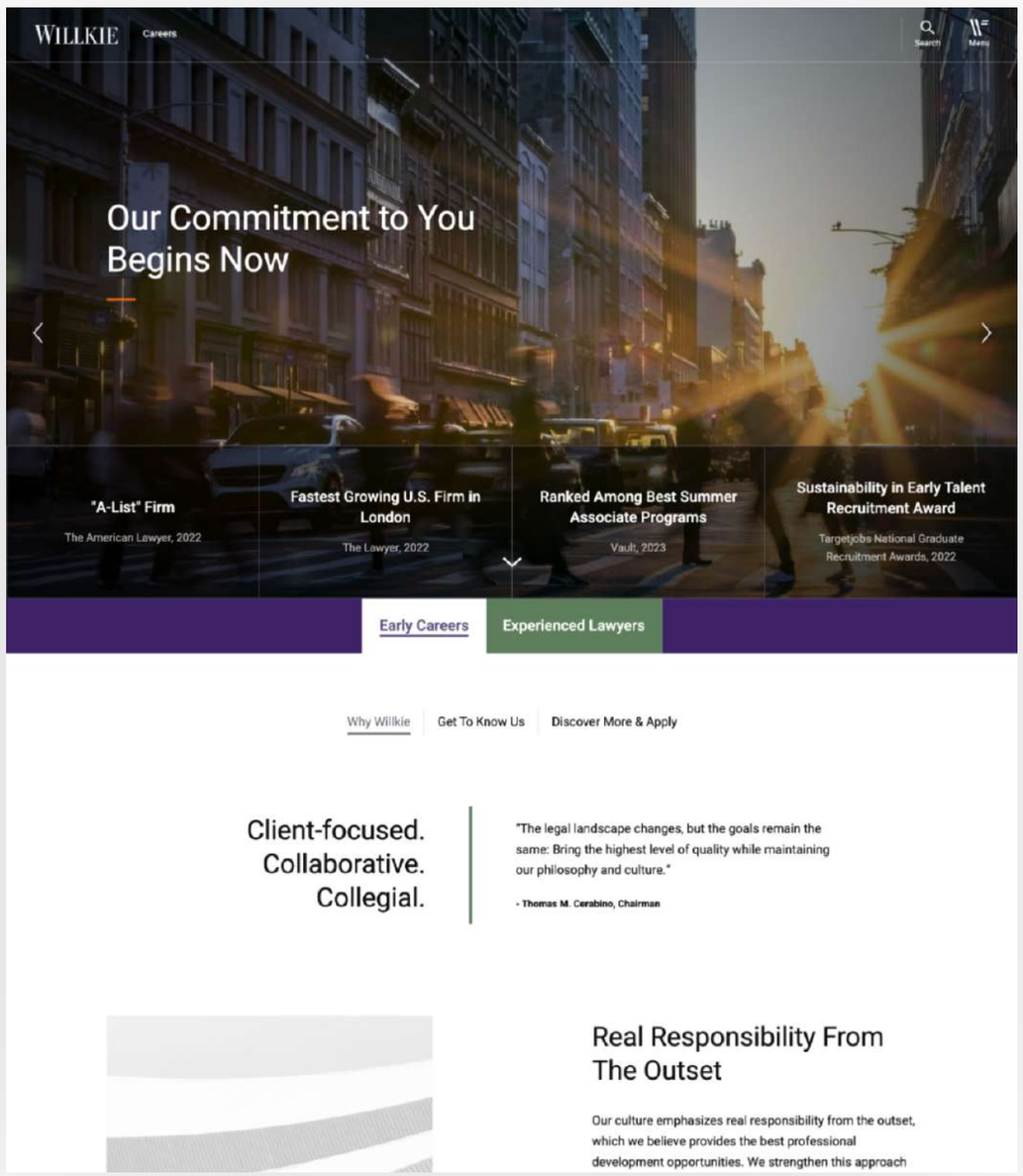

Willkie Farr & Gallagher LLP
Search
Menu
Proud to have earned a score of 100 on the Human Rights Campaign Foundation's 2021 Corporate Equality Index.
The annual CEI is the nation's foremost benchmarking survey and report measuring corporate policies and practices related to LGBTQ workplace equality.
Awards & Recognition →
The Impact of Our Work
We are entrepreneurially inspired and client focused. Clients grow with us over time. They hire us because our reputation and our experience, and then build longstanding allegiances based on results and the collegial process by which they are achieved.
Press Releases
Chairmen's Statement on Violence Against Asian Americans
Press Releases
Willkie Adds ERISA Lawyer Sarah Haddy to Chicago Office
Newsletter
Willkie Privacy, Cybersecurity & Data Strategy Review: Data Privacy Day 2023

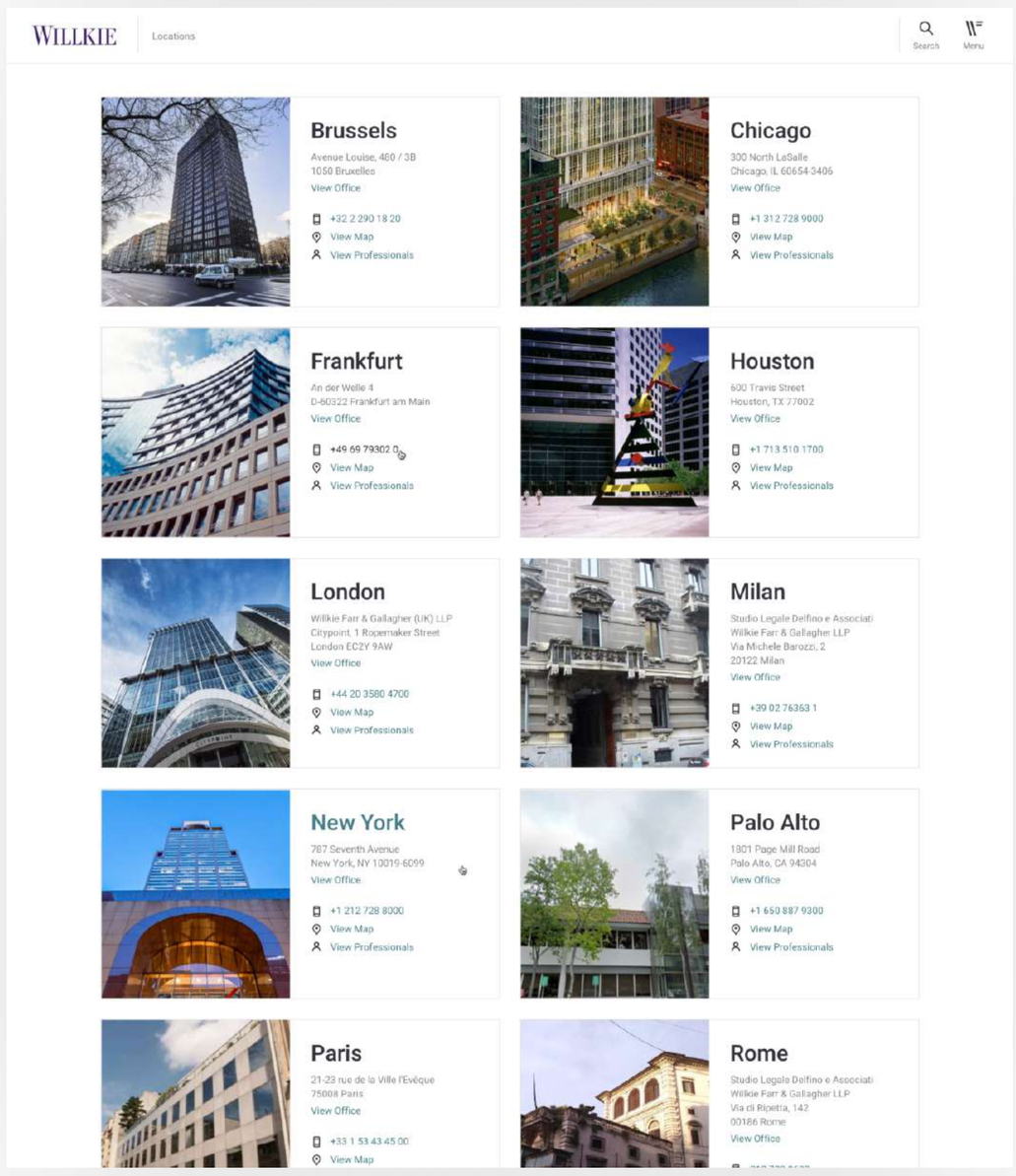

Willkie
Professionals
Search
Menu
Search by Name
All Services
Location
Position
Law School
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Filter By: A-Z Position Office Clear
Daniela Abadi
Associate
Corporate & Financial Services
New York
dabadi@willkie.com
+1 212 728 8110
Sarah Abel
Associate
Private Clients Group
New York
sabel@willkie.com
+1 212 728 8440
Dr. Kamyar Abrar
Partner
Corporate & Financial Services
Frankfurt
kabrar@willkie.com
+49 69 7930 2259
Laura H. Acker
Partner
Corporate & Financial Services
New York
lacker@willkie.com
+1 212 728 8122
Melissa Abi Jaoude
Law Clerk
Corporate & Financial Services
New York
mabijaoude@willkie.com
+1 212 728 3936
Gabriel Acri
Partner
Asset Management
New York
gacri@willkie.com
+1 212 728 8802
Magdi Adab
Associate
Corporate & Financial Services
London
madab@willkie.com
+44 20 3580 4938
Adam Aderton
Partner
Litigation
Washington
aaderton@willkie.com
+1 202 303 1224


Willkie
Find a Professional
Search
Menu
Athena Eastwood
Partner
Washington
aeastwood@willkie.com
+1 202 303 1212
vCard
Share
Download Bio
Overview
Athena Eastwood is a partner and Co-Chair of the Energy Commodities Group. She is widely recognized for her commodities regulatory and transactional work with respect to environmental commodities, energy, metals, agriculture and derivatives markets. She advises clients with respect to renewable procurement structures and corporate sustainability programs, including developing net carbon neutral strategies, and works extensively with green products markets, including those designed to address climate-related risks, such as carbon markets and programs for renewable fuels and renewable energy credits.
Athena serves on the CFTC's Climate-Related Market Risk Subcommittee of the Market Risk Advisory Committee. She also chairs the FIA's climate risk working group. Athena serves as an adjunct professor at the University of Virginia School of Law where she teaches a class on commodity trading and derivatives regulation.
+ Continue Reading
Practice Areas
Corporate & Financial Services
Asset Management
Litigation
Experience
Selected Significant Matters
× Renewables Transactions
Representing a global corporation procuring renewable energy from a new wind project using a novel transaction structure involving a proxy revenue swap
Advising private equity investors and others about market design and regulatory issues related to various environmental commodities, such as renewable energy credits ("RECs"), Green-e RECs, Regional Greenhouse Gas Initiative ("RGGI") carbon allowances, California carbon allowances ("CCAs"), carbon offsets, renewable identification numbers ("RINs"), and California's low carbon fuel standard ("LCFS")
Advising a large utility regarding transaction structures designed to sell renewable energy to corporate buyers in conjunction with the


Willkie
Social Commitment
Search
Menu
Working Together to Make an Impact Around the World
Pro Bono
Diversity, Equity & Inclusion
Sustainability
Community Outreach
Our Deeds Define Our Culture
"Golden rules of being a lawyer: Understand your client's needs, fulfill them earnestly and efficiently, and honor your role in society"
-Jack Nusbaum, Chairman of the Firm, 1987-2009
Since our founding, we have been active in many critical cause-related programs and initiatives that strengthen our organization and the communities in which we work and live.
We firmly believe that our differences make us stronger and more valuable in our work for our clients, in our advocacy for what is right, and in our support of the communities we serve both locally and globally.


WILLKIE
News & Insights
Search
Menu
News
Insights
News
Rosalind Kruse Wins Thought Leadership Award at Women, Influence & Power in Law 2020
Press Releases
Willkie Adds ERISA Lawyer Sarah Haddy to Chicago Office
Speaking Engagement
FCPA in the Spotlight - The Compliance Challenges No One Warned You About
News
Willkie Named a Top International Law Firm in Insurance, Project Finance and Corporate/M&A by Latinvex
Search by Keyword
Focus Areas
Type
Share
Speaking Engagement
March 24 & 25, 2021
Impact of Regulatory Changes on Active ETFs
Partners Georgia Bullitt and Henrietta de Salis to speak at the ETFGI Global ETFs Insights Summit on ESG and Active...
Speaking Engagement
March 17, 2021
2021 Mutual Funds & Investment Management Virtual Conference
Partners Laura Delanoy, Elliot Gluck, Ben Haskin, and Jay Spinola will speak at the upcoming 2021 Mutual Funds & Investment Management Virtual Conference. On March 17, they will provide an overview of key considerations in fund industry...
News
March 11, 2021
PAI Partners Successfully Closes its Inaugural PAI Mid-Market Fund
Willkie advises PAI Partners on the closing of its inaugural €920 million PAI Mid-Market Fund. On March 11, Willkie client PAI Partners announced the successful final close of its inaugural PAI Mid-Market Fund ("PAI MMF", or the "Fund") with...
News
March 11, 2021
Questel Acquires NovumIP
Willkie represented Questel and its financial sponsors Eurazeo, IK Investment Partners and Raise Investissement on the contemplated acquisition of NovumIP from Paragon Partners. On March 8, Global IP solutions provider Questel...


WILLKIE
Careers
Search
Menu
Our Commitment to You Begins Now
"A-List" Firm
The American Lawyer, 2022
Fastest Growing U.S. Firm in London
The Lawyer, 2022
Ranked Among Best Summer Associate Programs
Vault, 2023
Sustainability in Early Talent Recruitment Award
Targetjobs National Graduate Recruitment Awards, 2022
Early Careers
Experienced Lawyers
Why Willkie
Get To Know Us
Discover More & Apply
Client-focused.
Collaborative.
Collegial.
"The legal landscape changes, but the goals remain the same: Bring the highest level of quality while maintaining our philosophy and culture."
- Thomas M. Cerabino, Chairman
Real Responsibility From The Outset
Our culture emphasizes real responsibility from the outset, which we believe provides the best professional development opportunities. We strengthen this approach


WILLKIE
Locations
Search
Menu
Brussels
Avenue Louise, 480 / 3B
1050 Bruxelles
View Office
+32 2 290 18 20
View Map
View Professionals
Chicago
300 North LaSalle
Chicago, IL 60654-3406
View Office
+1 312 728 9000
View Map
View Professionals
Frankfurt
An der Welle 4
D-60322 Frankfurt am Main
View Office
+49 69 79302 0
View Map
View Professionals
Houston
600 Travis Street
Houston, TX 77002
View Office
+1 713 510 1700
View Map
View Professionals
London
Willkie Farr & Gallagher (UK) LLP
Citypoint, 1 Ropemaker Street
London EC2Y 9AW
View Office
+44 20 3580 4700
View Map
View Professionals
Milan
Studio Legale Delfino e Associati
Willkie Farr & Gallagher LLP
Via Michele Barozzi, 2
20122 Milan
View Office
+39 02 76363 1
View Map
View Professionals
New York
787 Seventh Avenue
New York, NY 10019-6099
View Office
+1 212 728 8000
View Map
View Professionals
Palo Alto
1301 Page Mill Road
Palo Alto, CA 94304
View Office
+1 650 887 9300
View Map
View Professionals
Paris
21-23 rue de la Ville l'Evêque
75008 Paris
View Office
+33 1 53 43 45 00
View Map
Rome
Studio Legale Delfino e Associati
Willkie Farr & Gallagher LLP
Via di Ripetta, 142
00186 Rome
View Office

A modern aesthetic welcomes visitors to the site and guides them on an immersive journey through the new website.

CLOSING THOUGHTS

A successful project is never the result of one person doing one thing; it is the result of multiple teams of people working together in sync towards a common goal. Our collaboration with the team from Willkie is evidence of this, and the final result is a stunning new website that fully emanates the legal prowess the firm has.

Visit Site

Finding an agency who understands your digital needs is hard.

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

Start a Project

CHAT WITH US 213.894.9933 hello@spinxdigital.com

SPINX

spinxdigital.com