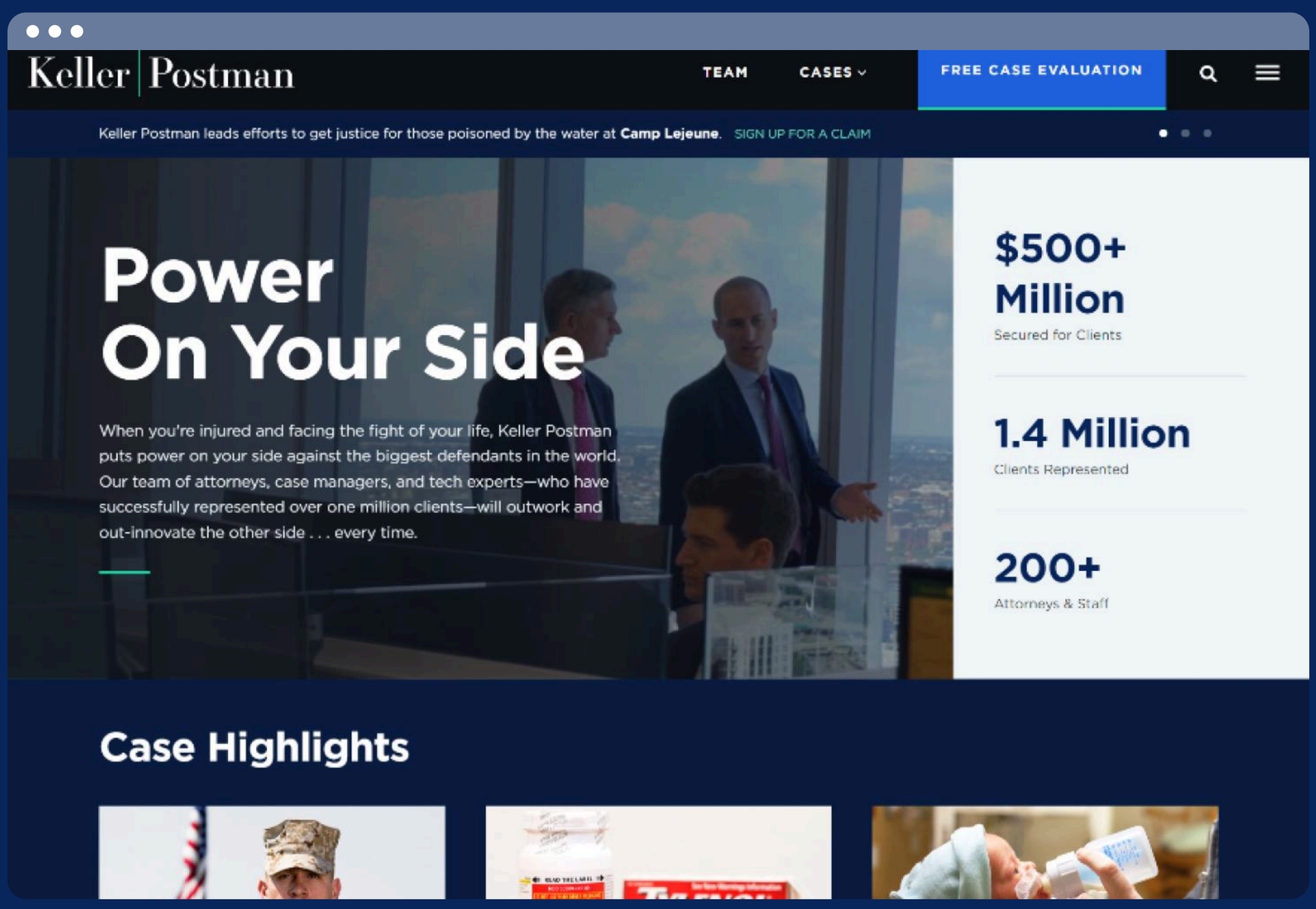
SPINX

Keller Postman Law Firm Website Redesign

Law Firm Website Redesign that Delivers Justice to their Growth & Success



OVERVIEW

Keller Postman is an aggressive law firm who pursues justice for consumers, employees, and veterans who have been injured by corporations or the government. Their specialization in mass tort, mass arbitration, personal injury, and class action practices has led to the opportunity to represent over 1.4M individuals and secure $500M+ in settlements.

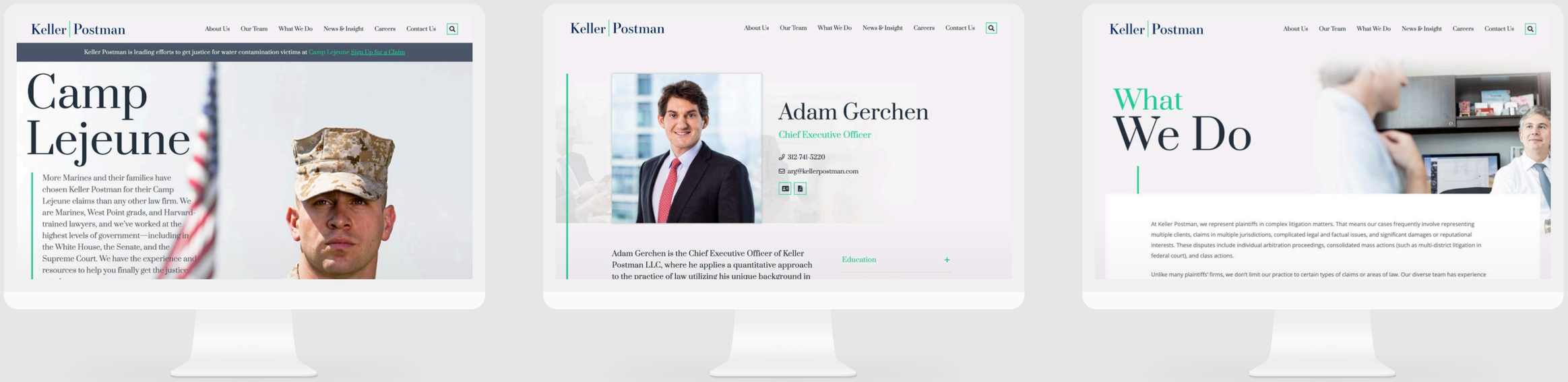
“Small” and “boutique” were not accurate descriptors of the high-energy, over-achieving mentality at Keller Postman, however those were the vibes their old site was giving.

DISCOVERY

Despite garnering impressive results for their clients and praise from other law firms, Keller Postman couldn’t seem to shake the reputation they had of being a boutique firm.

Aggressive growth and expansion left them ready to paint a new picture of their firm online – the big, successful, relentless firm that they were.

During our discovery with them, we uncovered that a lot of the design patterns on their old site were feeding into the “boutique” narrative they were trying to get away from. In addition, their old site was wordy and uninspiring to their target audiences. Through key stakeholder interviews, a competitive analysis, and a website audit, we gathered up as much information about the firm as possible so that we could make informed decisions as the project progressed.

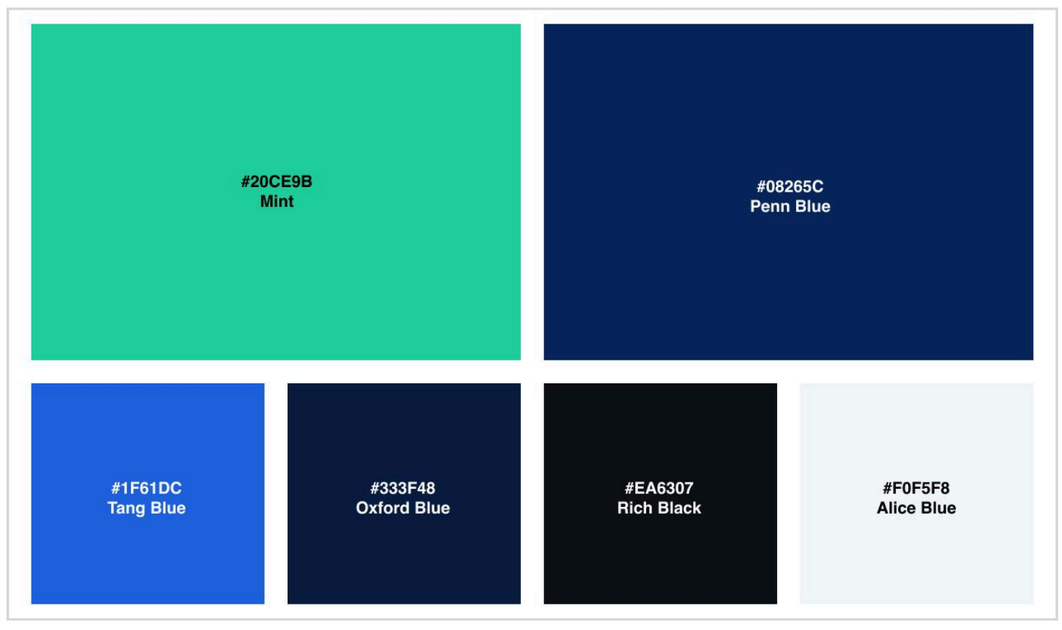


Before

UX STRATEGY

One of the first parts we focused on when planning out the new site was the site architecture.

We knew we had to make adjustments to the content structure of the site to better tell the story of Keller Postman's powerful wins. And it was also extremely important that visitors understood how quick and easy it was to receive representation from Keller Postman and lead them through the lead capture process. Mapping out the optimized structure required some intense collaboration with the team from Keller Postman, as we worked to plan out the user journey through the lead collection funnel. One of the keys to leading people through the lead collection funnel was to intentionally plan spaces throughout the site that would build trust in the firm through the use of social proof, proven results, and powerful visuals.

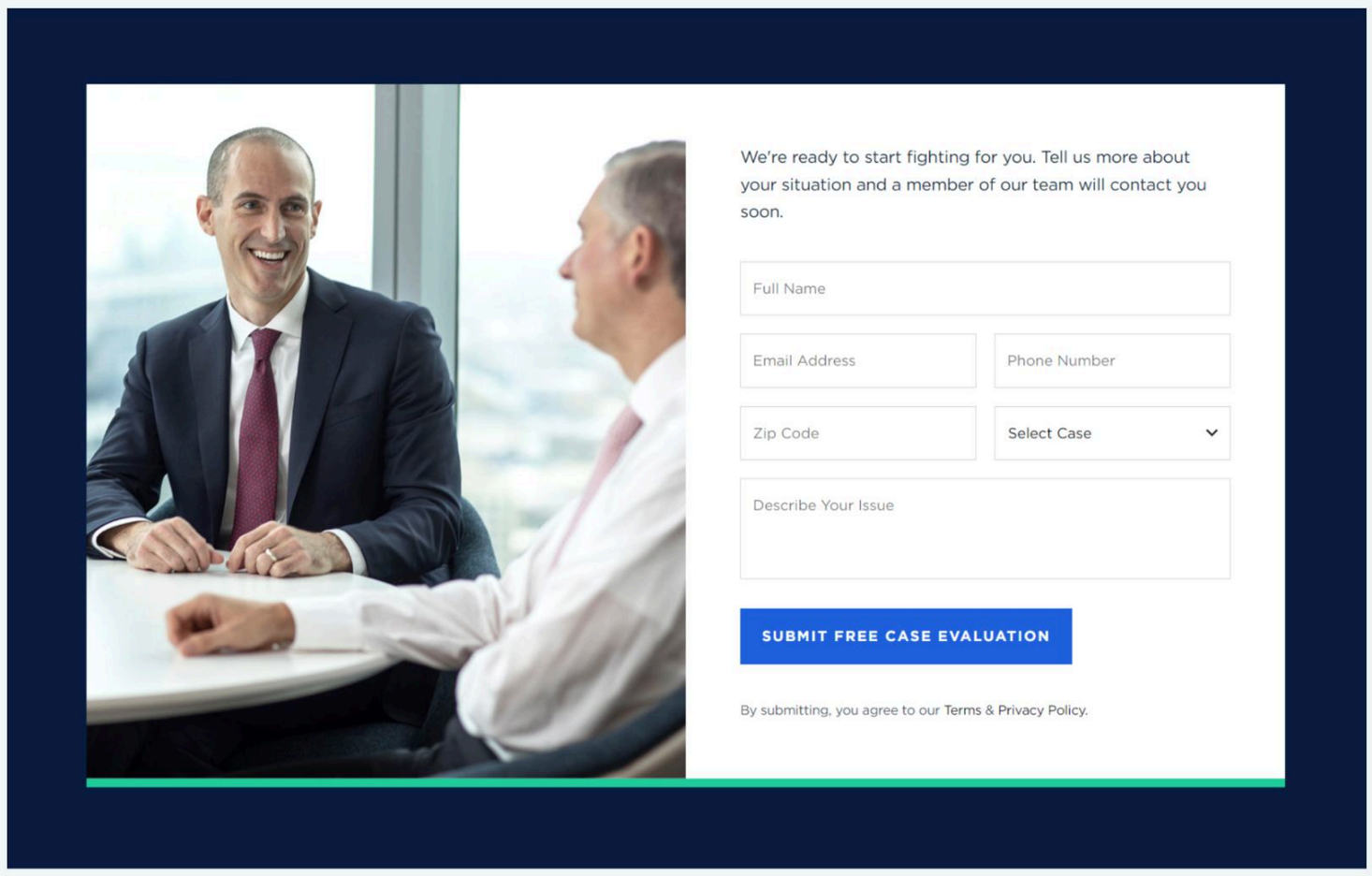


BUILD

With our strategy in place to guide us, we started designing out the pages across the site.

Our custom page designs allowed us to tailor the look and feel of the site to portray the relentless vigor of the firm. Throughout the design patterns we used, we kept things aligned to the brand guidelines already established while pushing the attitude felt when people landed on the site.

As soon as the designs were approved, it was off to the races for our developers. They crafted the front-end HTML and CSS code in a way that would be loved by search engines and allow for an excellent experience on all devices. The backend team integrated our custom designs into the WordPress CMS and further customized the admin panel to allow for super simple content management by the Keller Postman team. SEO tools were added to the CMS to make the site easy for consumers to find on search engines, and everything was built for optimal security.



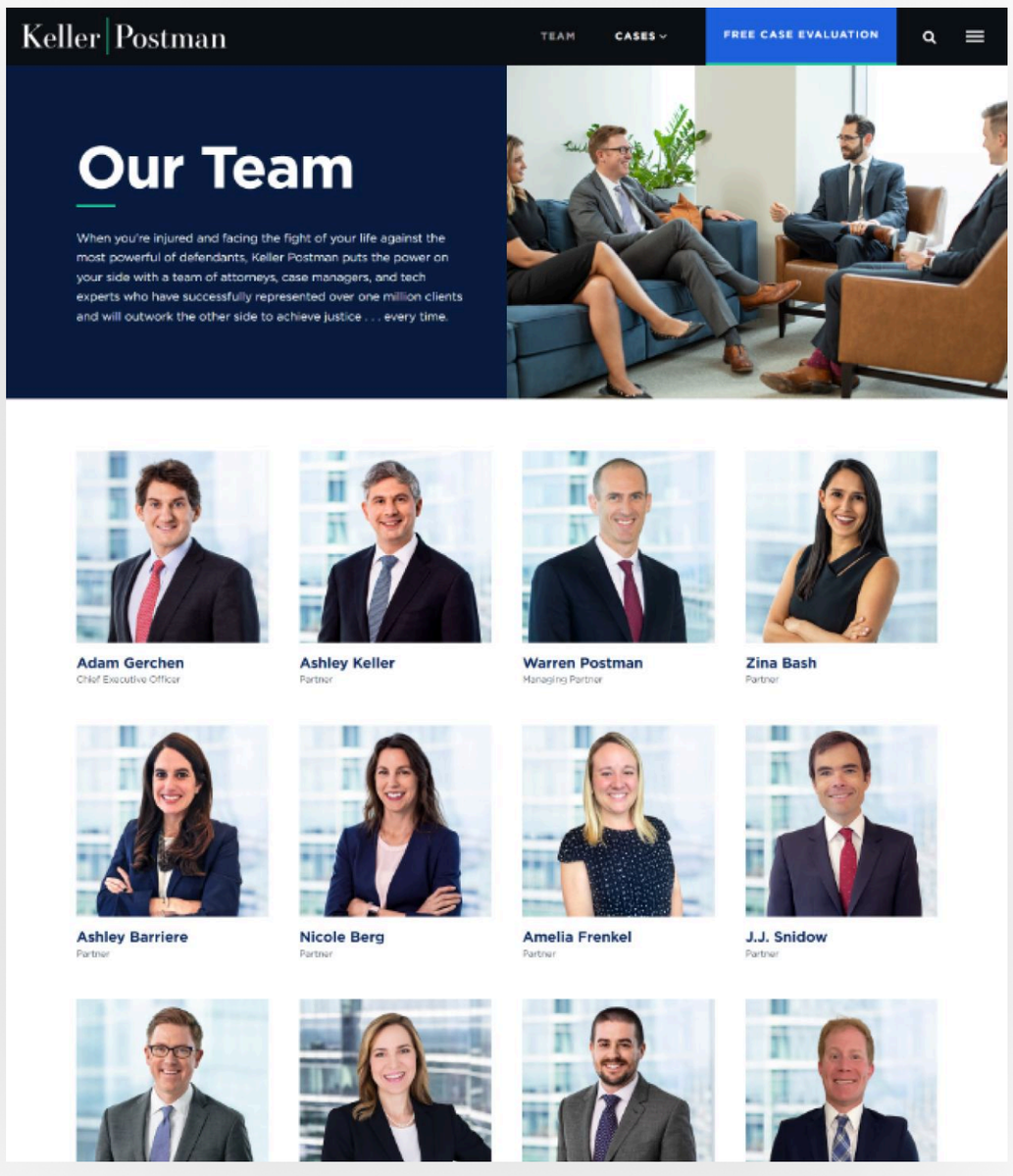
TEST & LAUNCH

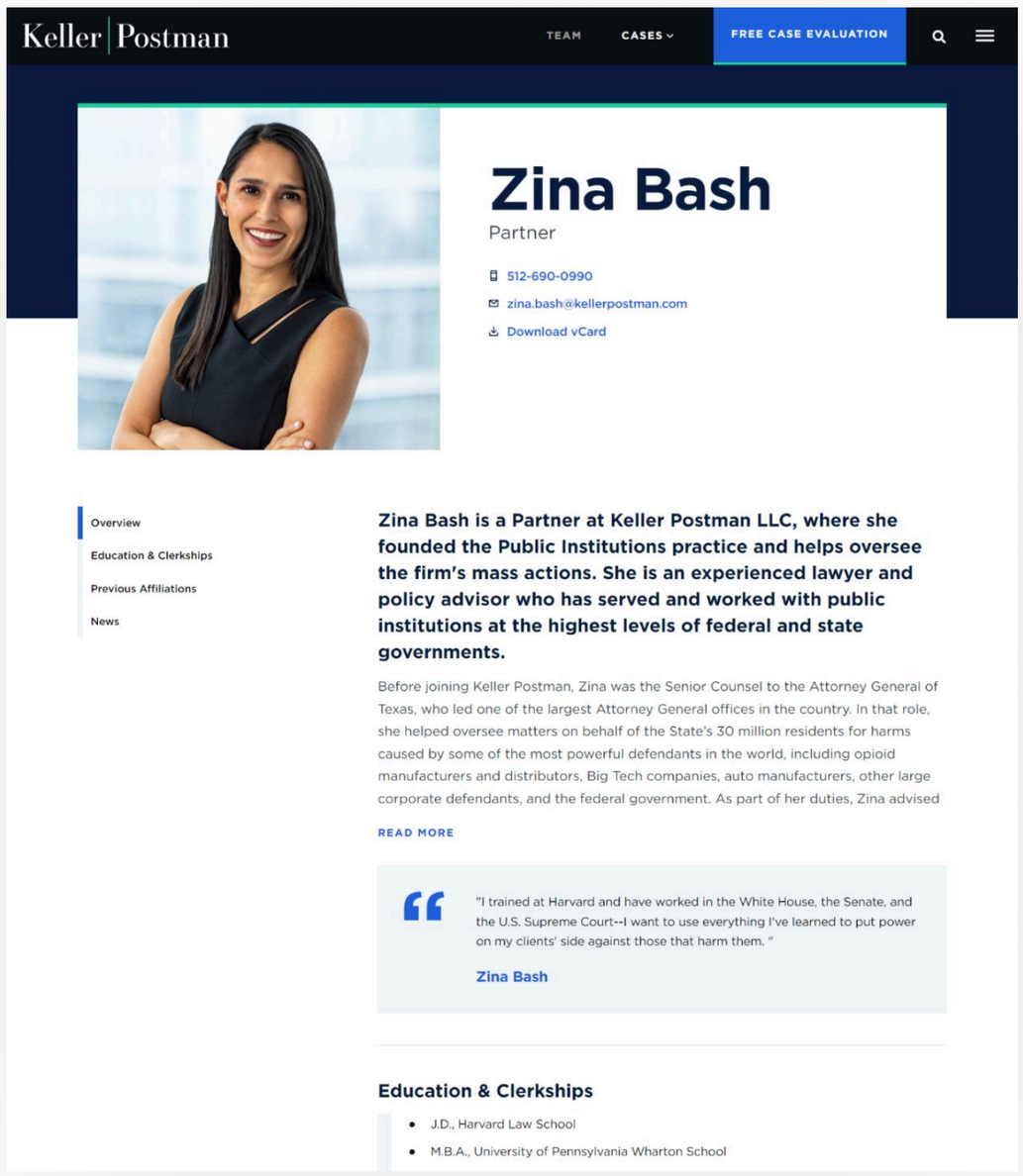
Everything we built needed to be put to the test before handing the site over to the Keller Postman team.

Our team tested every nook and cranny of the site to ensure everything was working properly, and then trained the Keller Postman team on how to manage updates through the CMS. They then tested the heck out of the site as well, and verified it was good to go and ready for launch.

An organized launch leads to a successful launch, and so our team walked through all of our pre-launch processes before scheduling the launch. Once everything was ready, we moved the site to the new server, pointed the domain, and the new site was live!

RESULTS

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Zina Bash
Partner
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zina.bash@kellerpostman.com
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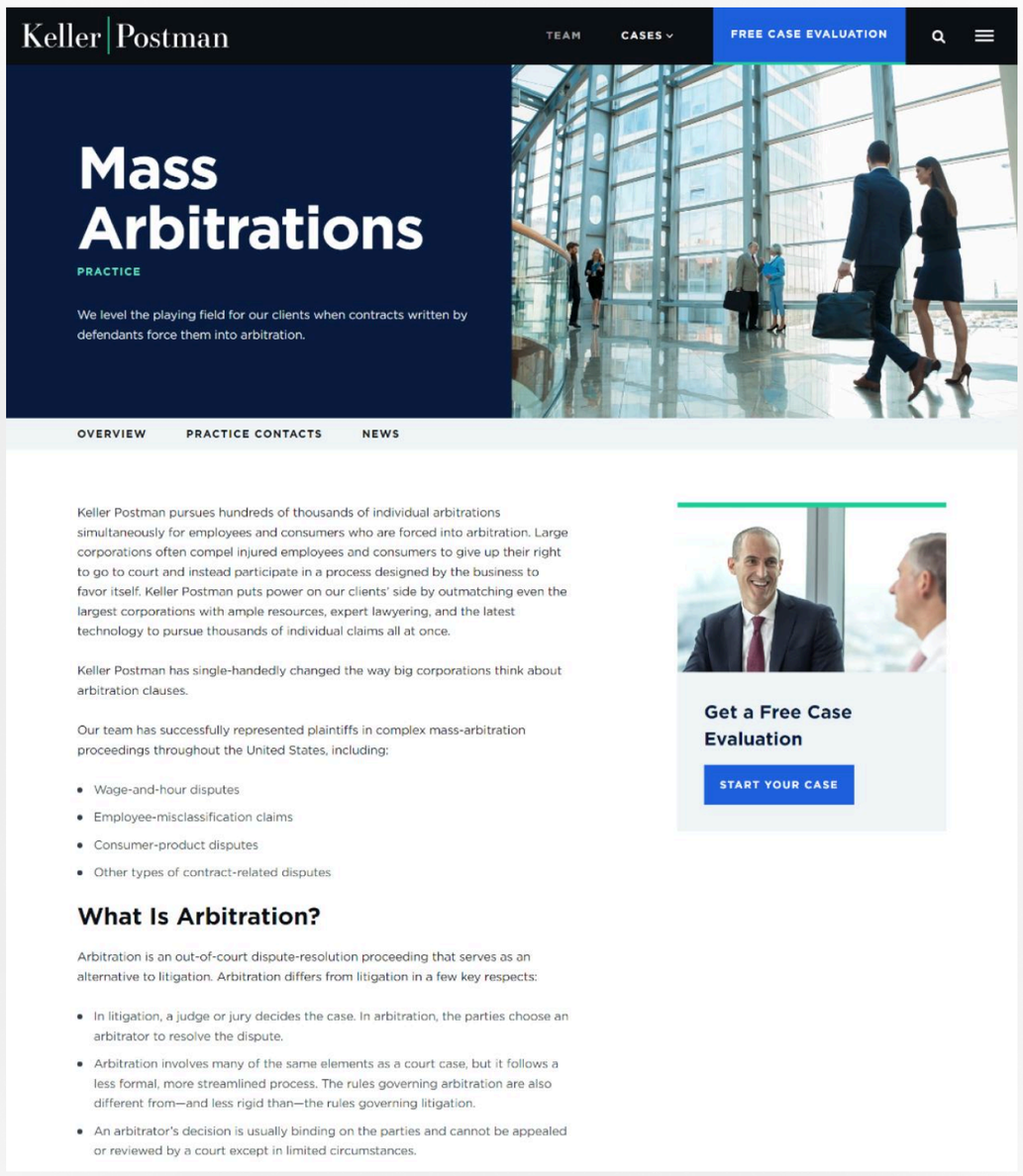
Overview
Education & Clerkships
Previous Affiliations
News
Zina Bash is a Partner at Keller Postman LLC, where she founded the Public Institutions practice and helps oversee the firm's mass actions. She is an experienced lawyer and policy advisor who has served and worked with public institutions at the highest levels of federal and state governments.
Before joining Keller Postman, Zina was the Senior Counsel to the Attorney General of Texas, who led one of the largest Attorney General offices in the country. In that role, she helped oversee matters on behalf of the State's 30 million residents for harms caused by some of the most powerful defendants in the world, including opioid manufacturers and distributors, Big Tech companies, auto manufacturers, other large corporate defendants, and the federal government. As part of her duties, Zina advised
READ MORE
"I trained at Harvard and have worked in the White House, the Senate, and the U.S. Supreme Court--I want to use everything I've learned to put power on my clients' side against those that harm them. "
Zina Bash
Education & Clerkships
J.D., Harvard Law School
M.B.A., University of Pennsylvania Wharton School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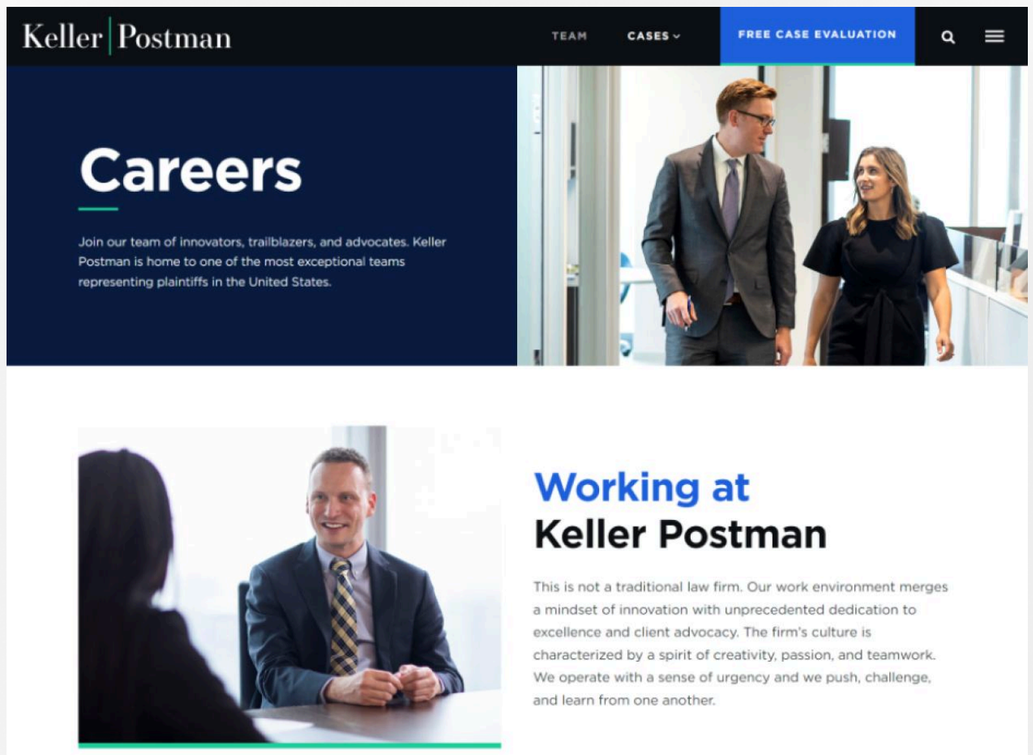
TEAM
CASES
FREE CASE EVALUATION
Mass Arbitrations
PRACTICE
We level the playing field for our clients when contracts written by defendants force them into arbitration.
OVERVIEW
PRACTICE CONTACTS
NEWS
Keller Postman pursues hundreds of thousands of individual arbitrations simultaneously for employees and consumers who are forced into arbitration. Large corporations often compel injured employees and consumers to give up their right to go to court and instead participate in a process designed by the business to favor itself. Keller Postman puts power on our clients' side by outmatching even the largest corporations with ample resources, expert lawyering, and the latest technology to pursue thousands of individual claims all at once.
Keller Postman has single-handedly changed the way big corporations think about arbitration clauses.
Our team has successfully represented plaintiffs in complex mass-arbitration proceedings throughout the United States, including:
Wage-and-hour disputes
Employee-misclassification claims
Consumer-product disputes
Other types of contract-related disputes
What Is Arbitration?
Arbitration is an out-of-court dispute-resolution proceeding that serves as an alternative to litigation. Arbitration differs from litigation in a few key respects:
In litigation, a judge or jury decides the case. In arbitration, the parties choose an arbitrator to resolve the dispute.
Arbitration involves many of the same elements as a court case, but it follows a less formal, more streamlined process. The rules governing arbitration are also different from—and less rigid than—the rules governing litigation.
An arbitrator's decision is usually binding on the parties and cannot be appealed or reviewed by a court except in limited circumstances.
Get a Free Case Evaluation
START YOUR CASE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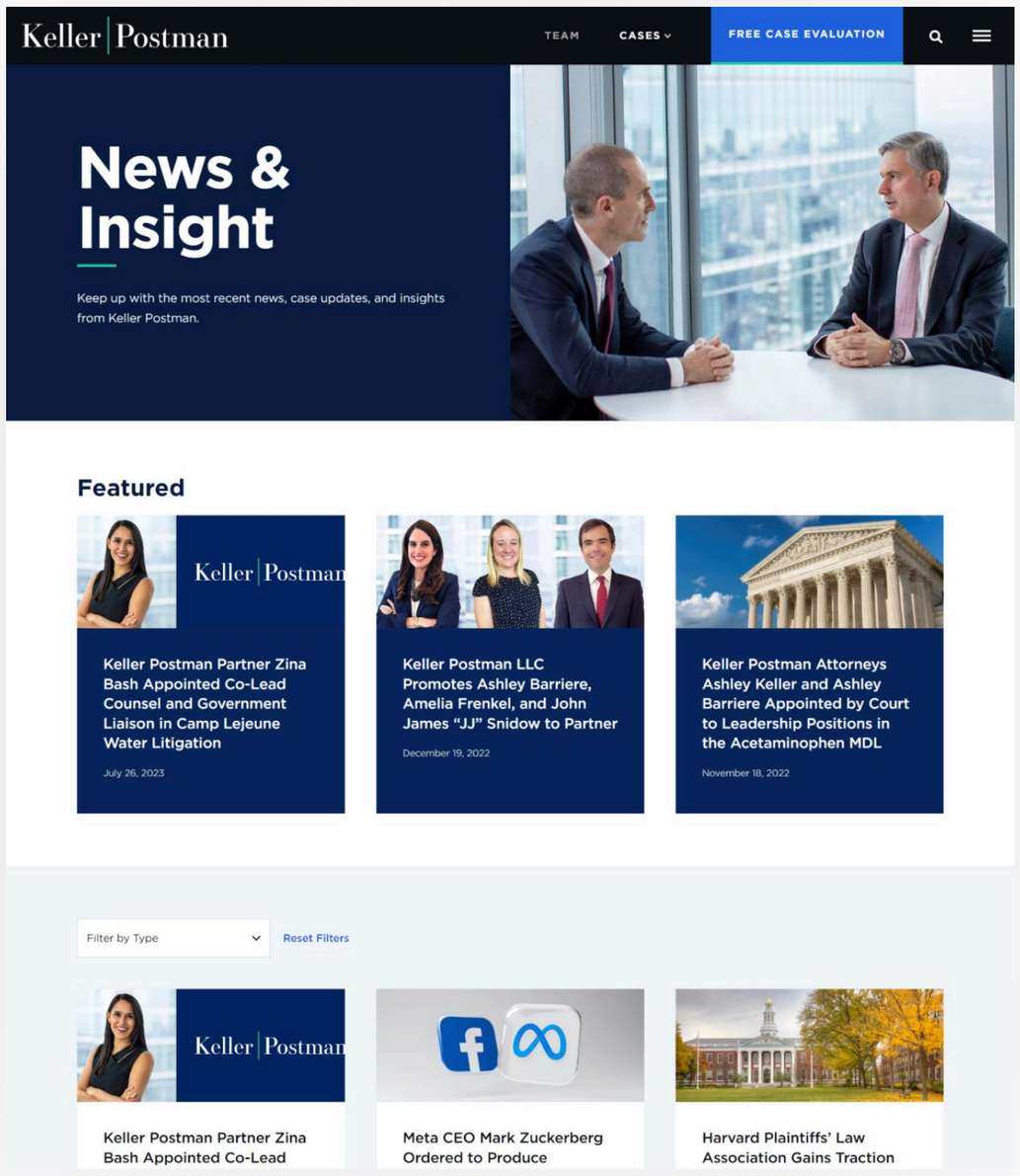
CASES
FREE CASE EVALUATION
Careers
Join our team of innovators, trailblazers, and advocates. Keller Postman is home to one of the most exceptional teams representing plaintiffs in the United States.
Working at
Keller Postman
This is not a traditional law firm. Our work environment merges a mindset of innovation with unprecedented dedication to excellence and client advocacy. The firm's culture is characterized by a spirit of creativity, passion, and teamwork. We operate with a sense of urgency and we push, challenge, and learn from one another.
We love the work we do
and who we do it with.
"As an attorney, one of my proudest moments was supporting a plaintiff through a grueling two-week trial in federal court. After months of preparation, the plaintiff took the stand and told me afterwards that he felt able to tell his story because of my support.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News & Insight
Keep up with the most recent news, case updates, and insights from Keller Postman.
Featured
Keller Postman Partner Zina Bash Appointed Co-Lead Counsel and Government Liaison in Camp Lejeune Water Litigation
July 26, 2023
Keller Postman LLC Promotes Ashley Barriere, Amelia Frenkel, and John James "JJ" Snidow to Partner
December 19, 2022
Keller Postman Attorneys Ashley Keller and Ashley Barriere Appointed by Court to Leadership Positions in the Acetaminophen MDL
November 18, 2022
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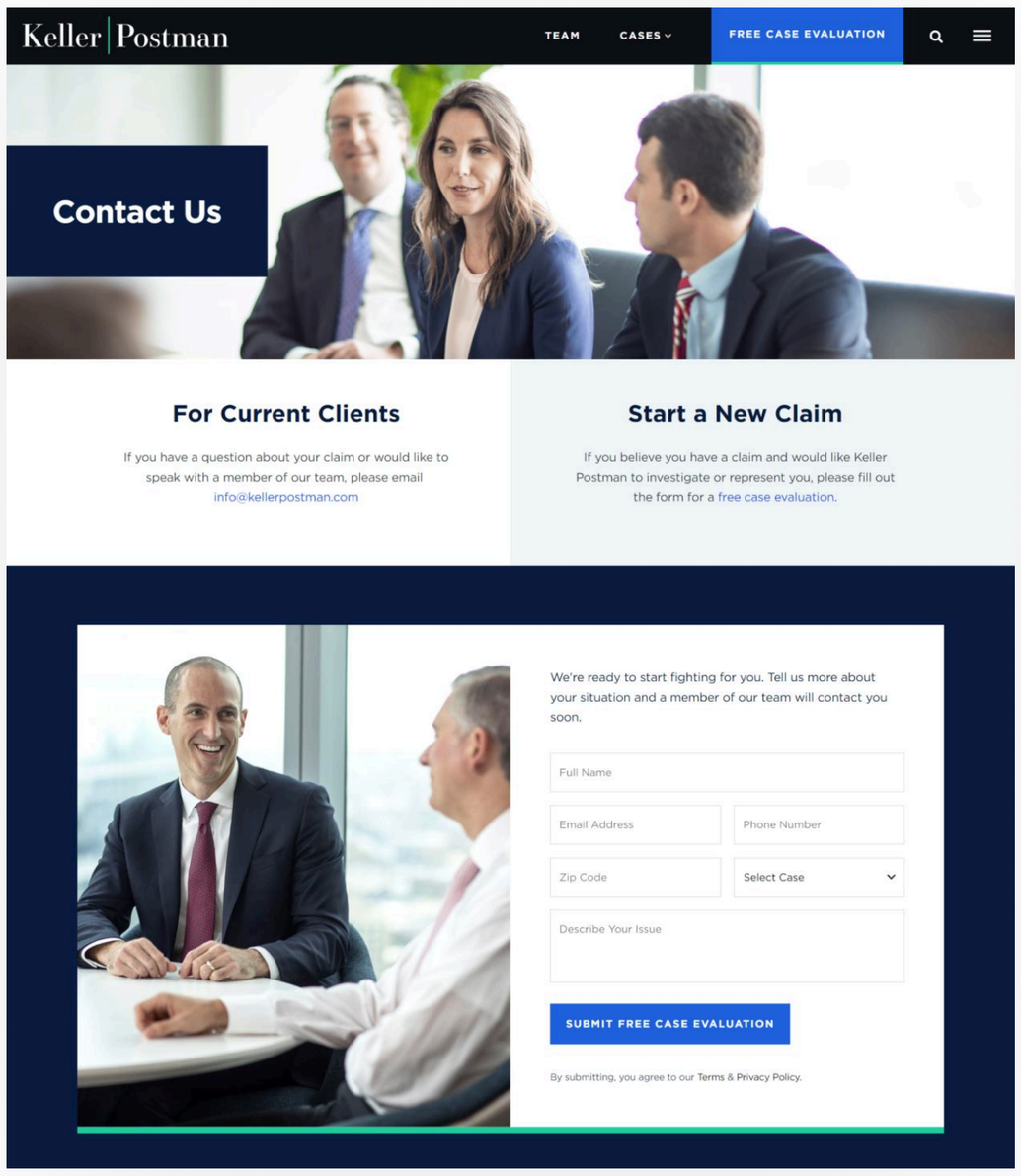
Keller Postman Partner Zina Bash Appointed Co-Lead
Meta CEO Mark Zuckerberg Ordered to Produce
Harvard Plaintiffs' Law Association Gains Traction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Contact Us
For Current Clients
If you have a question about your claim or would like to speak with a member of our team, please email info@kellerpostman.com
Start a New Claim
If you believe you have a claim and would like Keller Postman to investigate or represent you, please fill out the form for a free case evaluation.
We're ready to start fighting for you. Tell us more about your situation and a member of our team will contact you soon.
Full Name
Email Address
Phone Number
Zip Code
Select Case
Describe Your Issue
SUBMIT FREE CASE EVALUATION
By submitting, you agree to our Terms & Privacy Policy.

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

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