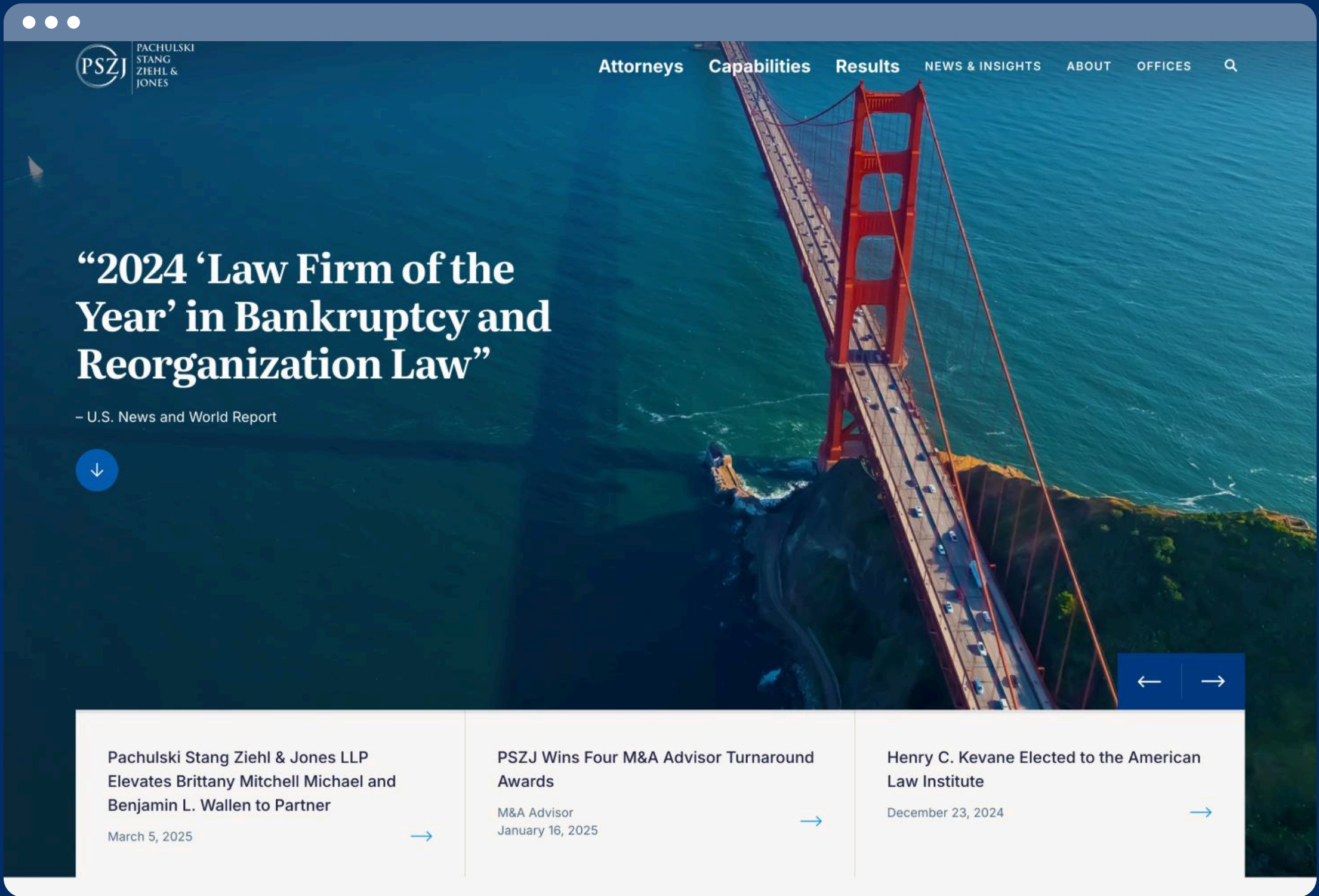


Restructuring Success: PSZJ’s Bankruptcy Law Firm Website Redesign



OVERVIEW

Pachulski Stang Ziehl & Jones (PSZJ) is a powerhouse in bankruptcy law, known for guiding businesses through financial turbulence and complex restructuring. With a track record of handling high-stakes cases, they're the go-to firm for companies looking to get back on their feet.

DISCOVERY

Their problem? Their website wasn't keeping up.

Outdated design, clunky navigation, and an ancient CMS made updates a hassle—limiting its effectiveness as a marketing tool.

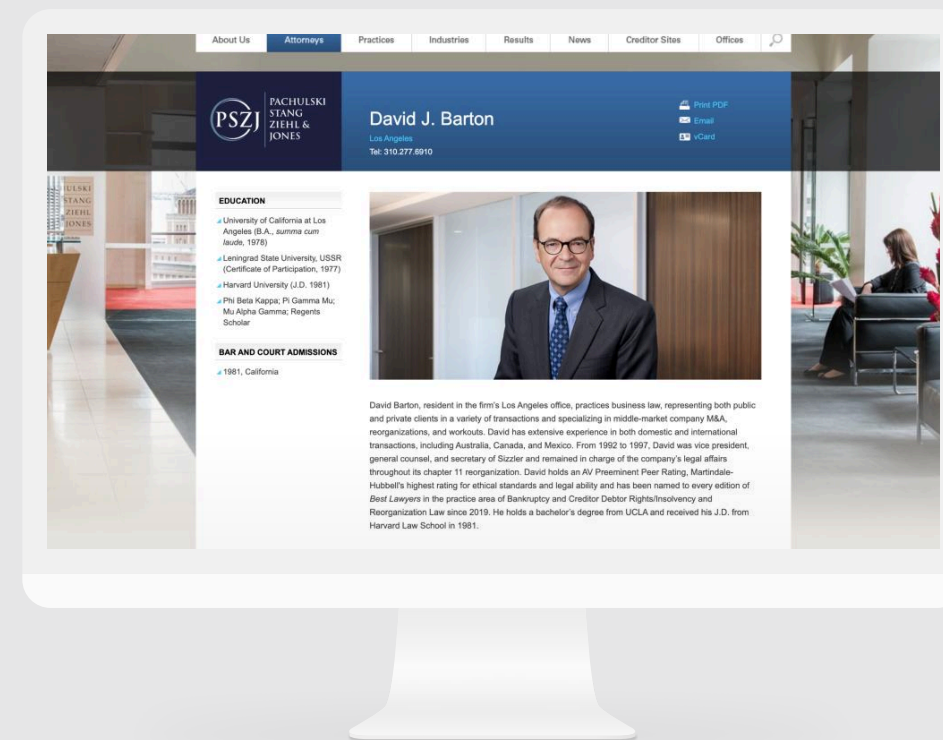
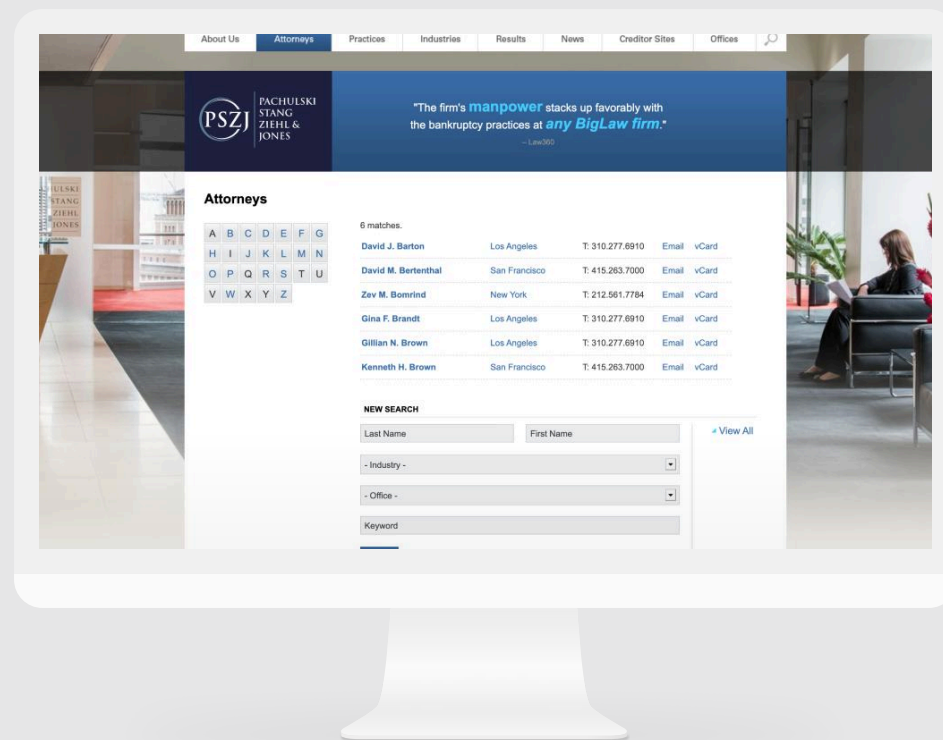
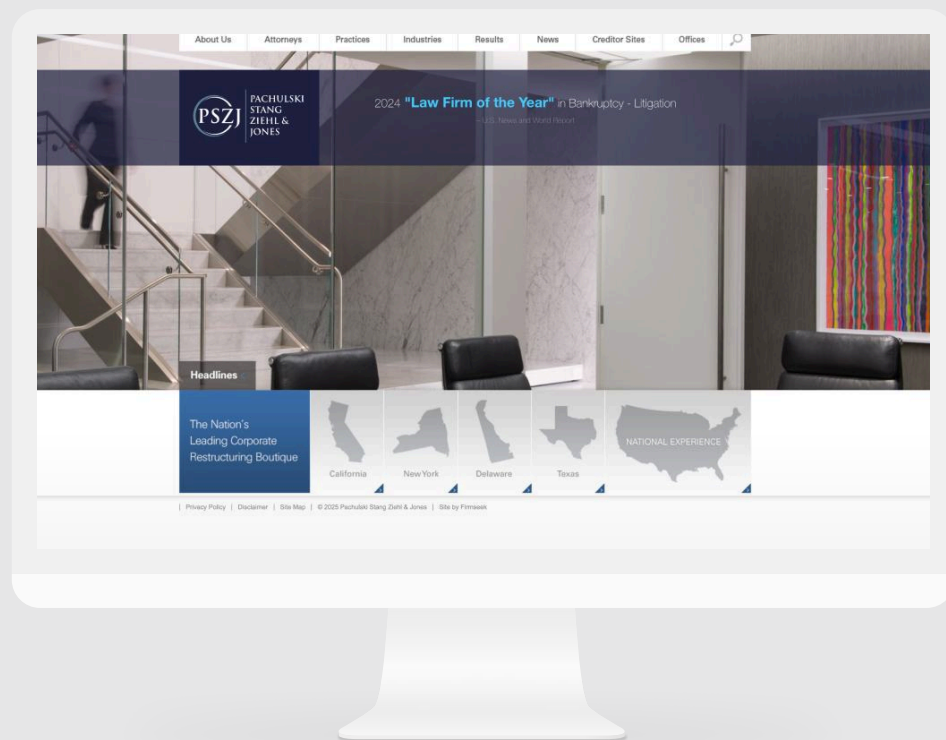
The site's look and feel didn't reflect PSZJ's status as a top-tier bankruptcy law firm. The design was outdated, making it visually unappealing and lacking the modern, polished aesthetic expected from an industry leader. Navigation was cumbersome, with users struggling to find relevant information quickly, which created friction for potential clients and referral partners.

On the backend, their outdated content management system (CMS) made it difficult to update content efficiently. The system was rigid, requiring unnecessary steps for even minor updates, and lacked flexibility for growth, meaning new features and pages were challenging to implement. As a result, key content often remained stale, making it harder for PSZJ to highlight recent successes, industry insights, and thought leadership—ultimately weakening their online presence.

To fix this, we took a deep dive into PSZJ's needs and goals. We kicked off the process with stakeholder interviews, speaking directly with firm leaders and marketing professionals to understand their challenges, priorities, and vision for the new site.

Next, we conducted a detailed site audit to analyze the existing website's structure, content, and technical performance. This audit identified pain points like slow load times, outdated code, poor mobile responsiveness, and content gaps that needed to be addressed.

Finally, we performed a competitive analysis, studying how other leading bankruptcy law firms structured their websites, presented their expertise, and engaged with visitors. This gave us valuable insights into best practices and opportunities for differentiation, ensuring PSZJ's new site would not just meet industry standards but exceed them.



Before

UX STRATEGY

From there, we got to work. Armed with insights from our research, we set out to build a website that not only looked great but functioned seamlessly for both visitors and the PSZJ team.

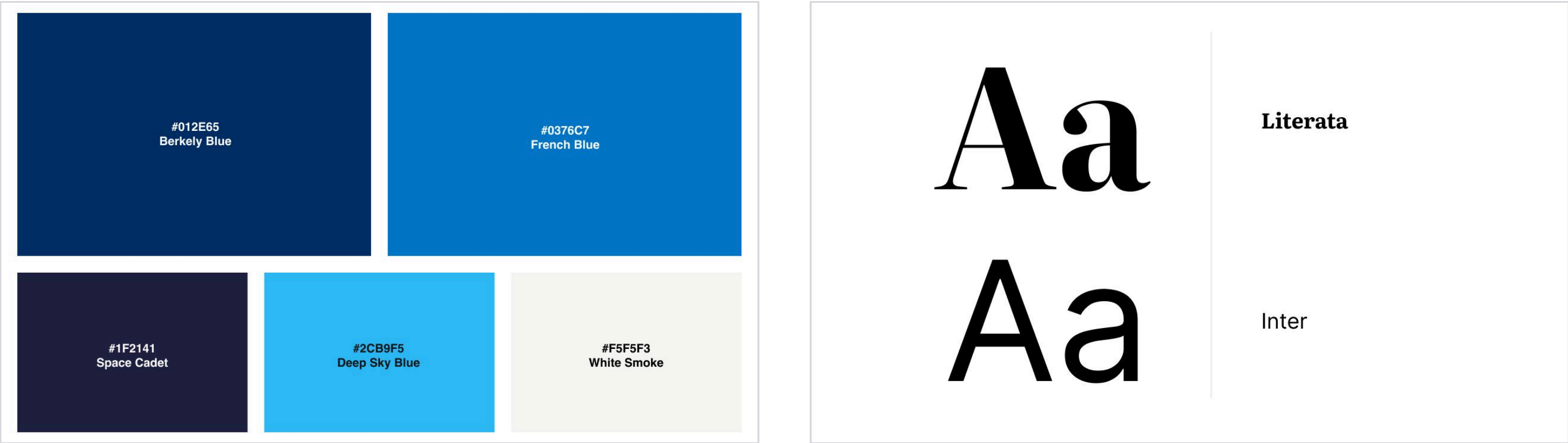
One of the biggest pain points for PSZJ was their outdated CMS, which made content updates frustratingly complex. To solve this, we conducted a CMS discovery audit, evaluating different options to find the best fit for their needs. We prioritized a system that was user-friendly so their internal team could easily update content without needing a developer, flexible allowing them to add new pages, blog posts, and updates effortlessly, and scalable – so the site could grow alongside the firm without requiring a full rebuild down the line.

We mapped out a new site architecture, ensuring that information was logically structured and easy to navigate. Instead of overwhelming visitors with dense legal jargon, we focused on clarity, simplicity, and engagement—creating a site that felt welcoming rather than intimidating.

To define the visual direction, we created moodboards that explored different typography, color schemes, and layout concepts. We aimed for a balance of sophistication and warmth, avoiding overly corporate or rigid aesthetics.

To add a layer of modernity and engagement, we also planned for subtle animations — small but intentional movements that guide users through the site without feeling distracting. These interactive elements help create a dynamic experience, making the experience feel smooth and intuitive.

Finally, we conducted an imagery exploration to select visuals that complemented PSZJ's brand identity. Rather than generic stock photos, we focused on imagery that conveyed stability, trust, and expertise—reinforcing the firm's role as a trusted partner for businesses in financial distress.



BUILD

Given PSZJ's need for a website that could evolve with them, we built a custom WordPress theme that balances flexibility, ease of use, and performance.

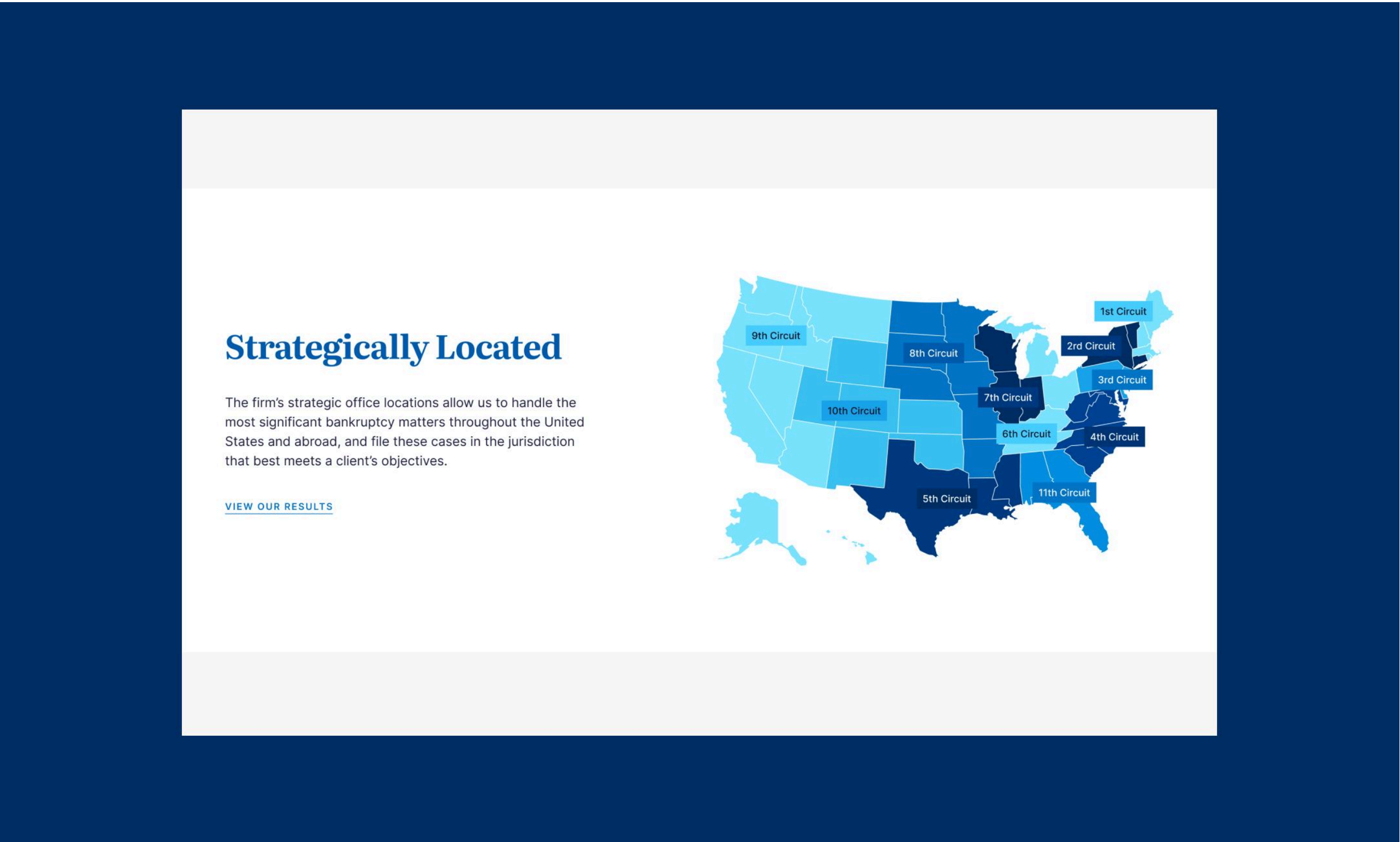
Unlike off-the-shelf themes that can be restrictive or bloated with unnecessary features, this custom-built solution was tailored specifically to PSZJ's content needs, branding, and functionality goals.

The admin interface was designed to be intuitive and user-friendly, ensuring that PSZJ's marketing and legal teams could easily update content, add new practice areas, and publish articles without requiring developer assistance.

We implemented a sleek and modern layout that prioritizes clarity and accessibility. The typography, color scheme, and spacing were carefully selected to ensure readability and professionalism, giving visitors a sense of confidence in PSZJ's expertise.

A crucial part of the redesign was improving internal navigation through strategic cross-linking. Doing this ensured that relevant content is interconnected, so visitors can easily discover related practice areas, case studies, and attorney profiles without unnecessary clicks.

With more people accessing websites on mobile devices than ever, the new PSZJ site was built to look and function flawlessly across desktops, tablets, and smartphones. However, a law firm’s website isn’t just about looking good—it also needs to be discoverable. We implemented SEO-friendly programming to increase PSZJ’s visibility in search engine results, helping potential clients find them faster. This included clean, semantic HTML to improve search indexing, optimized site speed and performance to enhance user experience and ranking potential, and keyword-friendly page structures to align with industry-specific search queries.



TEST & LAUNCH

Before launching the new PSZJ website, we conducted a comprehensive testing phase to ensure the site performed flawlessly across all devices, browsers, and screen sizes.

Since law firm websites serve a diverse audience—including business owners, corporate executives, and legal professionals—every detail needed to be polished, intuitive, and technically sound. We tested the site on all major browsers and verified performance across multiple operating systems. We manually tested all interactive features to ensure smooth performance, usability, and accessibility compliance. Once testing was complete, we made final refinements based on feedback from stakeholders and internal testing. It was time to prep for the launch of the redesigned website, and so we lined everything up for a seamless launch, and pushed the redesigned site live!

RESULTS

PSZ

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ZIEHL &
JONES

Attorneys

Capabilities

Results

NEWS & INSIGHTS

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“2024 ‘Law Firm of the Year’ in Bankruptcy and Reorganization Law”

– U.S. News and World Report

↓

Pachulski Stang Ziehl & Jones LLP Elevates Brittany Mitchell Michael and Benjamin L. Wallen to Partner

March 5, 2025

PSZ.J Wins Four M&A Advisor Turnaround Awards

M&A Advisor
January 16, 2025

Henry C. Kevane Elected to the American Law Institute

December 23, 2024

40+

Years Focused on Bankruptcy Representation


80

Attorneys with 15+ Years of Experience

700+

Successful Bankruptcy Cases

FEATURED CASES



Boy Scouts of America

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“The firm’s manpower stacks up favorably with any BigLaw firm.”

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David J. Barton

Los Angeles
310.277.6910


VCARD



David M. Bertenthal

San Francisco
415.263.7000


VCARD



Zev M. Bomrind

New York
212.561.7784


VCARD



Gina F. Brandt

Los Angeles
310.277.6910


VCARD



Gillian N. Brown

Los Angeles
310.277.6910


VCARD



Kenneth H. Brown

San Francisco
415.263.7000


VCARD



Andrew W. Caine

Los Angeles
310.277.6910

VCARD



Timothy P. Cairns

Wilmington, DE
302.652.4100

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Dean A. Ziehl

NEW YORK
212.561.7700

WILMINGTON, DE
484.275.5442

EMAIL

VCARD

PRINT

Mr. Ziehl has been a managing partner of the firm since it was founded in 1983, overseeing its growth into the nation’s largest law firm specializing in insolvency matters.

Admitted to the bar in both California and New York, he has a national bankruptcy and litigation practice, specializing in complex bankruptcy proceedings and business litigation, with significant trial experience in both state and federal courts.

Mr. Ziehl has represented debtors, creditor committees, bondholders, trustees, examiners, and equity holders in many of the firm’s most notable engagements, including the high-profile chapter 11 cases of Lehman Brothers, Adelphia Communications, American Suzuki Motor Corporation and TK Holdings (Takata), as well as numerous out-of-court workouts. He is or has been involved in many other significant chapter 11 cases, including Washington Mutual, Mike Tyson, Webvan Group...

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“One of the largest and most highly regarded bankruptcy practices in the nation.”

– Law360

PRACTICES

INDUSTRIES

In more than forty years of representing corporations, individuals, and other constituencies in bankruptcy cases, we have developed special expertise in a number of practices with a global reach. These include Business Reorganizations & Workouts, Bankruptcy Litigation, Corporate, and Business and Commercial Litigation practices.

Business Reorganizations & Workouts

Business Reorganizations & Workouts Overview

→

Unsecured Creditors’ Committees

→

Trustees & Receivers

→

Asset Purchasers and Investors

→

Middle Market Companies

→

Crossborder Insolvency and Chapter 15

→

Debtors

→

Special Interest Committees

→

Examiners

→

Investors in Distressed Debt

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Municipal Bankruptcies - Chapter 9

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Bankruptcy Litigation

Bankruptcy Litigation Overview

→

Avoidance Actions and Claims Litigation

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Bankruptcy Appeals

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Bankruptcy Financing Disputes

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Asset Sales

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SPINX

PRACTICES

Unsecured Creditors' Committees

Pachulski Stang Ziehl & Jones LLP has one of the most active committee practices in the United States.

The firm has substantial industry experience in retail, food and beverage, grocery, manufacturing and distribution, shipping, energy, construction, healthcare, media and entertainment, paper, financial services, real estate, transportation, technology, airlines, automotive, and professional services, among others. Because of the firm's extensive committee practice, the lawyers in the firm have become well-versed in many industry-specific issues that may arise in the context of a given bankruptcy case.

Additionally, PSZJ's committee practice draws on the firm's 60 lawyers, all of whom specialize in bankruptcy or related litigation and transactions, which gives the committee practice a bench strength greater and deeper than most of the largest firms in the world.

As a general rule, the firm does not represent national financial institutions and has developed a proven track record of standing up for the rights of unsecured creditors. The firm has earned a reputation for being aggressive and structuring creative solutions that enhance unsecured creditor recoveries.

These are a few of the reasons the firm has been retained to represent the creditors' committees in the several cases you can find below.

Practice Contacts



Robert J. Feinstein

New York
212.561.7700

VCARD



John D. Fiero

San Francisco
415.263.7000

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RESULTS

“Absolutely top-class work.”

— Chambers USA

FEATURED CASES



Neiman Marcus Group

The firm was counsel to the creditors' committee in the chapter 11 bankruptcy cases of luxury retailers Neiman Marcus and Bergdorf Goodman in the Bankruptcy Court for the Southern District of Texas.

[EXPLORE CASE DETAILS](#)

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Practices

Industry

Circuit Courts

Q

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24 Hour Fitness Worldwide

Representation of 24 Hour Fitness and related affiliates in chapter 11 cases in the District of Delaware.

ABB Lummus Global

Representation of ABB Holdings in the prepackaged chapter 11 cases of its subsidiaries, Combustion Engineering and ABB Lummus Global, in the District of Delaware.

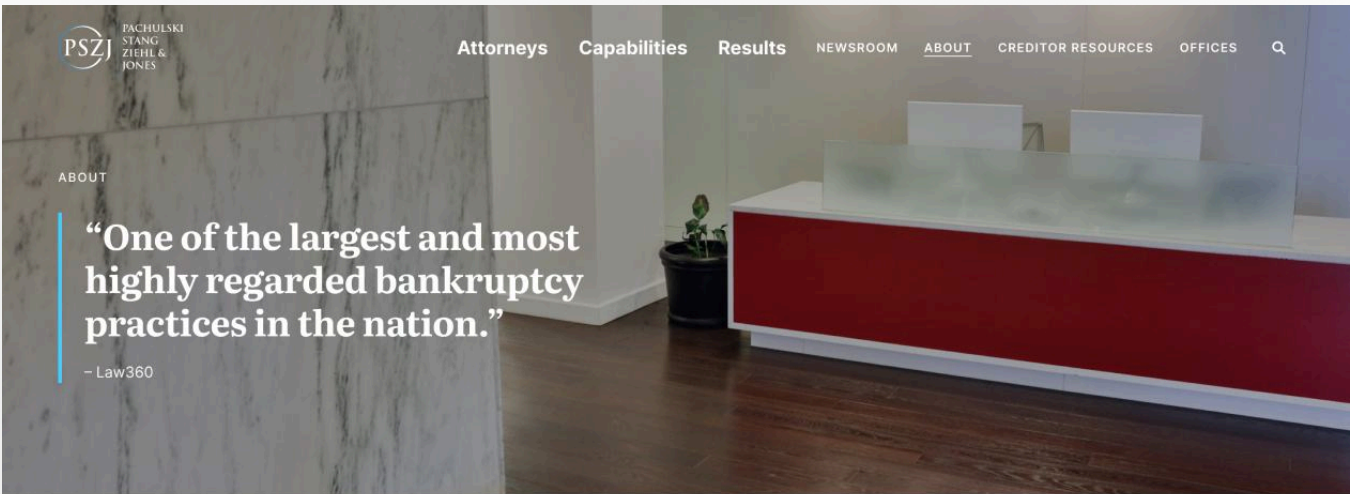
ACandS

The firm is counsel to the tort claimants' committee for the Boy Scouts of America, the largest scouting organization in the United States.

Academy Home Lenders

Academy Construction

Adair County Hospital District



OVERVIEW AWARDS & HONORS SOCIAL RESPONSIBILITY

WHO WE ARE

Since 1983, Pachulski Stang Ziehl & Jones LLP has maintained a commitment to excellence that has earned it recognition as one of the nation's top insolvency practices.

We have become the largest law firm in the country devoted primarily to corporate restructurings, with offices in Los Angeles, San Francisco, New York, Delaware, and Houston. But our philosophy has not changed: The strength of our team of talented lawyers is expertise and experience, not numbers. As a result, we believe we offer a unique combination of top-quality representation and small-firm economics and commitment.

We have depth and expertise in four distinct, but closely related areas:

- Bankruptcy reorganizations

and out-of-court workouts

→
- Bankruptcy litigation

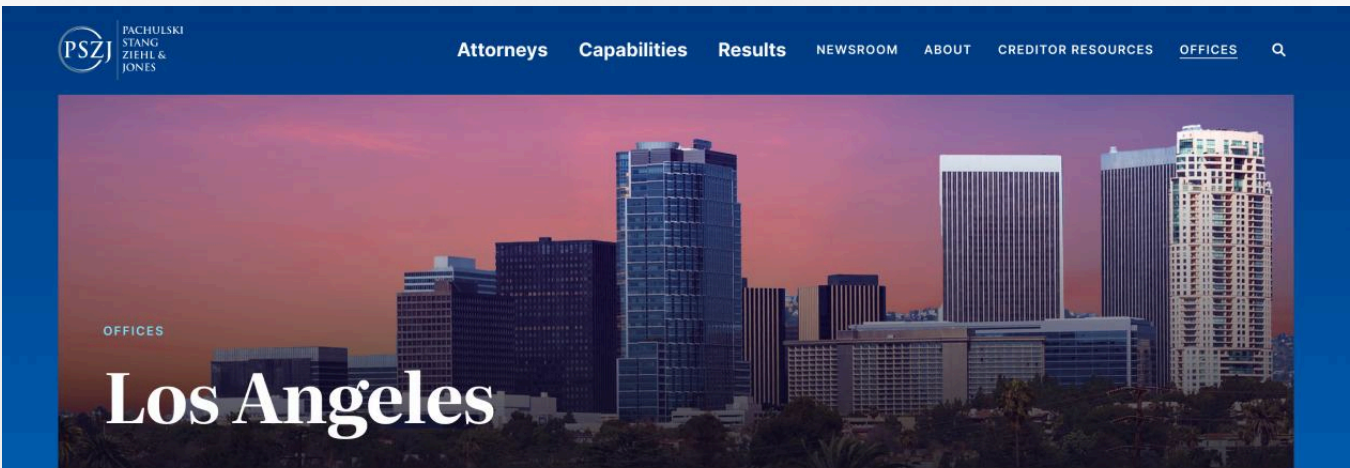
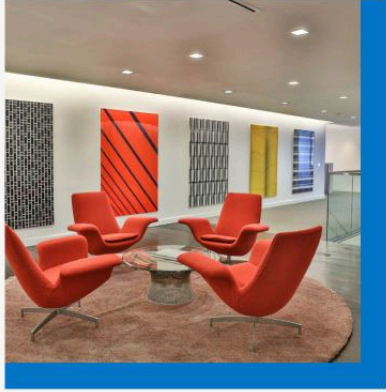
Including avoidance actions and claim litigation

→
- Business litigation

In courts of all jurisdictions

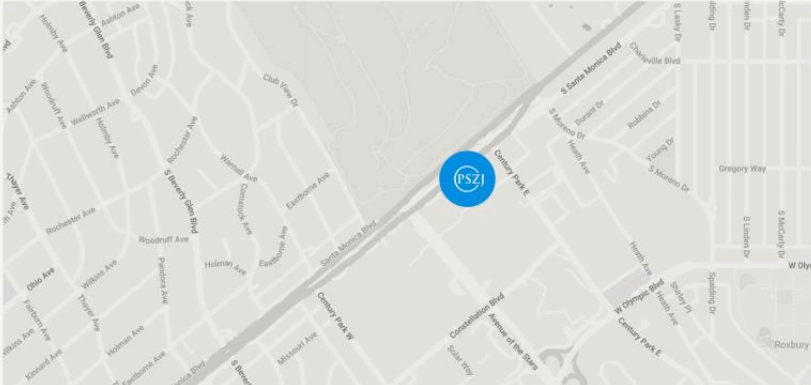
→
- Business transactions

→



T 310.277.6910
F 310.201.0760
info@pszjlaw.com

10100 Santa Monica Blvd.
13th Floor
Los Angeles, CA 90067-4003



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Our specialized bankruptcy attorneys are strategically positioned across the country, offering top-tier legal expertise with international reach. Find the right partner for your complex restructuring and insolvency challenges.

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