

# conscious

design, websites and marketing for law firms

## WHO WE ARE

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**18** Years in  
Business  
and still  
growing!



**PROFITABLE**

**42**

**People**



**David Gilroy**  
Managing Director  
of Stuff & Things  
18 years



**Bryony Cole**  
Product & Client  
Services Manager  
14 years



**Dan Hodges**  
Head of Account  
Management  
7 years



**Liam Hegenbarth**  
Head of Development  
8 years



**Sahra-Marie Tulloch**  
Account Director  
4 years



**Tracey Stock**  
Head of Design  
14 years

**£2.5m**  
**TURNOVER**  
in 2021

**381**  
**clients**  
IN THE LEGAL SECTOR

## WHAT WE DO

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We only work with Law firms, so we understand the legal sector. We know how to develop your brand to truly home-in on what you stand for- from business cards and logo, to communication with clients and voicemail messages.

Not only that, but we can completely re-build and optimise websites to increase visits and conversion rates. ***It's not just about having a website, it's about what you do with it that counts.*** Making your website easy to navigate and responsive on a mobile device is crucial.

Lead generation is a big part of what we do. We work closely with you to find a tailored fit solution for your firm; whether that's SEO, PPC, infinity call tracking, social media, legal content, SuiteCRM or visitor intelligence, we have a dedicated team of people to guide you all the way.

Lastly, we understand that lawyers are busy, and finding time to focus on marketing can be a challenge. That's why we also offer marketing consultancy and ongoing account management, which allows us to connect with our clients to ensure they are satisfied with the service and update them on any new relevant tools or techniques.

## EXPERTISE

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We work with law firms of all sizes helping them design, build, run and maximise the return on investment of their websites. Whether it's designing a new responsive website, improving search engine rankings or implementing a PPC campaign, everything we do is aimed at improving your website and digital marketing strategy.

Ours is a "full service" solution – you need a blend of sophisticated technology with a library of professionally written legal content and a range of marketing techniques, both online and offline. This allows you to pick and choose which services you require depending on your existing resources, both in-house and outsourced.

We utilise a team of legally trained writers who provide current awareness news stories (up to 4 a week) plus a library of over 120 articles on a wide range of legal issues. Subscribing to content in this way, saves your fee earners and marketing staff time, allowing them to concentrate on other aspects of the website.

## PORTFOLIO

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Best looking site - <https://www.frettens.co.uk/>

Best people page - <https://www.lavellepartners.ie/our-people/barbara-tanzler/>

Best converting site - <https://www.stephensons.co.uk/>

Good design and performance - <https://www.crispandco.com/>

Good design and performance - <https://www.ibblaw.co.uk/>

Good design and performance - <https://www.novumlaw.com/>

Most funky! - <https://www.gaylawyers.co.uk/>

Most elegant - <https://www.woflaw.com>