



Our Credentials

conscious

brand, design and marketing for law firms

In the beginning...

conscious
brand, design & marketing for law firms

Over thirteen years ago, David Gilroy and Andrew Gray started a web agency service with the aim of improving the online presence of law firms.

It eventually became the bright, friendly and very orange company it is today: Conscious Solutions. Now with an team of 34 people, we can now offer a range of services to truly enhance the online footprint of law firms.

Firstly, we can develop your brand to truly home-in on what you stand for - from business cards and a 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.

So, when it comes to building your online presence, let Conscious take care of it!

Accreditations

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Partners

Google Partner: Set up specifically for digital marketing professionals, advertising agencies and other online consultants who manage AdWords accounts, this is an important qualification for an agency like Conscious. In order to achieve this status, many of our team members have passed exams to become Google qualified, so they are experts at what they do and can provide excellent guidance and advice when it comes to Google AdWords.



LawNet Preferred Supplier: LawNet is a UK based network of 70 law firms. To be a preferred supplier you must be at the top of your game in terms of the services you provide. You must apply to become and then be accepted on the preferred supplier list, which is reviewed on an annual basis.



RAR Registered: RAR specifically focuses on marketing services recommendations. Clients provide us with a score out of 100 in a selection of areas. Once we have received a minimum of three high ratings per service, we are then put forward as a recommended RAR registered agency. We have successfully achieved this and are now officially RAR registered.



A strong
and stable
business

conscious

brand, design & marketing for law firms

We couldn't help making that joke in light of the recent election!

13 Years in
Business
and still
growing!



PROFITABLE

34

People



David Gilroy
DIRECTOR OF STUFF
AND THINGS
13 years



Andrew Gray
OPERATIONS DIRECTOR
13 years



Jasmine Lufti
SENIOR PROJECT
MANAGER
5 years



Tracey Stock
DESIGN DIRECTOR
11 years



Bryony Cole
PRODUCT MANAGER
10 years



Rich Dibbins
DIGITAL STRATEGY
CONSULTANT
5 years

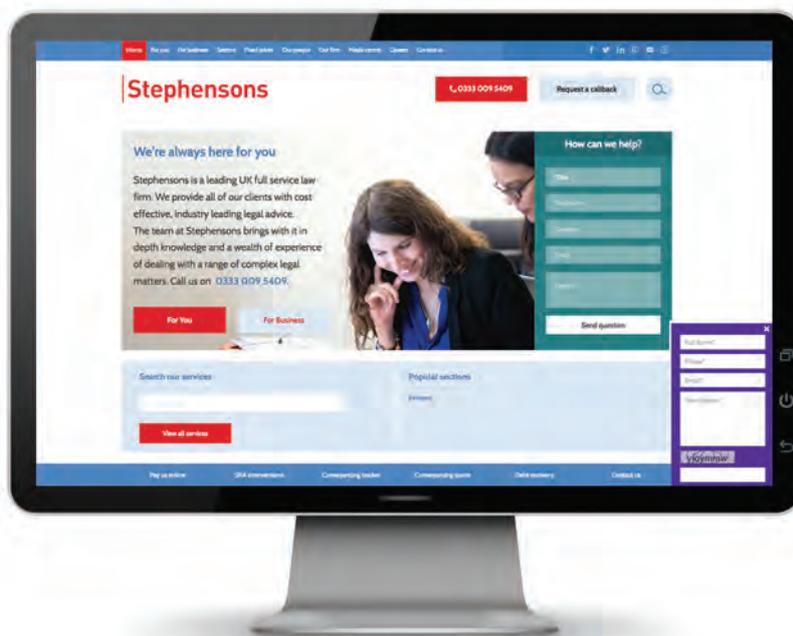
£1.765m
TURNOVER
in 2016

300
clients
IN THE
LEGAL
SECTOR 

What makes a high converting website?

These are the top 10 things your website needs to catch those conversions!

- 1 A large phone number that is visible as soon as you land on a page (think about using bright/bold colours)
- 2 Click to call phone numbers on mobile devices
- 3 A 'sticky navigation' that follows you wherever you are on the page. This makes it simple for users to find the pages they want, and contact you if necessary
- 4 Call tracking on phone numbers - to give you a full picture of which pages/content are converting
- 5 A visible, open form as soon as you land on a page. Ideally, this form would either follow you down the page, or there would be a separate enquiry form at the bottom of the page
- 6 The form should have as few fields as possible
- 7 Use a bright background colour to help draw eyes to the enquiry form
- 8 Pop-up forms - as long as it only partially covers a page, pop-up forms can be very effective
- 9 Ensure that information is clearly set out - don't have too much text on your homepage
- 10 Good quality content is a must. A selection of relevant and interesting blogs will help gain trust. It's good for your SEO ranking too.



Account Management & Digital Marketing Support

Case Study

“Conscious advised us that we should update our website to HTML5. This would allow us to have a much more efficient site, supported by any device, desktop, tablet or mobile. Thankfully, we were guided the whole way.”

Andrew Anthony
VANDERPUMP & SYKES

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At Conscious, we offer an Account Management & Digital Marketing Support service for on-going support beyond your website launch. Your Account Manager will be there to guide you through every marketing campaign and help you to reach your business plan goals.

A website is a constant project; the journey doesn't end when it goes live. It needs to be developed and nurtured to reach its full potential.

We recognised a need for on-going support and assistance in making this happen, and so developed this support service.

As part of the much-praised process, all clients are allocated their own nominated Account Manager who becomes their primary point of contact, helping with specific queries, proactively offering advice and acting as a sounding board for ideas and suggestions. The Account Manager is ably backed up by our Customer Service team.

Making your website a success...

Research suggests that many companies fail to analyse and optimise their digital marketing strategy as diligently as they do other areas of their operation. However, clients benefit from continuing support in analysing and optimising their website so as to produce the very best results; results that draw new business.

What happens during an Account Review?

At an agreed date and time we will call you and set up an online screen sharing session using <http://www.glance.net/>. This allows you to see your Account Manager's screen as they talk you through various reports. The review typically:-

- Analyses website visitor statistics using Google Analytics
- Reviews a search engine ranking report
- Provides a forum for the discussion of marketing and website development ideas from both sides
- Assesses recent web and marketing initiatives
- Details forthcoming client events and publications
- Allows for interactive demonstrations of new products, techniques & services that might support the ongoing development of your online marketing strategy

Make marketing a team effort

We've found that those with responsibility for the marketing of their law firm can often feel isolated and in need of someone to bounce ideas off. The Account Review allows this to happen but also provides a forum for the Account Manager to proactively suggest initiatives they feel could work based on their extensive knowledge of what has been successful with other firms.

Abby Winkworth from IBB Solicitors appreciates the advice that doesn't just recommend digital solutions. Just being there to help and give valuable advice is what we aim to do:

"Some [solutions] don't include digital. It takes confidence and professionalism to recommend courses of action that don't include your core service. A confidence born out of the certain knowledge that, in the end, the trend is swinging your way!"

Jack Fairweather from Fairweather Law is pleased with the general efficiency of our service and the after care from his Account Manager:

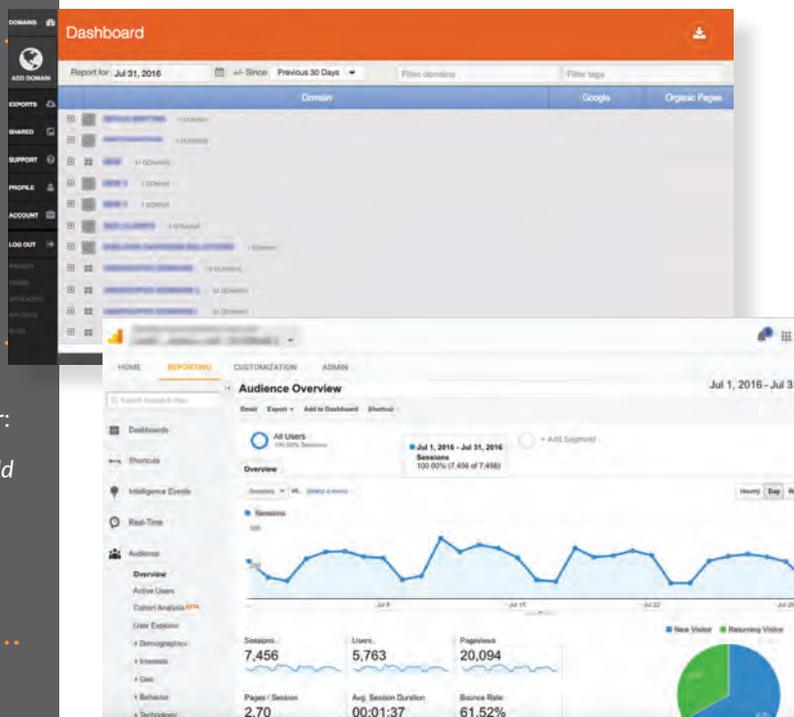
"Conscious have done an excellent job. I asked Marloes if Conscious could design something for us, and what we have received back has exceeded my expectations. Barbara did the design and Kayleigh was in contact with me throughout. Overall, it was a very slick operation and the design is lovely."

Peter Mills, Marketing Manager at Harrowells says :

"Kayleigh, thank you for a really helpful session. I realise you are spinning lots of plates at the moment and am especially grateful you could spend time explaining some basic (but essential) points to us. Conscious at its best!"

Steve Watson from Goughs appreciates the help and motivation that his Account Manager brings:

"My account manager is responsive, helpful and wants to get things done."



Digital Marketing Support Team

- David Gilroy – Director of Stuff & Things
- Rich Dibbins – Digital Strategy Consultant
- Dan Hodges – Head of Account Management
- Marloes Macarthur – Relationship Manager
- Chris Pearce – Digital Strategy Consultant
- Sahra-Marie Tulloch – Account Manager
- Sarah Wyatt – Head of Marketing Services
- Jamie Stevens – Search Marketing Manager
- Chris Mundy – Search Marketing Manager
- Colin Harrison – Paid Search Manager



To arrange a review call or meeting, please call **0117 325 0200** and give your company name and you will be put straight through to your assigned Account Manager.

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This service is provided on a use-it-or-lose-it basis

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It's not just
about having a
good looking
website...

...it's about
what you do
with it once
you've got it!

We've spent
over a decade helping
law firms get more
from their marketing
- so they don't
have to.

Since working with Conscious...

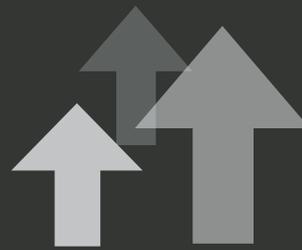
Enquiries increased
by

48%



due to **SEO work**

for a 15 partner law firm



Organic traffic up

73%

in an 17 month period
following a local search
marketing campaign
for a 7 partner law firm

Find out how
we can help...

Family Law & Divorce
PPC Campaign :

345%
return on

£32k
of ad spend

PPC and SEO Campaign -

634%
return generating over

£125k of
income in Education Law

Call us on 0117 325 0200

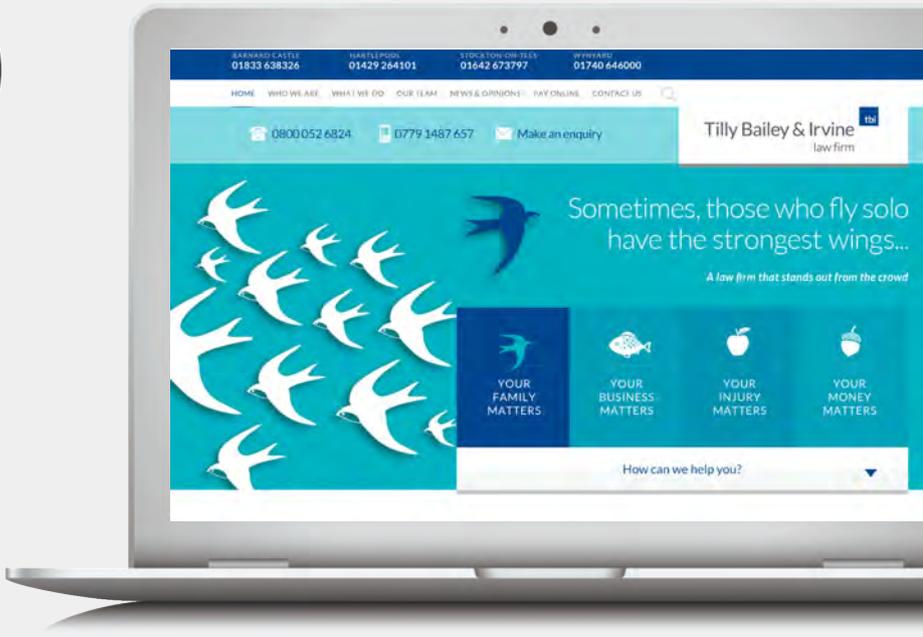
sales@conscious.co.uk

www.conscious.co.uk

Tilly Bailey & Irvine Law

New client

Case Study



Website

www.tbilaw.co.uk

Company size

A regional law firm headquartered in Hartlepool and with 162 staff is the largest law firm in the Tees Valley

Services provided

New platform, new website – new Conscious client

Sharon Williams – Online Marketing Manager of TBI Law, describes the results and experience after having their new website built by Conscious.

The Results

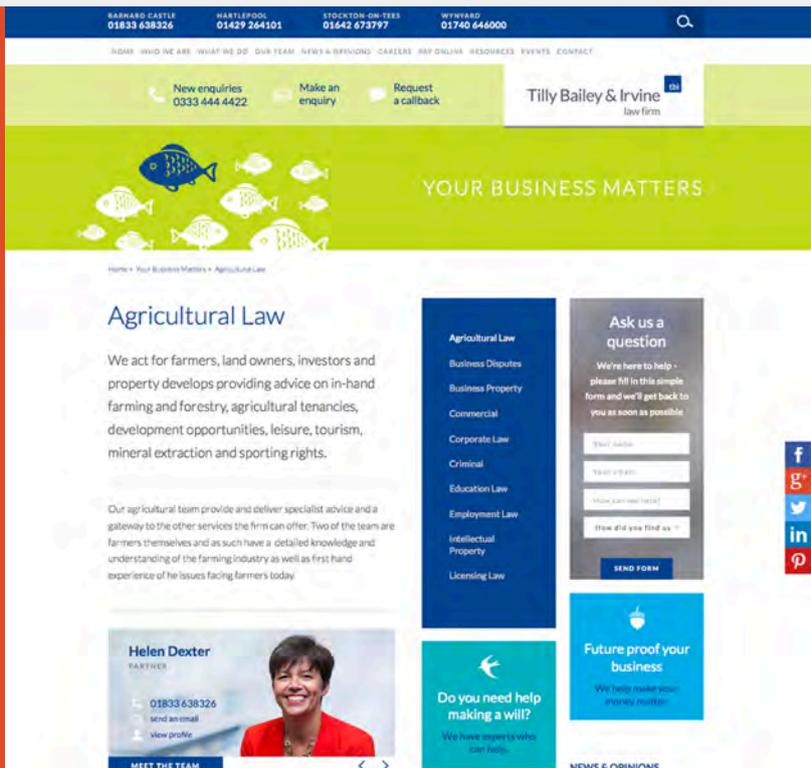
“The feedback so far has been amazing both internally across the whole firm and externally from clients, suppliers and business associates. **Our overall traffic has grown by 35%** since launch in **less than two weeks**. The most exciting thing of all is that our **mobile visits have shot up by almost 70%.**”

Would I recommend Conscious?

“The ease, skill and professionalism with which Conscious pulled off our brief was spectacular, even when we shortened the deadline.”

Sharon Williams

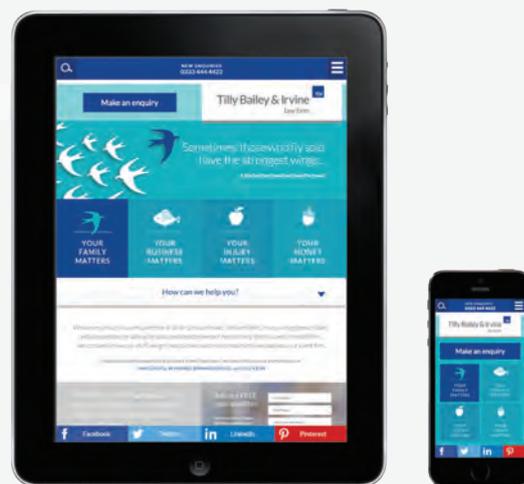
Online Marketing Manager of TBI Law



The Solution

“We wanted the website to reflect the forward thinking ethos of the firm. We wanted to be bright, fresh and modern with a slick user experience and a platform that we could build on.

Conscious have delivered. The user journey is so transparent and easy. Results like those shown above were what we aiming for and this is just the beginning. We now have a solution and a platform that can really take the business forward. The ease at which our team can edit, amend and add further content and pages is a dream!”



TBI Law tablet and mobile



The Problem

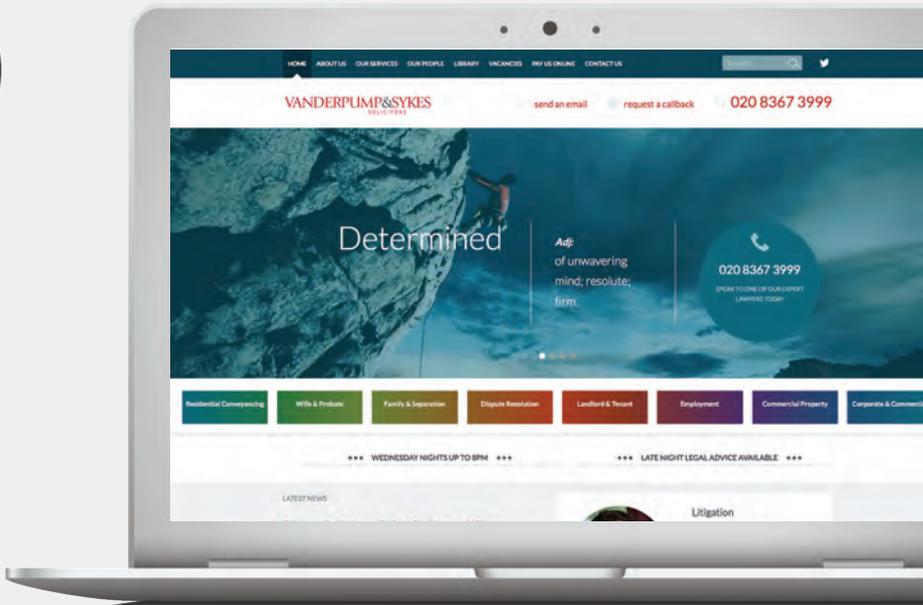
The site was outdated and hadn't been built with the user experience in mind at all. Content was buried and the user could easily come to a dead end and not know where to go. It was a mixture of two platforms and a mobile version that appeared as if it was a completely different site. The firm felt that it let their profile down and really needed bringing up to date.

To know more about us and why we are your best choice, visit our website www.conscious.co.uk. Or to speak to someone about what we can do for you, call 0117 325 0200.

We look forward to hearing from you.

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Website

www.vanderpumpandsykes.co.uk

Company size

A medium sized law firm based in Enfield providing legal advice to the local community and nationwide. They have 6 partners and 13 other staff members.

Services provided

Responsive website redesign.

Andrew Anthony – Compliance & Quality Officer of Vanderpump & Sykes, describes the experience and results after having their new website built by Conscious.

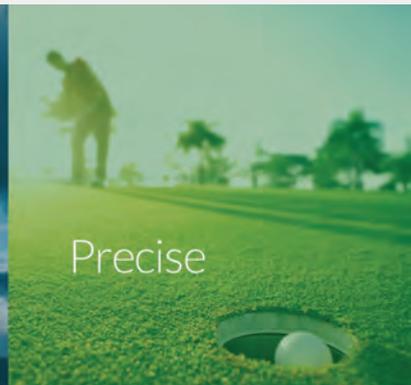
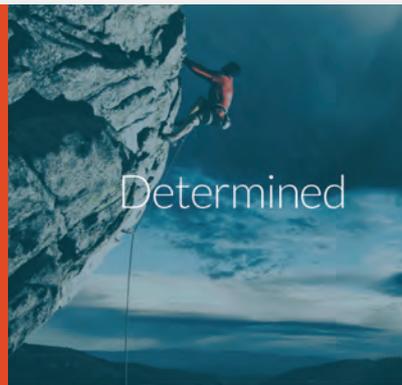
The Results

“Since launching the site, we’ve had 25.59% more unique visitors, 26.69% more page views and a 6.54% increase in average session duration, proving that people are more drawn into the new site and it’s a lot more accessible. Not only that, but our staff members have noticed the difference; it’s brighter and more user-friendly. In fact, Shopper Anonymous, who we use for our firm’s mystery shopping, found the website quickly and said it was very easy and efficient to use.”

Would I recommend Conscious?

“Yes, they were very helpful and informative throughout the whole process.”

Andrew Anthony
Compliance & Quality Officer
of Vanderpump & Sykes

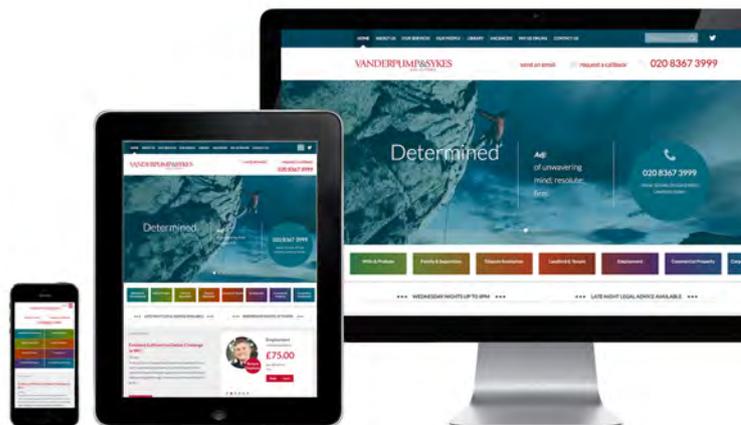


The Process

“Conscious informed us that we could update our website to HTML5. This would allow us to have a much more efficient site, supported by any device, desktop, tablet or mobile.

Thankfully, we were guided the whole way.

Conscious helped us with our overall image. We came up with the sports theme and Conscious ran with it.”



Vanderpump and Sykes desktop, tablet and mobile

3 Words to describe Conscious and the journey:

- **Helpful** – Conscious held our hand throughout
- **Forward Thinking** – They helped us realise that we wanted something modern looking. They got us to look at other websites for inspiration and to work out what we wanted
- **Useful** – We know that Google really likes websites that keep updating with the times. Conscious helped us achieve that.

To know more about us and why we are your best choice, visit our website www.conscious.co.uk. Or to speak to someone about what we can do for you, call 0117 325 0200.

We look forward to hearing from you.

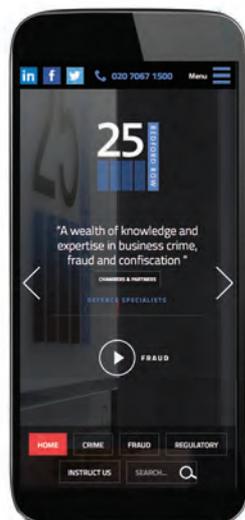
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25 Bedford Row

25 Bedford Row's website is a classy design with clear icons at the top, so visitors can easily navigate which service they require. Their phone number and social media icons are set out clearly at the top to allow easy contact and interaction.

What's truly unique about this design is that there are videos dedicated to each service. You can skim through each one swiftly by scrolling left or right on the homepage and simply pressing play. The arrows allow you to skim through the site with ease.

Further down, you will see content set out in blue boxes – standing out against the white background, enticing visitors to click. Their social media feed is amongst this, and showcases the more fun, interactive side of the firm and promote their brand.



Ranked in
Band 1 for
Crime &
Fraud

Very polished,
very thorough and
do the job to a very
high standard

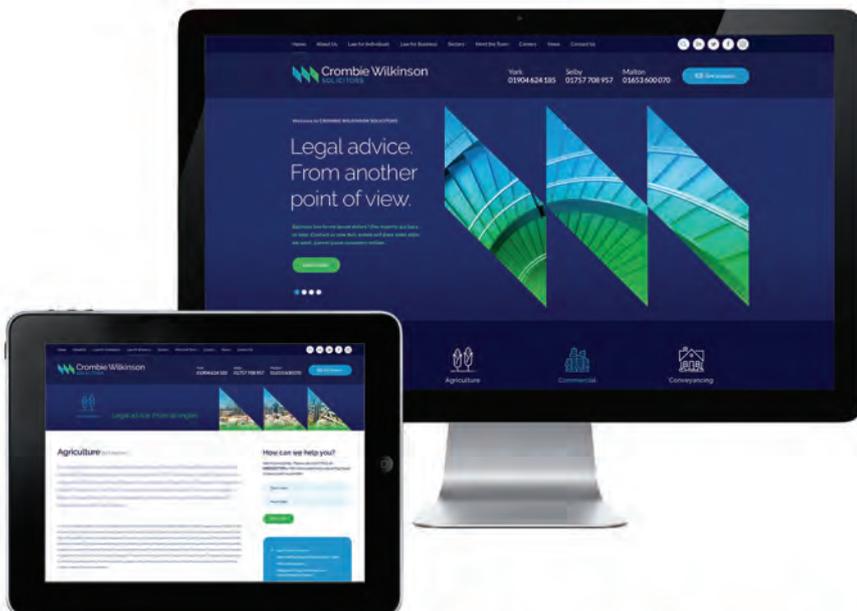
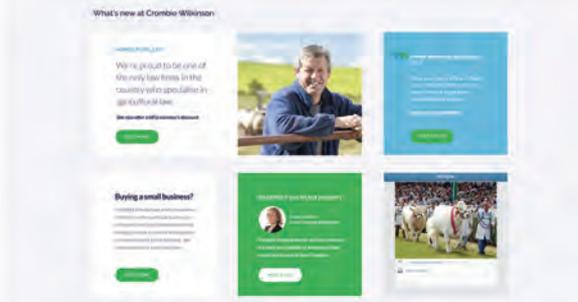
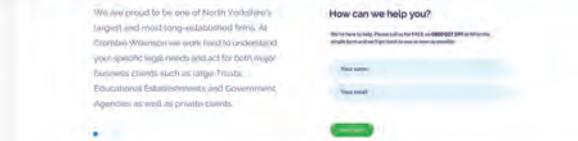
Website Design

Crombie Wilkinson

Crombie Wilkinson Solicitors chose a slick, bold design to fit their brand, with phone numbers clearly placed at the top, along with a bold 'Get in Touch' button for easy conversions.

Their site is easy to navigate, with clear icons for each service they provide, and an open form with a couple of fields to fill in, so prospects can fill in their details in seconds. It's important to make the conversion process as straight-forward and simple as possible.

Their social media feed is shown at the bottom to showcase the fun side of the firm, and to allow prospects and clients to follow and interact with ease and to show off their personal brand. This is all topped off with their blog content laid out in clickable green and blue boxes with punchy titles.



Your Doodle/Notes Page

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Bristol BS1 1PN

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Web: www.conscious.co.uk

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