



CASE STUDY

Law Firm Redesign

LIGHTNING THEMES



Challenge

HOW TO REBUILD WEBSITE OF A TOP 500 LAW FIRM?

OTM Law Firm, a top 500 law firm, recognized the need to enhance their online presence and create a modern, user-friendly website. They wanted a website that reflected their professionalism, showcased their expertise, and attracted potential clients. However, they lacked the expertise and resources to build a website that aligned with their vision.

Old Site

Pros:

- Lots of Content
- Good Color Scheme

Cons:

- Highly Outdated Design
- Not SEO Optimized
- Does Not Reflect a Top 500 Firm



Solution

Lightning Themes partnered with OTM Law Firm to revolutionize their online presence through our website creation and design services. We laid out three steps to achieve their goal.

1. CUSTOM WEBSITE
DEVELOPMENT

2. PROFESSIONAL THEME DESIGN

3. ENHANCED FUNCTIONALITY

1 CUSTOM WEB DEVELOPMENT



Used a competitive & cutting edge web design stack + all the fancy Add-ons

2 PROFESSIONAL THEME DESIGN

BRAND NEW HOMEPAGE REDESIGN
CLEAR CALL-TO-ACTIONS
CLEAR COLOR PALETTE

1. REFLECTED A TOP LAW FIRM'S
LOOK
2. BEAUTIFUL FULL-SCREEN
SLIDESHOW
3. MAINTAINED EASE OF USE

Meet the Managing Partner

Omar E. Mohammedi, Esq.

[Read more](#)



3 ENHANCED FUNCTIONALITY

1. IMPLEMENTED BEST ONLINE
MARKETING AND PR PRACTICES
2. OPTIMIZED SITE FOR GOOGLE
SEARCH AND MEDIA
3. CREATED A NEW NAVIGATION
SYSTEM FOR EASE OF USE



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Events

View OTMLAW's events and public appearances here.

[Publications](#)

[Blog Posts](#)

[Glomar Briefs and Media](#)

Mr. Mohammedi will be a panelist at a Black Lives Matter Panel on Islamic Relations at LaGuardia Community College

April 11, 2017

Free panel event: April 20th @ 10:00 AM
[Get details and tickets HERE](#)

Know Your Rights: Tour

February 11, 2017

The American Civil Liberties Union (ACLU), The Association of Muslim American Lawyers (AMAL) and New...

Omar Mohammedi Guest Speaker at NYSAR Event

February 6, 2021

Last week, Mr. Mohammedi was a guest speaker at an event for NYSAR, the New...



atest Events

All Events

Results

The collaboration between OTM Law Firm and Lightning Themes produced significant improvements in their online presence and user engagement:

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1. **PROFESSIONAL ONLINE PRESENCE**

2. **ENGAGING USER EXPERIENCE**

3. **MORE WEBSITE VIEWS**