



Legal Services Firm

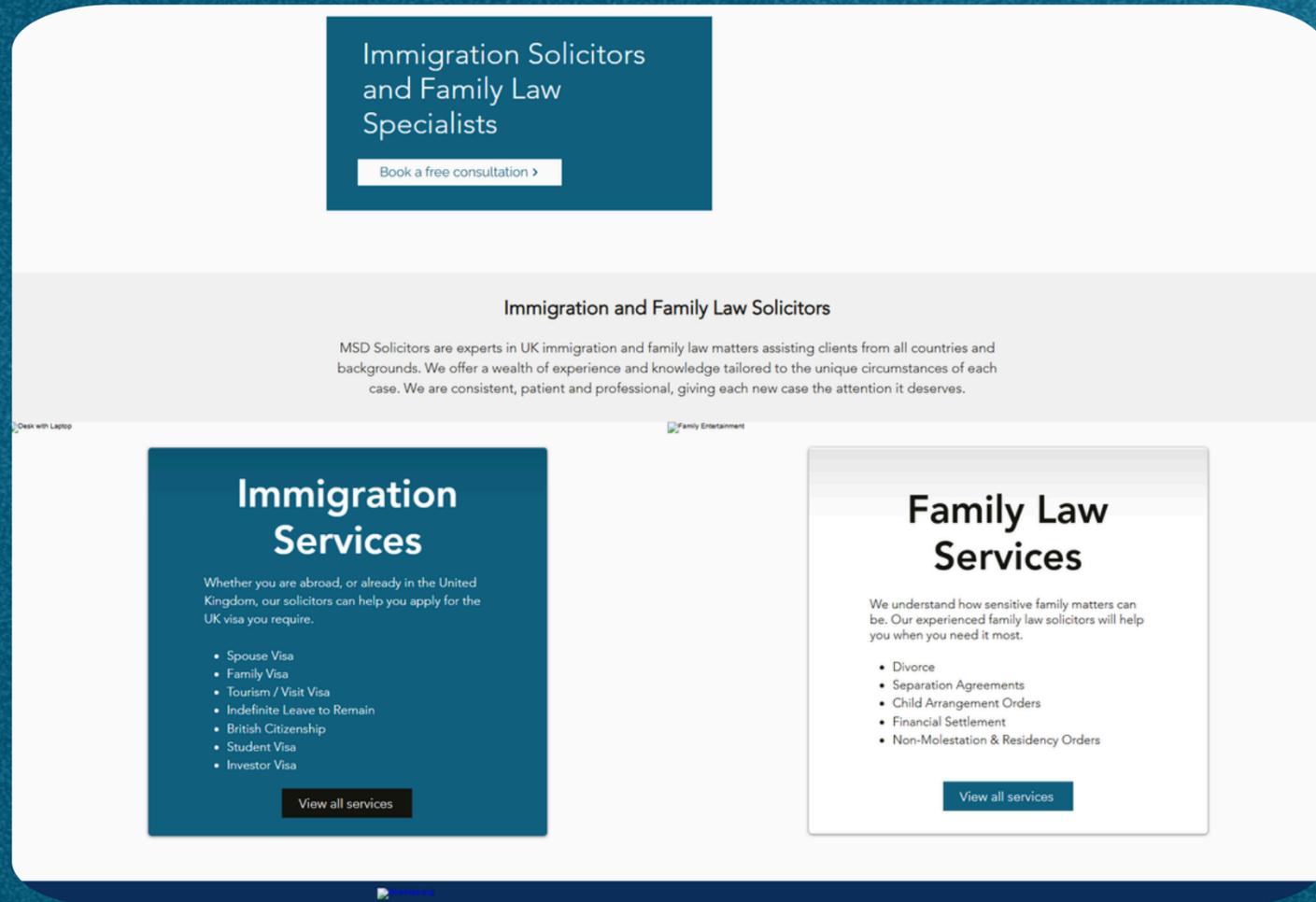
Portfolio Case Study Report

How Strategic Digital Positioning Elevated MSD's Authority in Immigration & Family Law

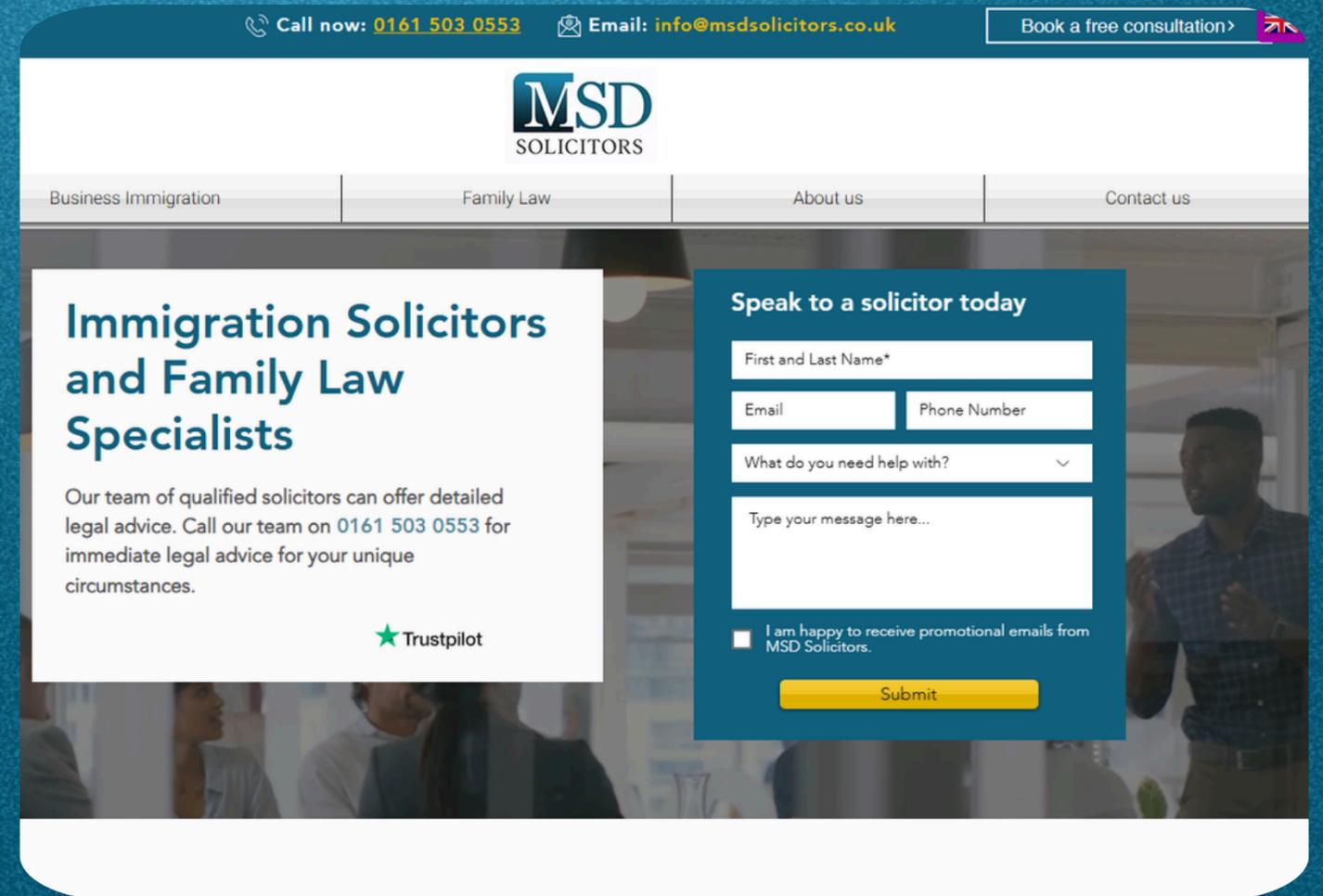


Website Transformation

BEFORE



AFTER



Cluttered layout

Weak emphasis on trust and authority

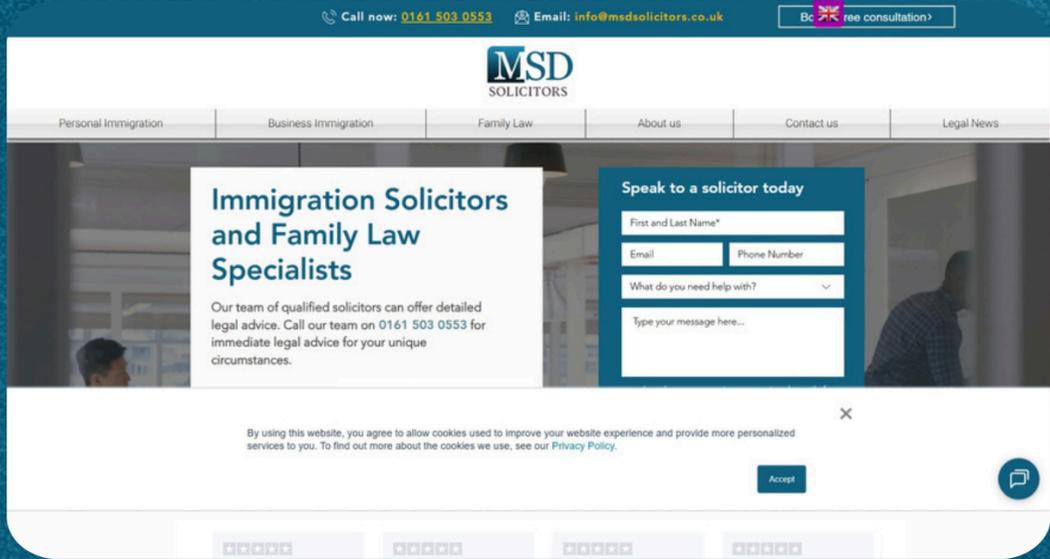
Unclear navigation

Structured service

Clear value propositions

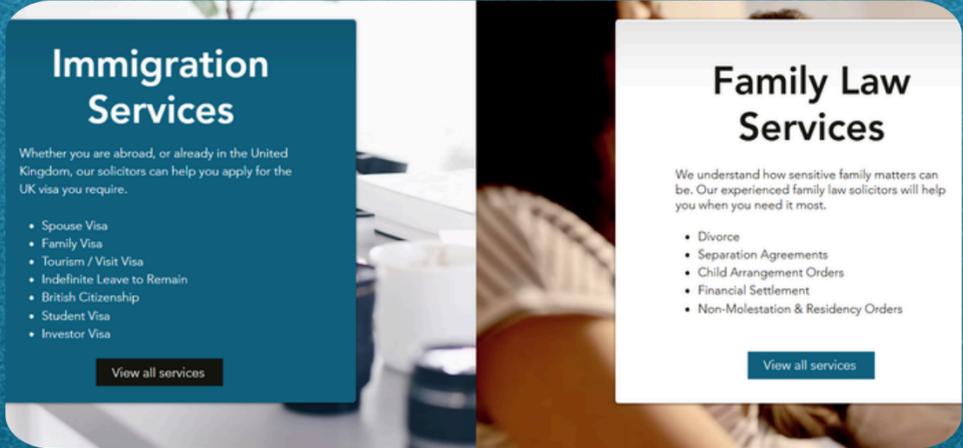
Prominent high-contrast CTAs

Design System & Brand Refinement



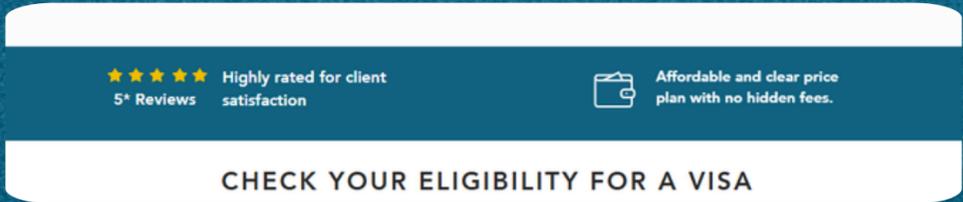
Authority-Focused Hero Section

A8OM focused on refining the visual identity of MSD Solicitors to position them as experts in immigration and family law.



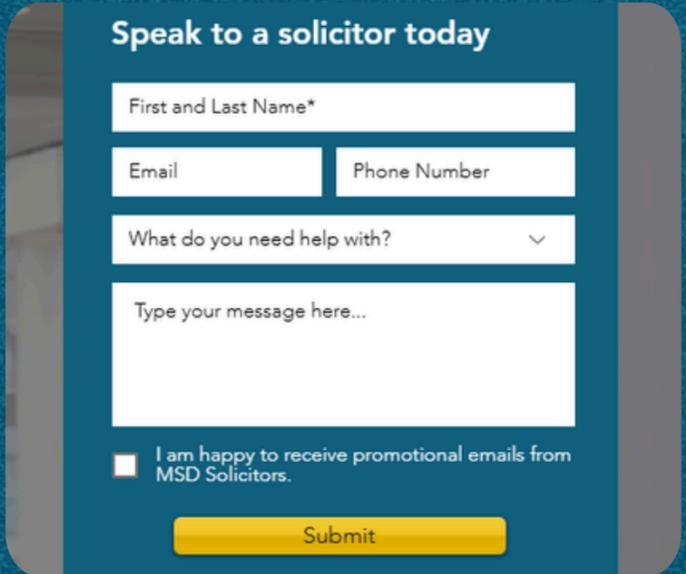
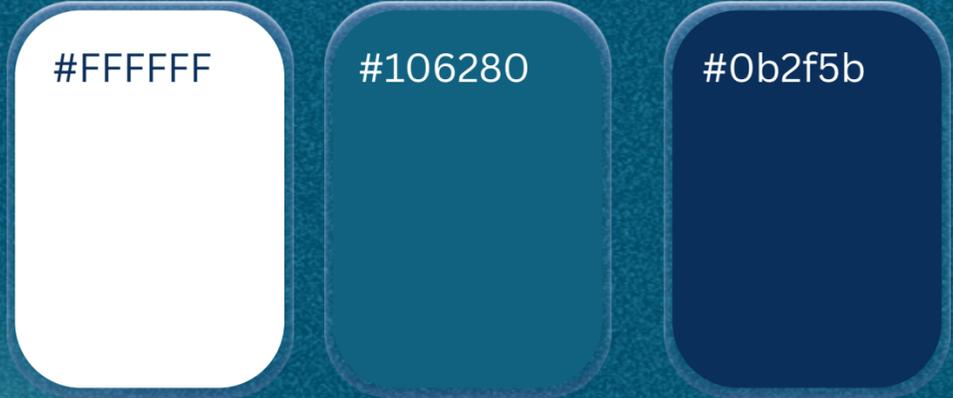
Modular Service Architecture

Services split into Immigration and Family Law for clarity.



Trust Signal Integration
Prominent trust badges like "Top 3 Immigration Solicitors" and client reviews.

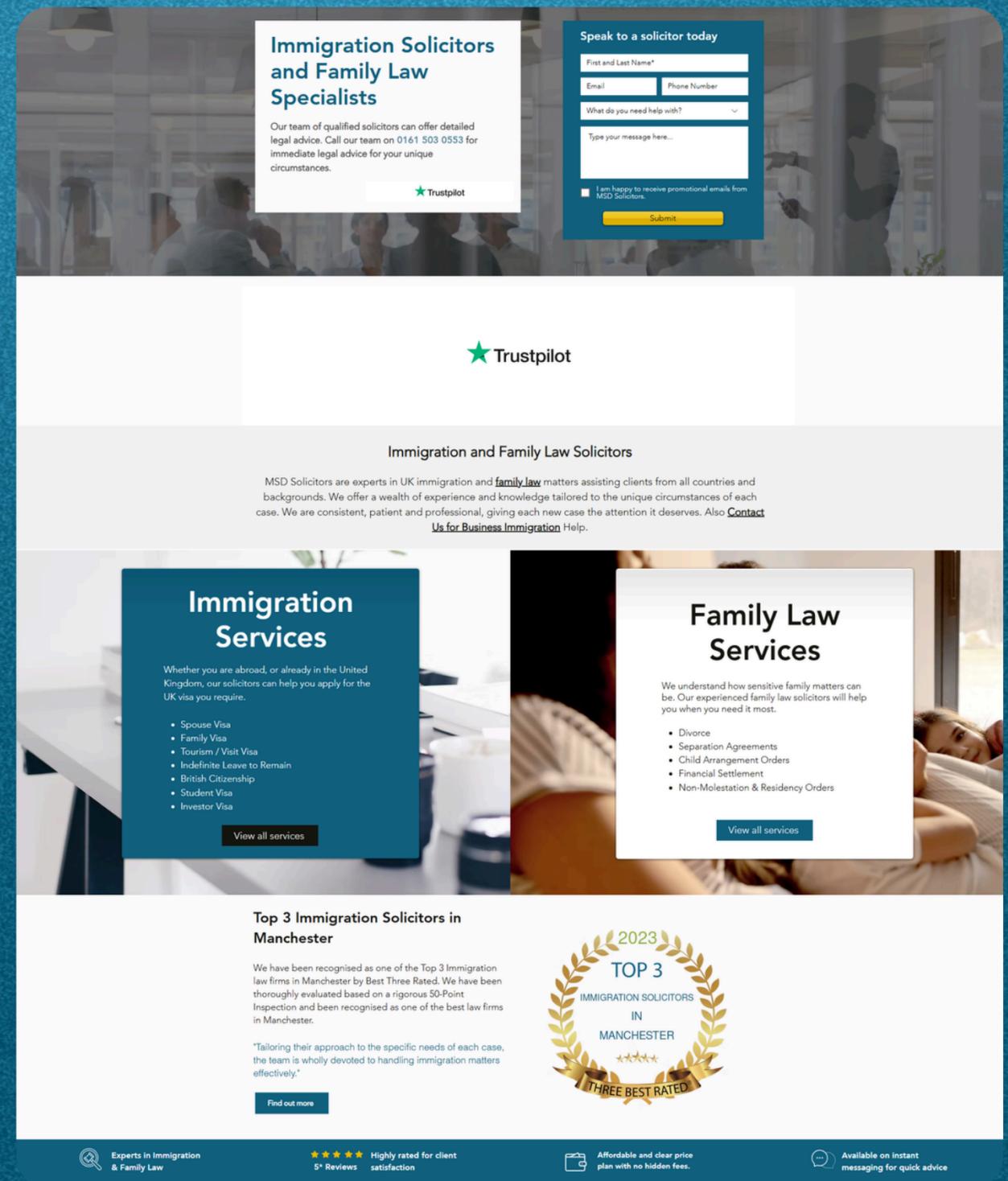
Color Palette



Conversion Infrastructure
Simplified forms and clear CTAs for lead capture.

UX & Conversion Architecture

- **Clear Hero Positioning:** Clear CTA "Speak to a Solicitor Today" for immediate action.
- **Strategic CTA placement:** Prominent "Book Consultation" buttons for easy access
- **Structure service segmentation:** Immigration and Family Law clearly defined.
- **Trust signals** Immigration and Family Law clearly defined.
- **Minimal friction contact flow** Simple inquiry forms. for easier conversion



Ready to Scale?

Partner with **A8OM** to turn strategy into measurable growth.



Book Your Strategy Call

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