Balfour+Manson

Online presence.

The Union.

5 October 2012.

1.

Your requirements.
The Union.

balfour+manson **solicitors**

1. INTRODUCTION.

Firstly thank you for inviting us to submit a proposal for the redesign and development of your existing website at www.balfour-manson.co.uk alongside ideas on how to best market Personal Injury and the upcoming 125 years of Balfour+Manson.

This proposal outlines our process for designing and developing new websites, with specific information on how we would approach this project, including a sitemap, example design concepts, search engine optmisation, costs and timings.

1.1. The requirements.

Balfour+Manson is one of the leading legal firms in Scotland. However in a changing and competitive marketplace, you have a number of ambitious targets and rightly see your online presence as a key platform from which to help support and deliver against them by **driving new business in key practice areas** and presenting you as a forward-thinking company. Your targets include:

- **Financial** - increase turnovers and maintain profit levels.
- **Geographical** - expand your business in Aberdeen.
- **Client** - embrace technology and improve the accessibility and delivery of legal services.

1.1.1. The audience.

Your audience is very broad, in that it could be anyone seeking legal advice, further information in one of the service areas offered, more information about you; looking to buy or sell their property; or be searching and applying for a job.

In a competitive marketplace, we need to ensure that those searching for such services can find you, and upon landing on the website, want to engage with you and get in touch.

1.1.2. Your current site.

You feel that your current site isn't helping you to achieve your ambitious targets, for several reasons:

- It is not designed for the user, understanding how they wish to interact with your site and providing a smooth and easy user journey. Instead the site mirrors your internal workings and doesn't meet the needs of your clients.
- It is currently not driving the required volume of enquiries or cross-selling services across departments. Both of these are required to meet your targets.
- The site feels a little dated and is not very dynamic, making the user experience not optimal and it difficult for you to present the firm as fresh and innovative. The volume of content needs to be reduced and the overall tone of voice improved to be more accessible and approachable.

1.1.3. Your new site.

Fundamentally your new site must support the generation of new business by driving enquiries and cross-selling services. The site will 'sell' your different areas of expertise and cross-sell where relevant:

- Personal injury and medical negligence.
- Family.
- Employment.
- Other litigation areas: public law, human rights, professional negligence etc.
- Private client: wills, welfare, power of attorney, guardianship etc.
- Property including estate agency.
- Commercial including EU, IP and competition.
- Charity.

It is also important to include information to visitors in a number of key areas such as Parlex, graduate traineeships, bespoke client training, conferences/seminars and sponsorship and CSR. Throughout, the heritage of Balfour+Manson celebrating 125 years in 2013 must be included.

Today, a website is very much the window to an organisation and it is vitally important that the right impression is presented. Whilst the above information must be present, it is critical to ensure that the information is presented in the right way to the user. The user must be able to quickly and easily find what they seek and validate that you are a firm they wish to take the next step with.

The **key calls to action** for your site vary by the purpose of the visitor, and include:

- Driving direct business through email, phone and web enquiries.
- Allowing users to easily find information on legal queries.
- Registering for newsletters.
- Signing up for seminars/conferences.
- Engaging with you through social platforms.
- Sharing content.

The content and structure of your website are also important for maintaining traffic to your website through organic search, ensuring it is optimised to appear as high as possible in search engines. In order to keep content fresh and up-to-date it is imperative that it is easy for the web manager to update content through the content management system (CMS).

With more and more users accessing the web through tablets or smartphones, it is important to present the site in an optimal way on these devices as well.

In order to assist you in ongoing marketing, vanity URLs will be deployed for key pages and service areas, so you can provide neat links on marketing materials. You would also like to capture information on how users found your site through any web forms where data is collected.

1.1. 4. In summary.

Your brief is very comprehensive in detailing the requirements for your new site and our key interpretations are outlined above. We have not gone into detail on the different service areas as the information provided is very clear and we would explore this with you at the first stage of the web development process.

There are key goals and requirements for the website and section 2 details how we can help you to create a new website that will deliver against these.

1.2. The Union.

The Union is one of Scotland's leading marketing communications agencies and has been successfully trading for over 15 years. We believe that the cornerstone to our success is in continually producing campaigns that work emphatically and, through valued learnings and experience, striving to continually improve our service and product offering. This is reflected in the number of effectiveness and creative awards The Union has won over the last five years, receiving the most awards for campaigns run throughout Scotland.

The Union (incorporating Union Digital) has four sister companies: Union Tech (back end and software development), Union Direct (direct marketing), Union Connect (experiential, sales promotion and partnership marketing) and Union Leeds, allowing the agency to offer highly specialised, integrated marketing communications services across all channels and serviced by a highly experienced, award winning, in-house design studio and production team. The diagram opposite demonstrates our multi-discipline, multi-expertise, single focus approach.

In 2007 The Union was recognised as the IPA Effectiveness Scottish Agency of the Year. In 2008 the agency was The Marketing Society's 'Marketing Business Agency of the Year', and in 2010 was Marketing Society's Marketing Agency of the Year for Effectiveness and Scotland's 'Agency of the Year' at the Scottish Advertising Awards. At the 2011 Scottish Creative Awards, The Union was again Scotland's top agency, with 10 awards and 3 commendations, including Gold for our QMS mobile application 'How to cook perfect steaks and roasts'. In 2011, we also won two DADIs (The Drum Awards for Digital Industries) for our work with STV and the Scottish Qualifications Authority.

We are qualified to provide high quality service due to our vast experience and our full service and integrated capabilities, allowing us to proficiently manage any outlined scope of work:

- Strategic planning and development.
- Account management.
- Balanced strategy of both acquisition and retention.
- Media planning and traffic management.

- Online communications such as web-site build/design and online marketing.
- Campaign creative.
- Direct marketing – off and online.
- Production capabilities.
- Event/ experiential marketing.
- Sales promotion.
- Partnership marketing.
- Evaluation and monitoring.

Multi-discipline. Multi-expertise. Single focus.

1.3. The team.

If we were successful with this proposal, we would staff the account with an experienced team who have proven track records across a wide range of clients.

In total, we can select from a pool of 80 full-time employees, according to need. Therefore, for this project, all of the necessary skills are to be found in house, and can be mobilised immediately. We also have a number of partners that can be called upon for specific skilled requirements, such as translation, SEO and PPC or original photography.

We adopt a 'core and more' strategy for ensuring that clients always have the required resource. By this we mean that we have a core team who deliver the project on a day-in day-out ongoing basis and who are fully versed on the 'brand', the market and the overall project objectives.

Day-to-day service is delivered through the Account Management department who take ultimate responsibility in delivering service excellence and the required outputs to the Client.

Account Management is responsible for accountability and management of the Client's expectations. The proposed Digital Account Director, Linsey Davidson, supported by Digital Account Manager Sam Weston, bring the planning, creative, technical, production and ongoing maintenance functions together in order to ensure you get the best out of the Agency. The Account Director will be supported by an experienced team to ensure all of the needs of the Client are met.

Ben Usher Smith, Head of Digital Design and Robin Mehta, Managing Director of Union Tech oversee the design and technical aspects of delivery respectively.

The detailed relevant experience of the proposed Union team is outlined overleaf.

Client servicing at The Union follows a classic agency team model where a hierarchical system ensures a breadth of capabilities. This means that your account receives the necessary input at all levels from strategic direction to implementation. It also ensures that there is wide availability amongst the team over and above day-to-day contact.

We have an existing team that is in place and ready to handle the requirements of the brief from 'Day One'. This team consists of a variety of people, at different levels involving various disciplines when required, and their collective experience and expertise will ensure that the range of requirements outlined in the brief will be fulfilled as smoothly as possible.

In this they will be supported by the adoption of a number of standard account handling practices such as full website documentation, contact reports, status reports, change reports and timing plans.

This is all facilitated through a variety of contact methods including phone/mobile, email and face-to-face meetings, which ensures that there is always someone within the team available to assist the Client should they have an urgent enquiry.

1.4. Worldwide Partners.

The Union is a shareholder in the world's largest independent agency network: Worldwide Partners. We are therefore one of the few Scottish-owned agencies with a genuine **international offering** - giving us rapid access to international insight, should you require it for your audience.

1.5. The team in detail.

The Union has a total staff of over 80 people to draw on to resource this project. For the time being we are proposing the core team shown, who will be involved in leading and managing this project, within the wider team. All of these team members will liaise with the team managing the branding project.

Our proposal is flexible, and we often adjust teams and working styles to suit our clients. The following outlines the skills and experience of the proposed core team to work on the delivery of your website, should we be successful. There are further team members who would be involved for any offline work.

Name and title	Areas of work	Experience
Ian McAteer, Managing Director (and former Barrister)	Strategic input, brand ownership, co-ordination with all online and offline communications.	Whyte & Mackay, The Weir Group, Matthew Algie, Heineken, Scottish Widows, Scottish Government, VisitScotland.
Linsey Davidson, Digital Account Director	Overall project leadership, digital strategy, requirements and usability. Quality control and responsibility for delivery of all digital product.	Principal Hayley Hotels, Whyte & Mackay, Merchiston Castle School, VisitScotland, Scottish Government, National Trust for Scotland, QMS.
Robin Mehta, Managing Director, Union Tech	Web build and innovation. Quality control and responsibility for all technical product.	Murray & Currie, QMS, The Scottish Government, Scottish Enterprise, Murray & Currie, Whyte & Mackay.
Sam Weston, Digital Account Manager	Day to day project management, management of internal resources, stakeholder management.	Principal Hayley Hotels, Whyte & Mackay, Cycling Scotland, VisitScotland, Scottish Government, National Trust for Scotland, QMS.
Ben Usher Smith, Head of Digital Design	Overall creative delivery across all digital channels. Front-end web development, accessibility and usability.	Principal Hayley Hotels, Whyte & Mackay, Cycling Scotland, VisitScotland, Scottish Government, National Trust for Scotland, NHS.
Andrew Muenchow, Digital Art Director	Website design and Flash build.	Principal Hayley Hotels, Whyte & Mackay, Cycling Scotland, VisitScotland, Scottish Government, Scottish Enterprise, SDI.
Martin Hartley, Senior Copywriter	Tone, style and copy platform development.	Scottish Government, QMS, VisitScotland, SDI, Braehead Shopping Centre, EventScotland.
Ben Sinclair, Lead Developer	Web build, coding and testing.	QMS, Scottish Government, Scottish Enterprise, Murray & Currie, Whyte & Mackay.

Name and title	Areas of work	Experience
Sebastian James, Developer	Web build and coding.	QMS, Scottish Government, Scottish Enterprise, Murray & Currie, Whyte & Mackay.
Tim Barlow, Managing Director, Attacat	Search engine optimisation, pay-per-click and analytics.	Principal Hayley Hotels, Scottish Government.
Joel Lumsden, Head of SEO & Organic Marketing, Attacat	Search engine optimisation, web analytics, social media.	Principal Hayley Hotels, Scottish Government.

1.6. Our experience.

We have a variety of experience with legal firms over the last 15 years, including Morton Fraser in 1998, Anderson & Strathern between 2004 and 2007, Biggart Baillie between 2006 and 2009 and an ESPC brand leadership campaign, including TV. A couple of examples are shown below. From this experience and working with clients at Senior Partner level, we understand how legal firms work. In addition, Ian McAteer, Managing Director practised as a Barrister in London before starting in the advertising world. At Saatchi & Saatchi, Ian ran the Bar Council of England and Wales campaign against Thatcher reforms on right of audience.

Through our clients, we also have experience of working alongside a wide range of Scottish legal forms on FSA issues, IP, trademarks and copyright.

1.6.1. Case studies.

The Union has designed and built a wide range of websites and mobile apps for both private and public sector clients across numerous business sectors over the last 15 years. Some examples are shown below alongside some links to recently launched websites should you wish to visit these.

Quality Meat Scotland - Scotch Beef and Lamb www.scotchbeefandlamb.com
The Union redesigned and rebuilt the Scotch Beef and Lamb website, launched in Spring 2012. The previous site had felt dated and was difficult to navigate and maintain. The new site is more consumer-friendly, with recipes of the month and an easy-to-use recipe search, where users can filter by the type of recipe they wish to use. Users can also rate, comment and share the recipes to help build a community and drive new visitors to the sites. The site, built in Wordpress, is much easier for the client to manage, regularly updating recipes and adding competition forms and other fresh content.
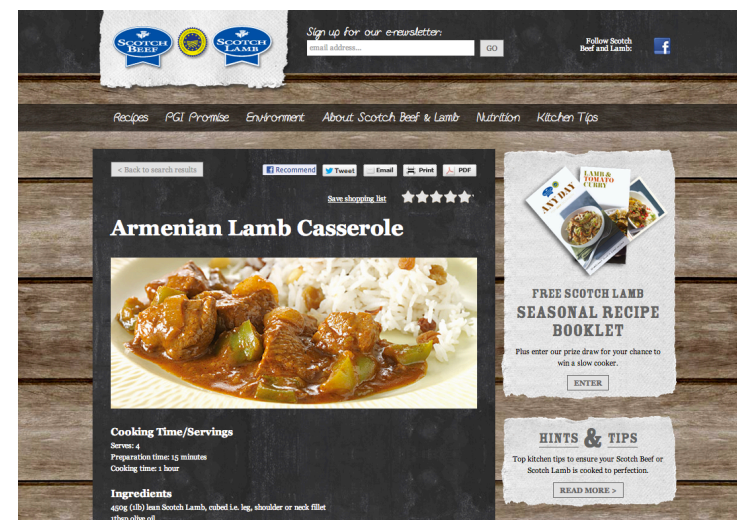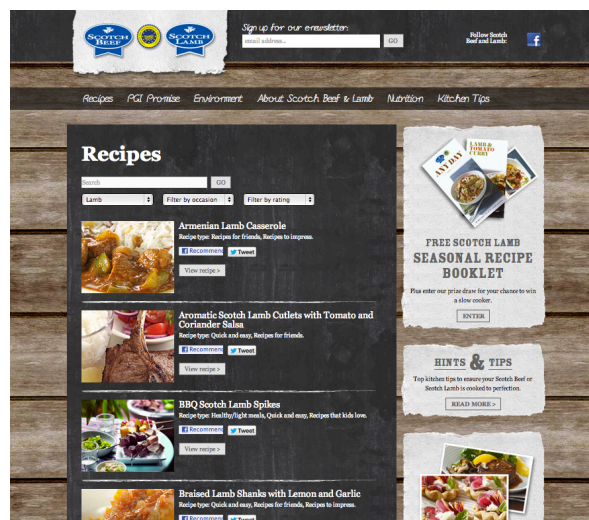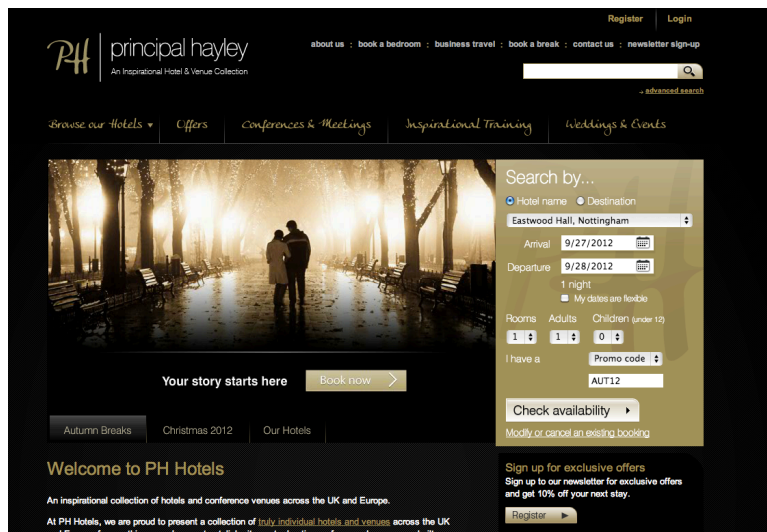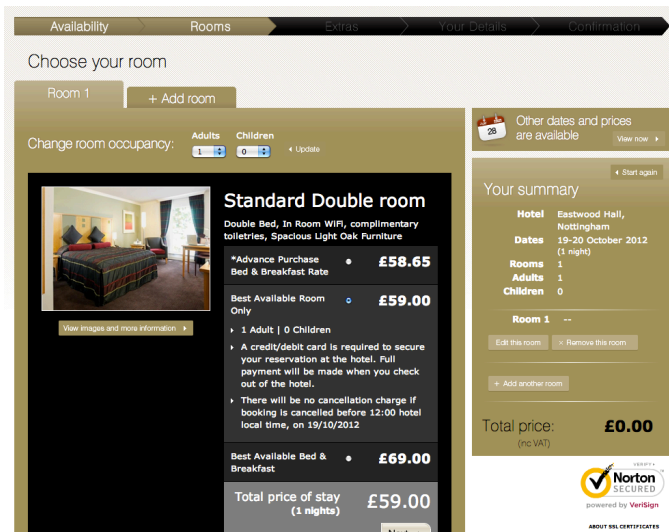
In Summer 2011, we launched a new mobile app for QMS on iPhone and Android platforms. The app helps you to cook steaks and roasts for lamb, beef and pork, by calculating a cooking schedule based on the type of meat you are cooking, thickness or weight, and how you would like it to be cooked. The app provides images to help you through the process plus an interactive ruler for measuring your steak. The generated schedule provides notifications when it's time to turn your meat with tips along the way. The app has seen over 22,000 downloads since launch and won a Scottish Creative Award.

Principal Hayley hotels www.principal-hayley.com
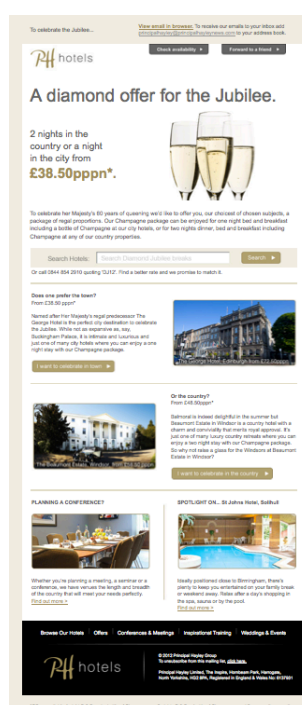
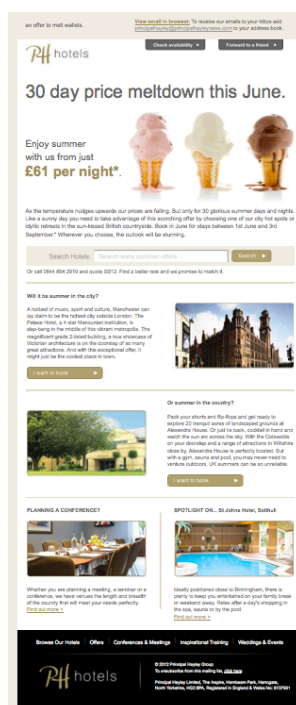We manage all aspects of Principal Hayley's web presence, from their main group website to the build of a bespoke booking engine, which went live in May 2012. The website features include a cluster map showing the various properties throughout the UK and an offers section enabling users to search for the type of break they wish to book. Since the booking engine went live earlier this year, we have seen conversion rates increase by over 0.5%, a significant amount for the volume of transactions going through it.

In addition, we designed and built a number of property-specific sites for Principal Hayley, for some of their key properties. Each of the sites use the same templates, with the use of full screen images conveying the unique personality and style of each property. In this way, the sites are very easy to be kept up-to-date with information and offers, critical to the hotel industry.

We also create and dispatch emails every week, going out to both business and leisure audiences, and run online advertising across networks with retargeted advertising helping to drive direct revenue across the business.

Our are now looking at developing a mobile-optimised version of the booking engine and conversion rate optimisation through ongoing testing and monitoring of analytics.

National Trust for Scotland - One Wee Step http://oneweestep.org/
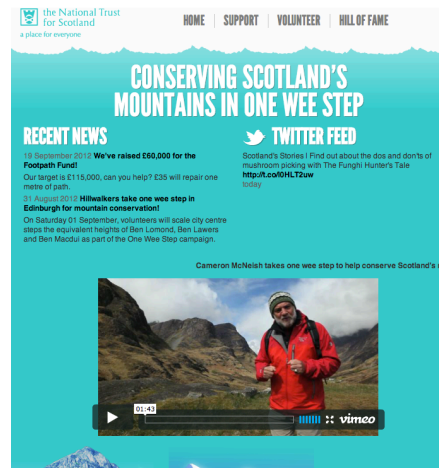
Launched in Spring 2012, the One Wee Step site encourages hill walkers to give something back to the National Trust for Scotland in the form of donations, and keeps visitors up to date on Scotland's mountains and the volunteers that maintain them for hill walkers.

Anticipating that a volume of visitors will be accessing the site out and about on their mobile device, the site is built to change layout depending on the device the user is browsing from, with responsive design, as shown opposite.

Murray & Currie - website http://www.murrayandcurrie.com/ **and mobile app** http://itunes.apple.com/gb/app/murray-currie/id486990042
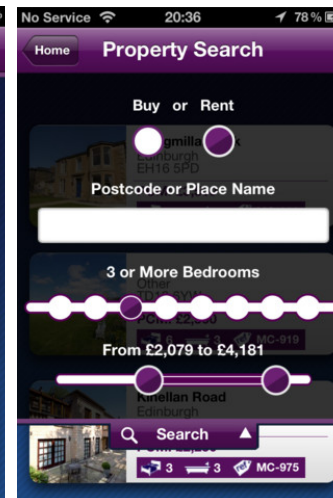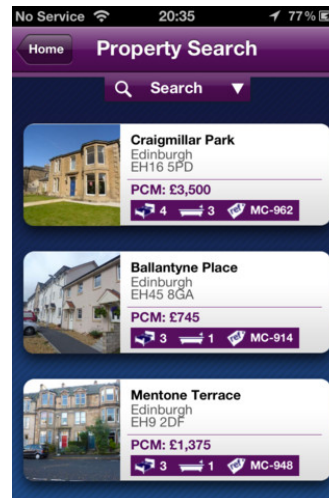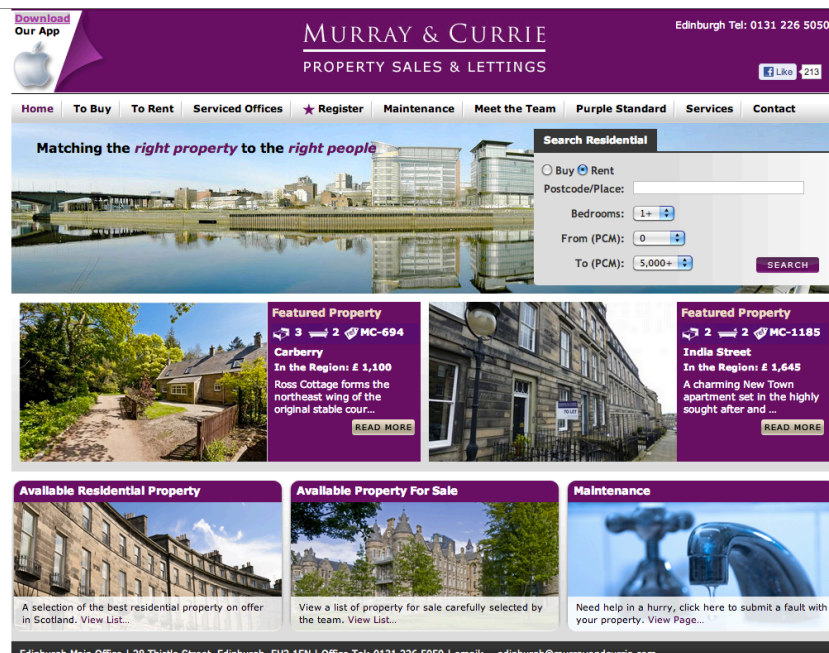
Murray & Currie is a letting and sales agent with over 1000 properties on its books. We designed and built a new website and mobile app for them in 2011.

The website helps visitors to find property in Edinburgh and Glasgow that is for rent or sale through a simple search; and provides information to prospective and current customers/tenants.

The app, which has been downloaded over 2,500 times since launch, allows customers to search through the whole range of properties in the database with the additional benefit of using location-based services to view homes near the user's current location.
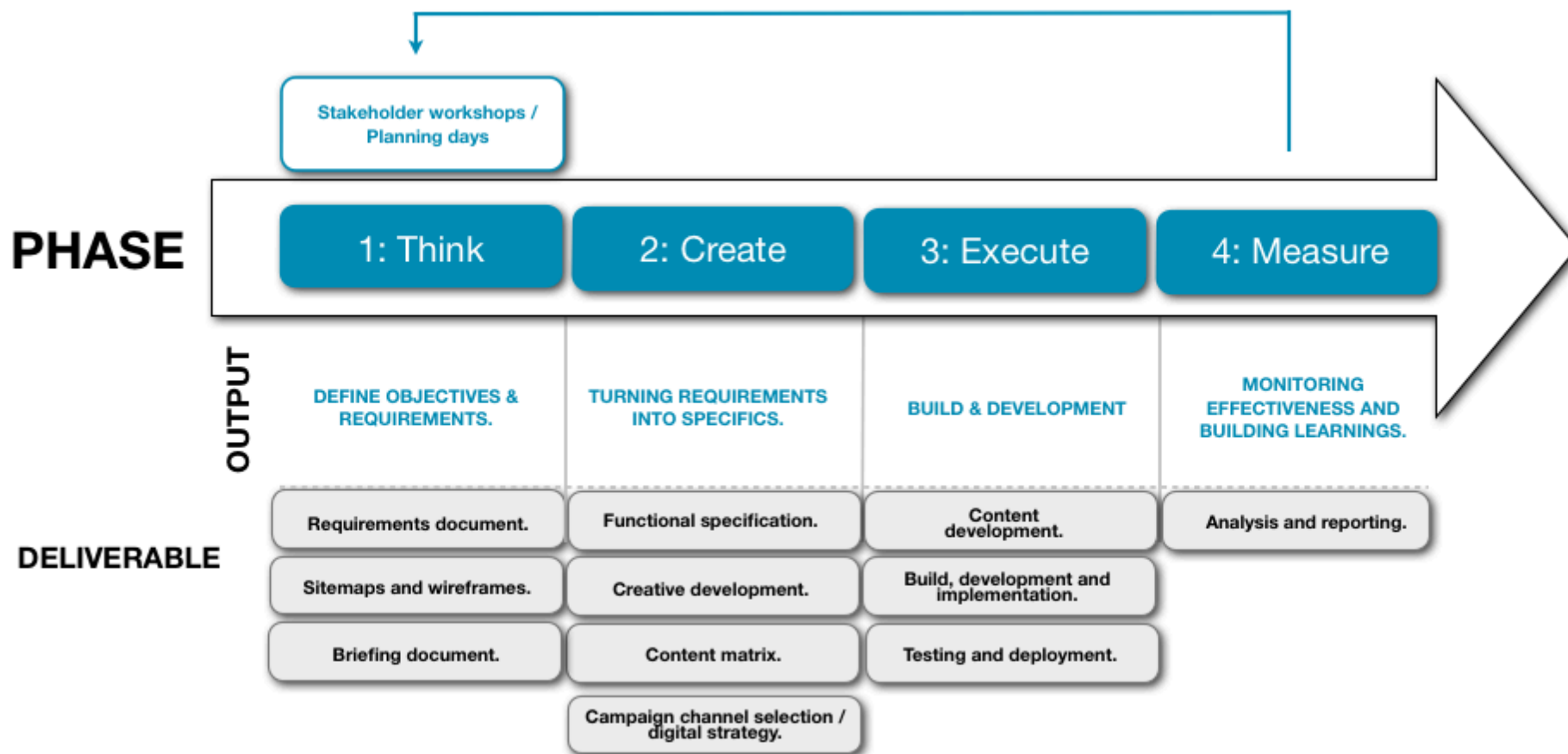
2.

Our approach.

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2. OUR APPROACH TO THE BRIEF.

We have a tried and tested approach which we employ to build deep understanding of a client brief. Our methodology is flexible enough to be applied to a range of tasks and objectives because it follows a classic problem solving ethos and is rooted in consumer insight. It also allows 360° thinking and activation, delivering the right solution for the task in hand. This approach can be applied to both your website rebuild and any marketing tactics. We keep this process simple and streamlined, involving you at each stage for approval.

The diagram below captures the different stages of the approach, specifically for a web development project. The pages that follow describe each of the phases in a little more detail and specifically how they apply to the Balfour+Manson online presence. Section 3 provides more detail on your website.

	Stakeholder workshops / Planning days			
PHASE	1: Think	2: Create	3: Execute	4: Measure
OUTPUT	DEFINE OBJECTIVES & REQUIREMENTS.	TURNING REQUIREMENTS INTO SPECIFICS.	BUILD & DEVELOPMENT	MONITORING EFFECTIVENESS AND BUILDING LEARNINGS.
DELIVERABLE	Requirements document.	Functional specification.	Content development.	Analysis and reporting.
	Sitemaps and wireframes.	Creative development.	Build, development and implementation.	
	Briefing document.	Content matrix.	Testing and deployment.	
		Campaign channel selection / digital strategy.		

The following details each of the phases to define the steps involved.

THINK:

In this phase of the project, we identify the fundamentals to delivery of a successful website. The output of this phase is documentation detailing how the website will be structured and the project deliverables.

Project management.

We use an online project management tool called Basecamp, where all tasks, milestones, messages and documentation can be easily shared and accessed from anywhere, with a secure login required. This makes it very easy to keep track of project progress and collaborate on documentation. it can also be set up generate alerts when milestones are approaching so that the project plan can be easily adhered to. We can demonstrate this to you and would recommend implementing for this project.

You will have a dedicated Digital Account Manager (Sam Weston) who will be your main point of contact throughout the project process. The project will be led by our Digital Account Director, Linsey Davidson. At different stages you will meet other members of the team including Ian McAteer, Ben Usher Smith and Robin Mehta, as detailed in section 1.

Requirements gathering.

To kick off the website redevelopment, we would propose a workshop, involving all relevant stakeholders in the project. This would take the form of a half day session to review all of the requirements for your website, a review of any assets available such as the brand, documentation, photography or video and to determine your purposes, objectives and goals.

We will review and discuss the sites that particularly inspire you, such as those included in the brief, competitors and those outside of your sector. More technical detail such as our proposed content management system can be demonstrated and the fundamental features and functionality will also be discussed.

We may also wish to review any ongoing digital marketing requirements such as email marketing, social media strategy and ongoing SEO, or indeed any offline marketing requirements you may have.

Project scope and documentation.

Following the workshop, we will provide a Requirements Document outlining the requirements discussed, for agreement before progressing to the next stage. We will detail items that are within scope of this project and any discussed requirements that may be out of scope of the current phase/budget but are to be noted down for any future phases of development.

Search engine optimisation (SEO).

It is imperative that we address SEO early in the process, as this has an impact on our approach to the sitemap, wireframes and overall site structure.

We are proposing two different levels for your SEO, and the preferred approach really depends on: budget; how much work you are able to do yourselves in the longer term; and whether you are looking to fully embrace content marketing and social media.

We can discuss both options with you at the initial workshop, including any potential ongoing off-site SEO work beyond the website redevelopment project.

Information architecture.

Once the requirements and level of SEO are agreed, we will develop a user-centred information architecture.

During the requirements workshop, we would explore the target audiences and their differing user journeys; and consider the sitemap with a card-sorting exercise to help determine the navigation structure. Such an exercise can be very useful to determine the structure that best suits your audience and your requirements. It involves writing all the

pages or areas of content onto 'cards' and physically moving these around until they are ordered on a map that makes sense and is easy to use. This forms the basis for us to develop the **sitemap**, in line with requirements and best structure for SEO.

Navigation will be labeled with terms that the user can quickly and easily understand in order to guide them through the site to the information they seek and appropriate 'end action'. We can also map out particular user journeys for a set goal (e.g. call back form submission), ensuring these key journeys can be completed in the fewest steps possible.

We will also develop the **wireframes** at this stage, which make up the templates for the site. Some of the templates will be unique, such as the homepage and other templates will be used for multiple pages such as the a generic content template.

At this stage we will also develop the **Briefing Document**, which is the brief provided to the Head of Digital Design to develop into concepts for the website, however this may also include a brief for any innovative features or functionality allowing the wireframes to be built on creatively.

The next stage of the process is creation.

CREATE:

This stage is where requirements are brought to life, mapped to functional deliverables and where we develop our creative.

Functional specification document.

Once the requirements, CMS and level of SEO are agreed, and the sitemap and wireframes are approved, we create a functional specification detailing how everything will work on the site, both for visitors to the site and management of the site in the back-end CMS. This is usually a written document mapped against the information architecture.

Website design.

Once the site structure and wireframes are approved, we will progress to the design stage. Initially we will develop concepts for the homepage and a content page, normally supplying two routes for each site. This concept development will utilise the brand assets that are currently in existence, or we can support you in redevelopment of your brand in a separate exercise. We would be happy to discuss your brand identity and have a vast amount of experience in this area, often creating new brands and developing new websites to support it at the same time.

We will collaborate with you on these web concepts, often selecting elements and going through a couple of iterations. Once a creative direction is chosen, we will develop the selected design across all page templates as agreed in the wireframes. Some amends to the sitemap may be made at this stage as the site is pulled together, and the template designs will supersede the wireframes.

We will also look at mobile-optimised design at this stage.

Content matrix.

Once we have a defined sitemap and wireframes, we have a clear idea of all the different pages of content in the site and content required - both copy and imagery. From this we can create a content matrix, which maps each page in the sitemap to a wireframe and details what content is required for each page, and how pages will link together and how this fits into our SEO strategy.

The content matrix will also detail the image assets required for the site, showing how many images are required, dimensions and requirements for each page. This helps us to plan photography requirements, so we can ensure the appropriate assets are bought/created and cropped as required in good time.

Copywriting.

We would suggest that any content development work from existing content on your current site or new content creation is commenced at this stage, so it is ready for content entry after the development phase.

For your website, we understand that you would like us to manage copywriting. We will ensure that all copy that is edited or written afresh is optimised for search with the appropriate keywords from the research carried out in the THINK phase. We will write the meta data (page titles, descriptions) for each page, to further assist SEO.

We have provided an estimate for this copywriting in the cost section.

Translation.

We are assuming no translation is required for the site and that all assets will be in English (UK).

Content assets.

When we have a design style in place, we will know the required images for the site, mapped against the content matrix.

Some new stock photography may be required depending on the creative route chosen, the extent of which will be determined in the design phase with the content matrix. You may have some of these assets already in existence, which we can review at the THINK stage. If original photography is required, we can arrange this for you or provide a photography brief to your preferred photographer.

At this stage, we will also review any interactive animations, audio or videos to be used. If any video content is required to be created, we can support you in this. We can also create interactive Flash animations for the site - we often use these to enrich content and provide an easy way to explain processes etc to users. However, we need to bear in mind that users on iPad/iPhone will not be able to view these.

The next stage of the activity is execution.

EXECUTE:

This next phase of each website project is all about implementation of the agreed approach and build and development of the websites.

Websites build and development.

Once the page templates have been designed and approved, we progress to HTML build and development including integrating the templates with the content management system, implementation of functionality and back-end system with secure database management.

All websites we develop are based on industry standards, including XML, XHTML, CSS and JavaScript. Imagery and content are optimised for web delivery, taking user experience, page weight and security into account and any required mobile responsive design is implemented to detect the user's device and optimise accordingly.

The websites will be designed to be available to as wide an audience as possible. We do this by both following W3C guidelines for creating accessible sites, supporting all the popular browsers and providing degraded support for older browsers. Care is also taken to ensure that the websites are optimised to be easily indexed by search engines using, for example, semantically correct well-formed XHTML, page structure and use of the sitemap.

Page weight will be a consideration during the build process. Pages will be built so that they can contain heavier and lighter versions of assets depending on the browsing platform (e.g. smartphone vs desktop).

Search engine optmisation.

During the build and development phas all on-site search engine optimisation will take place, such as:

- **On-page optimisation**: page titles, meta descriptions, headline level hierarchy, internal linking structure, overall content structure and quantity.

- **Technical optimisation**: indexing, www./non-www. resolve, XML sitemap, W3C validation, website load times, code volumes etc.
- We may also address **local SEO** for the website where we can provide a geographically-based service with Google Local (formerly Places).

The onsite SEO is the foundation for all ongoing work.

Testing and training.

As part of our testing process, we carry out full functional/system testing against our test plan. The test plan is designed both to check for issues and to ensure that the delivered work adheres to the agreed requirements, and therefore is derived from the functional specification. This means we will test the functionality, CMS and cross-browser test the site against an agreed list of browsers specified during the scoping phase.

At this point we will hold a small training session with the person/people who will be responsible for content entry and ongoing management of the site. We will run through the core features of the CMS and specific functionality set up for your website.

Once we have completed testing and training, we will deliver the site to you for **User Acceptance Testing** (UAT), whereby all functionality, templates and content entry can be tested by relevant stakeholders. It is likely that some bugs or issues may arise during this phase and we will provide an issue-tracking system for quick resolution.

Content entry.

For this project, Balfour+Manson will take on responsibility for adding all content, however we can do this for you if preferred and can provide a quote.

Acceptance, warranty and SLA.

Once you are satisfied that the website delivers against the agreed specification, the site will be deemed accepted and we will enter a 30-day warranty period, during which time we will fix any issues/ bugs that arise. The website can be deployed to live when you are ready, at which point the domain name owner will point the required domain at our specified hosting IP address, a process we can manage for you.

We have provided an optional cost for The Union to host the website for you.

Outside of the warranty period, we would recommend implementing a service level agreement (SLA) for resolution of any further issues and to provide ongoing support, maintenance and upgrades as appropriate. We would typically implement this on a quarterly basis and review time spent against time quoted and adjust the agreement quarterly as appropriate.

Response times for our SLA are typically:

Severity	Definition	Response Time
1 Critical	A defect that means that the site or a major part of the site is unavailable.	Within 1 hour
2 Major	e.g. Editor offline	Within 2 hours
3 Cosmetic	A defect in a part of CMS, but there is a simple bypass	1 working day
4 Development query	A documentation or cosmetic error	1 working day

The last stage of the process is measurement.

MEASURE:

Measurement is the final, but important, phase of the process. Measures are only useful if you have a target to compare and contrast with. That is why in conjunction with the client we define and agree targets and objectives that the campaign must deliver against during the THINK phase.

Websites reporting and optimisation.

We will implement **Google Analytics** on the website - ideally your existing tracking code - to enable us to track site visits, bounce rates, time on site etc with volume of online enquiries being tracked through the back-end system. By using your existing code we can compare statistics to those before the site redesign. Google Analytics will also enable us to track traffic sources to the site so we can monitor SEO and any chosen campaign media for effectiveness, along with integration with any email marketing activity.

By monitoring Google Analytics, we can easily identify areas of the sites that are working well and not working so well. This helps us to improve content on the site, optimise where necessary and put in place measures to address areas of the websites where we're seeing particular drop-off, volume of exits or lack of completion of end actions.

In line with new **Cookie Regulations**, we will inform users that cookies are in place for Google Analytics and provide further details on the Privacy Policy page with instruction on opting out through various browsers.

Search engine optimisation.

An ongoing SEO strategy can help to drive each site up the rankings and compete with other sites for positioning on generic terms relevant to each site. We would only recommend an ongoing strategy when significant online revenue can be taken through the website.

If you progress with an SEO strategy, full breakdown of all activity against key metrics will be provided in a monthly report, detailing link building success and domain authority. All proposed link building activity on a monthly basis, will be provided for review.

2.1. In summary.

We have a very well developed and disciplined process for web development. Each stage as outlined above, is matched against documentation for agreement and approval with the client before progressing to the next stage. This ensures 'no surprises' and assists us in delivery the project on time, to spec and on budget.

3.

Your website.
Marketing campaigns.

balfour+manson **solicitors**

3. YOUR WEBSITE.

This section details the specific requirements and key features for the proposed website and ideas around marketing the two items identified in the brief for Personal Injury and celebrating 125 years of Balfour +Manson in 2013.

3.1. Search engine optimisation.

We are seeing an increasing number of Scottish law firms starting to invest in social media and content marketing. There is an increasing willingness to give away knowledge in return for an increase in profile.

We believe that it is the companies who get this approach right and have a search engine friendly platform in place who will soon come to dominate the search engine result pages. Working with our SEO partner, Attacat, we can advise both on the sort of content required and the more technical SEO activities.

There are quite a number of areas of law that are dominated online by specialist companies with large and efficient marketing machines (e.g. Personal Injury). Competing against such companies would require investment beyond the scope of what is included in this proposal.

However, there are other nice areas where Balfour+Manson does have real strength, and identifying these areas will assist in achieving a significant return from an SEO investment. Although someone searching for 'solicitor Edinburgh' has value, there is also great value to bae had through creating additional touch points through being found for more research-based queries, e.g. 'restrictive covenants enforceable' or 'tag along clause shareholders agreement', which assist in the longer and more complex sales cycle typical of many aspects of law.

We found that Balfour+Manson appear in a number of Edinburgh solicitor searches in Google. This is being achieved even though there are competitors with stronger 'link profiles', (Google looks at links as a vote of confidence in a site - the more high quality links you have, the more likely you are to rank highly), suggesting your current strength is coming from on-site optimisation i.e. the attributes of the site itself - both technical and your content.

It appears your current SEO approach has been focused on geographical words (Edinburgh, Aberdeen etc) in the meta information and by adding these to each page. This, in our opinion, is a relatively limited approach to SEO and the benefits will wear off over time as Google increases its focus on user metrics and gradually moves away from relying on the more easily manipulated elements. However because the approach has achieved results, care will be taken with the rebuild so as not to lose the benefits achieved by the optimisation to date.

There does appear to be quite a lot of existing content that has not been optimised efficiently, meaning value from the content being created is not maximised. However, this requires further investigation to understand whether this is a missed opportunity or not.

As detailed in section 2, we are proposing two levels for SEO implementation during site build, the cost details for each can be found in section 4.

Pre-launch activities will include:

- **Keyword research,** including assessing current traffic levels and competitor review.
- SEO input into **sitemap and navigation.**
- **Onsite attributes**, including internal linking.
- Set up with Webmaster Tools, Google Analytics customisation.

This can be completed at a standard level or at an advanced level.

You may also wish to look at **ongoing SEO** options depending on how much budget you have and how aggressively you'd like to approach it, to enable high ranking on more general legal services keywords.

Ongoing SEO covers:

- Local listings.
- Ongoing onsite optimisations.

- Link building and content creation - these having the largest effect on SEO.

We have provided three levels of approach in the cost section - one minimum, middle and high-end levels. The more that is invested, the faster you will see results.

3.1.1. Pay-per-click.

Pay-per-click, including Google AdWords, allows you to appear in sponsored searches for a selection of keywords and phrases that you bid upon. It may be something you wish to go with, again to combat competitors, and we have provided a cost option in section 4. However, as you are not driving direct revenue through your site, it may not be required.

3.1.2. Google News.

You detail a requirement to appear in Google News within your brief. Our initial thoughts are that the content in the news section may fall short of the criteria required for inclusion in Google News. Google have a manual review process and they are known to shun content that is in any promotional or are seen as reacting to, rather than setting, the news schedule.

Clearly interpreting such criteria is a subjective process but in our opinion there would need to be a need for significant shift in the style of the current news items to become less Balfour+Manson focussed before inclusion in Google News is achieved. If your content starts to shape the legal landscape in Scotland, then Google would likely see this as the sort of 'authoritative and unique' content it seeks. This in turn would then allow you to exhibit many of the other signals that Google will look for when determining who gets included in Google News, including people sharing and linking to your content.

In summary, the technical aspect required to get Balfour+Manson into Google News is a much easier task than creating the type of content required, and we can discuss with you how you could approach creating such content. Fortunately, you don't have to appear in Google News for

your news content to gain visibility as much of what is featured in Google's normal listings can be viewed as news.

3.2. Content management system.

Given the project requirements for flexibility, dynamic content, ease of use, access on mobile devices and overall support for new functionality, we would propose building the site in Wordpress. Wordpress is a no cost, open source platform, which is simple to use and has unlimited potential. It is a platform that is easy to learn as it features a number of tools that users will be familiar with including a Microsoft Word-style editor.

Wordpress is strongly supported by both an active community of users around the world, which ensures the platform is very secure and always updated for the latest best practice programming requirements. It is a CMS we have extensive experience in developing on and can be used for websites and mobile-platform specific sites with a single set of content using responsive design; delivering websites to iPhone, Android, Blackberry and other smartphones seamlessly.

This is very easy to use and we can demonstrate it to you at the Requirements stage. It allows us to set up different users with different levels of access to the CMS, from publisher to editor, and allow content to be quickly and easily updated across the site, with maximum flexibility for managing all content. This means you're not relying on us to be updating content for you.

We can of course develop on other platforms if you have a preference and can discuss and demonstrate options to you at the requirements workshop.

3.2.1. Property function.

Our recommendation for the property section of the website would be to use an existing plug-in for Wordpress, which has been tried, tested and developed over a number of years. This is more cost-effective and means we can implement a solution that is already optimised. The plug-

in we would recommend using is this one: http://www.studiopress.com/themes/agentpress with some customisations to fit your exact requirements. The module is completely flexible and incorporates maps, galleries etc. We would customise this to add a 'favourites' list so users can save their preferred properties and submit those to you for viewing.

You can see an example of how this plugin is used here: http://www.homelettings.co/listings/fettes-rise/ - this is a Wordpress site with the customised plug-in.

We would of course develop using this plugin to ensure it fits all of your needs and is designed in line with your brand.

3.3. Reporting / key measurements.

An element included in your brief is the discussion of reporting and key performance metrics on your website, and for any campaign activities.

As detailed in section 2, measurement is a key component of our approach and feeds back into the Think stage for ongoing optimisation of a website or campaign.

We will implement Google Analytics on the site, which will enable you to report on all standard website metrics. We can also set up a number of goals in the analytics, such as completion of a call-back request form, submission of a online job application form or request to view a property. This allows us to see quickly and easily within analytics how regularly each of these goals are being completed, and allows us to monitor any improvements here.

During the Think phase, we will identify with you what the key performance indicators (KPIs) are for the site, reviewing your existing analytics and whether we're comparing these to year-on-year statistics. We will look to have a low bounce rate on site, with high time on site and a good number of pageviews per visit. We will discuss with your your goals around the volume of repeat visitors you'd like to see on the site, or if driving new visitors is more important.

For any campaign activities, we will implement tracking codes to enable us to monitor how effective these are within Analytics. In this way, we can see which activities were behind driving particular goal responses that we set up and have knowledge to feed back into future campaigns as to what is more successful.

3.4. Information architecture.

For this proposal, we have reviewed your site structure and proposed the following sitemap, based on our current knowledge of your requirements, your brief, competitors and SEO. The sitemap is shown opposite and attached as a separate document.

We have aimed to simplify the structure, ensuring that the key practice areas are the main focus of the site. Please note this is an example sitemap and it is likely that this will develop during the website process as we learn more about the requirements and analyse the competitors and SEO in more detail. As we develop the tone of voice, it is likely that the taxonomy used will also change.

There will be appropriate cross-linking between sections so that, for example, you can cross-sell services and link to people from services.
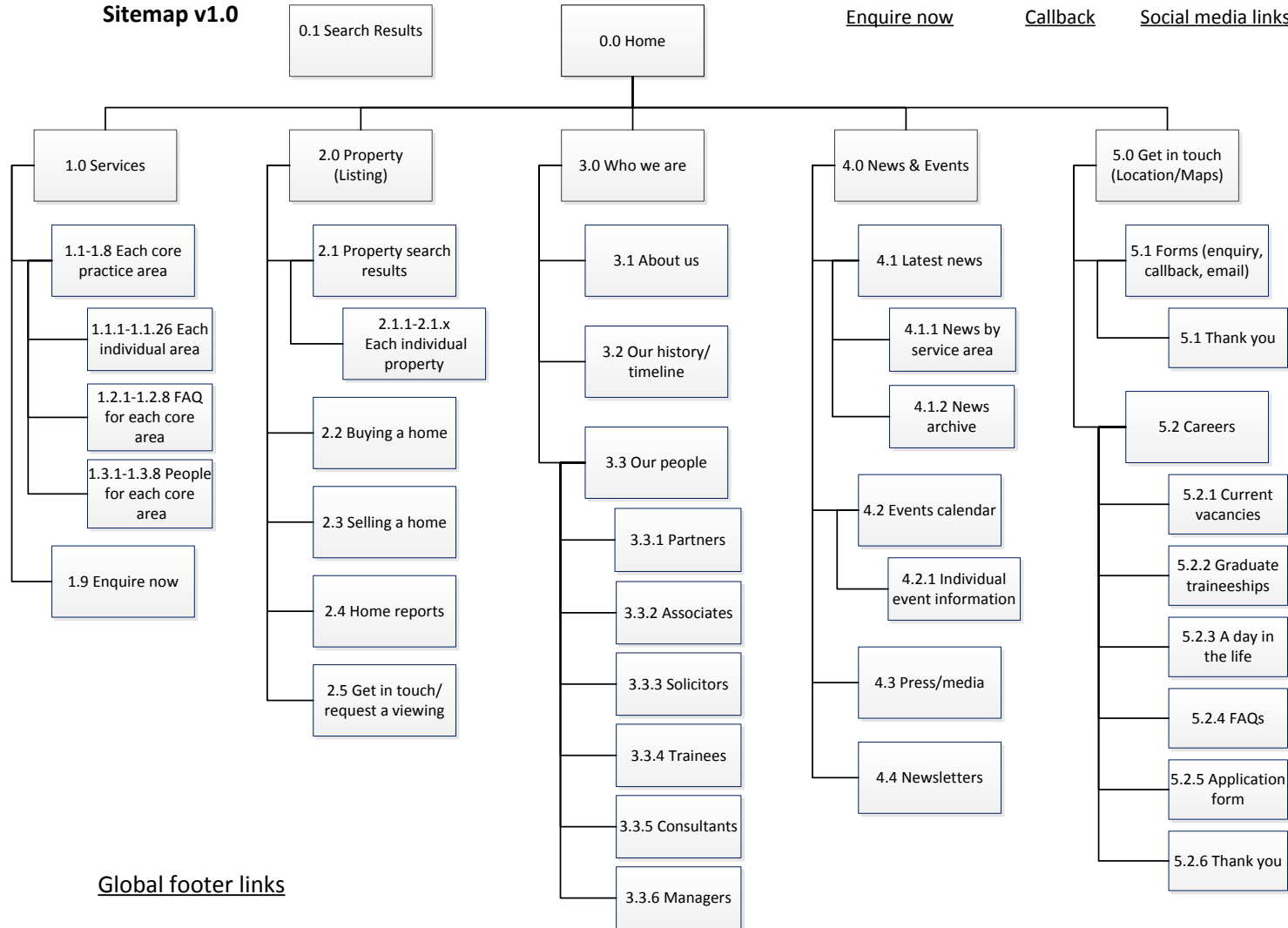
**Balfour+Manson
Sitemap v1.0**

0.1 Search Results

0.0 Home

Enquire now   Callback   Social media links

1.0 Services

- 1.1-1.8 Each core practice area
  - 1.1.1-1.1.26 Each individual area
  - 1.2.1-1.2.8 FAQ for each core area
  - 1.3.1-1.3.8 People for each core area
- 1.9 Enquire now

2.0 Property (Listing)

- 2.1 Property search results
  - 2.1.1-2.1.x Each individual property
- 2.2 Buying a home
- 2.3 Selling a home
- 2.4 Home reports
- 2.5 Get in touch/ request a viewing

3.0 Who we are

- 3.1 About us
- 3.2 Our history/ timeline
- 3.3 Our people
  - 3.3.1 Partners
  - 3.3.2 Associates
  - 3.3.3 Solicitors
  - 3.3.4 Trainees
  - 3.3.5 Consultants
  - 3.3.6 Managers

4.0 News & Events

- 4.1 Latest news
  - 4.1.1 News by service area
  - 4.1.2 News archive
- 4.2 Events calendar
  - 4.2.1 Individual event information
- 4.3 Press/media
- 4.4 Newsletters

5.0 Get in touch (Location/Maps)

- 5.1 Forms (enquiry, callback, email)
  - 5.1 Thank you
- 5.2 Careers
  - 5.2.1 Current vacancies
  - 5.2.2 Graduate traineeships
  - 5.2.3 A day in the life
  - 5.2.4 FAQs
  - 5.2.5 Application form
  - 5.2.6 Thank you

Graduate careers   Sign up

0.3 Privacy & Cookies   0.4 Terms & Conditions   0.5 Contact us   0.6 Sitemap

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{**UNION**DIGITAL} {**UNION**} {**UNION**DIRECT} {**UNION**CONNECT}

3.5. Creative.

As detailed in section 2, we will follow a process for concepting and development of your website designs, which we will follow should we be successful. This will take into account all the requirements and any brand development work.

For this proposal, we have created a homepage design demonstrating how we could redevelop your site. A second key area of your site is the individual practice area landing pages, which will be linked to from the homepage, but may also be deep-linked to from marketing materials as well. We have therefore created a practice area landing page example as well.

Example homepage and service area landing page concepts are shown on the following pages with descriptions of each feature, and attached separately to this document. In order to demonstrate how the site would be viewed on screen, we have also built the page and a link is provided for viewing. We could recommend viewing the design on the link first, as this gives a more realistic impression of how the site will be presented to the user. We would normally prefer to present creative face-to-face so we can explain our rationale and thinking - and would be delighted to do so at the next round. Indeed, **we would like to prepare further creative options to share with you should we progress to the next stage.**

As with the sitemap, this is to show you how we could approach your redesign and it is likely that this will change significantly when we begin the process.

We have included content within the example homepage creative, to demonstrate how we could address your tone of voice, to make this accessible to the reader and avoid too much legal jargon.

3.5.1. The brand.

You'll see we have taken a fresh look at the brand, based on current information. If we were to progress with this project, we could look at a full brand redevelopment exercise.

The rationale for the brand treatment we have applied for this concept is as follows:

In the legal world there's nothing more potent or distinct than the name of the practice. So how can the name Balfour+Manson and its 125 years be leveraged in its online presence and marketing communications? Creating stand-out is imperative in a competitive market and Balfour +Manson have more than a name, you have the beginning of a recognisable visual icon. The plus symbol is something that instantly says more than partnership - it says extra. It's a plus point that hints at a practice that delivers a little bit more and does a little bit extra.

The symbol can become a strong visual cue for the practice and its online presence and marketing collateral. It can also be an anchor point for a range of sector specific messages or brand statements. For example:

Expertise + Understanding
People + Practice
History + Ethos
Advice + Knowledge
Breadth + Depth
Efficient + Resourceful

The cross used is reminiscent of healthcare, and this is purposeful, to suggest that, like doctors, you are a service to help 'fix' issues and improve quality of life.

You'll see how we have carried this through to the proposed concept.

3.5.2 Overall design thinking.

Overall the plan is to keep the designs very clean, with little **stock photography**. We would use this sparingly and only when it makes sense to do so, rather than relying on this and finding images for the sake of it.

The designs are intended by simple and accessible to all and in keeping with your overall brand by not using any cliches or gimmicks. What you see is what you get, the site is very easy to use and uncluttered by useless information.

Next actions are very simple so the user has a direct and clear user journey to find information and complete the 'end action'.

We're aware that these designs are very different from what you have currently and indeed different from any other firms in Scotland. The creative is at the cutting-edge of digital design so may not be similar to other sites you have seen.

If you take a look at the Beta site for gov.uk: https://www.gov.uk/ you'll see how this style of simplicity and ease of access to information is coming under new digital directive by the Government.

These concepts are provided to demonstrate our creativity and thinking. We would be happy to look at alternative designs and would like to come to the next stage with alternative route(s) as well.

3.5.3. The homepage concept.

To view the homepage concept, please visit:
http://dev.uniondigital.co.uk/balfour+manson/

To explain some of the features on this page:

The top panel showing the logo will be a rotating animated GIF (so will rotate on mobile devices as well) which scrolls through different 'x + y' features. This takes the user in mind and has a statement that will make relevant sense to them. The statements will be across your eight key practice areas and include your offer that relates to each area, for example 'no win, no fee' for Personal Injury. As this scrolls through, the user will get the whole first impression of who you are, your ethos and services. Don't be afraid of the large space that appears initially - with the animation, this will bring the panel to life and users are very comfortable with scrolling down content.

Examples of the rotating content are shown here:

you + family
"30 minutes free consultation."

you + life

you + will
"Why it's essential you have one."

you + injury
"No win, no fee."
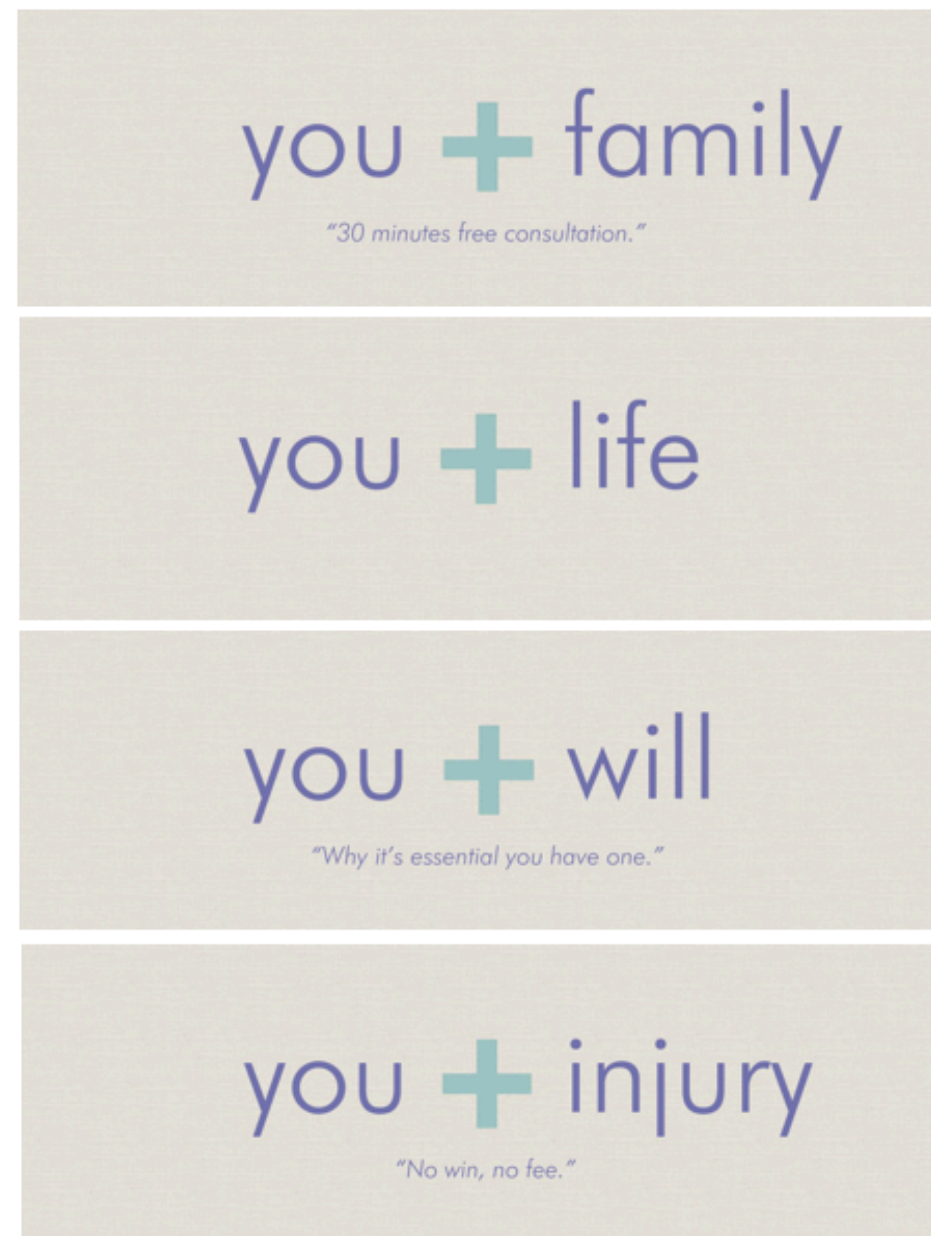
The navigation upon first landing will be expanded to show the list of services you offer. These can be organised in the most appropriate way for the users, be that alphabetical or grouped by area. Each of these fits into one of the eight categories shown in the rotating panel above. As the top panel rotates, the service/s that relate to the plus statement will be highlighted, helping to guide the user to the service area that is most relevant to them. This expanded navigation helps the user to reach the appropriate landing page in just one click.

We include the search option within the main navigation bar as well.

As the user scrolls down the page the navigation 'snaps' to the top of the page and minimises the services. This means the users can always access the navigation wherever they are in the homepage.

The navigation is simplified down to key items, as demonstrated in the sitemap.

The introduction section focuses on your 125 years but the content shown here could easily be changed for the appropriate message as required in the CMS, making this main panel the key area to present the most relevant and up-to-date message. This introduction is simple and uses straightforward language, without being too long.

Further down the page we have a statement about **Who we are**, which is an upfront, and again straightforward, piece of content. We would include a quote or testimonial here, which would ideally be changed regularly.

Towards the bottom of the page, we feature **Latest News** with a couple of the most recent articles shown and an introduction for each. Users have the option to click through to read more or to flick to older articles or newer articles from there.

We utilise a **mega-footer** with all the quick links to different service areas, a second search function (the first in the main navigation). Quick details on where to find you are presented, which will click through to the Get in Touch page for more information. We include a call to action to sign up in the footer as well, gathering user's data for marketing

requirements. Social media links are featured in line with where to find you and we then present the various logos and links to groups and accreditations.

The **footer links** are your general pages on privacy/cookies, terms and conditions, accessibility statement; and quick links to careers, contact us and a view of the sitemap.

3.5.4. The legal practice area landing page concept.

As on the homepage, the **navigation** is snapped to the top of the page and there is a **top panel** showing the relevant plus statement and offer in that area, as a reference back to the homepage.

An **introduction** to that practice area will feature, again written in straightforward language and tone of voice. We will display services that sit within that particular area to the right hand side, which will help SEO.

We then have a **clear call to action** to complete a web form, call (or request call back), visit or email.

Within this page we will have **cross-links** to any FAQs the user may have and a link through to the relevant contacts for that particular practice area.

Along the bottom, we feature **cross-sell** links to related practice areas, followed by **News** that is specific to the area. This will function as the homepage with the option to read a short excerpt, read more or scroll through to previous articles.

We maintain the **mega-footer** across all pages of the site, so users can always quickly and easily link to where they wish to.

Small versions of the two pages are shown overleaf, and larger versions are provided with this document.

3.5.5. Further features and functionality.

During the website development process, we will explore different features that will enrich your site, providing the best user experience to your visitors, depending on the audience type and user journey; for example, to simplify the navigation process, engage users and drive a higher rate of enquiries.

Tools such as a 'mega-navigation' will help users quickly and easily find what they were looking for within the site. This enables, upon mouse-over of the navigation, users to see the full content sitting within each section, and can be updated so users can see refreshed content or any particular product you are promoting. A 'mega-nav' helps users in accessing the relevant content in one click, simplifying the user journey and would allow users quick access to the relevant practice area, piece of information or news/event that they seek.

Features such as the rotating panel on the homepage can also help guide users to relevant content, showing each of the different key practice areas guiding users to the area that is most relevant for their current situation or needs.

Further panels can be added to the homepage and practice area landing page that are entirely controlled within the CMS, allowing you to cross-sell different areas and promote particular events, sponsorship activities or key news.

Regular news updates and integration of social feeds helps keep your content dynamic and fresh, so users feel a new experience each time they visit the site.

Forms will be created for users to easily submit their enquiry and provide their preferred method of contact. We will also ask users to detail how they found the site to assist marketing information.

We will enhance the Property section with a simple search and clean results with opportunities to find out more, view location and photo gallery for each property. The user will have the opportunity to add the preferred properties to a 'favourites' list and send this through to you to arrange viewings.

We would like to enhance the Graduate Traineeship section to include a 'day in the life', frequently asked questions and perhaps 'interviews' with current trainees, ideally as video. Trainees could also share their experiences through a blog, with photos where possible.

These features and more can be discussed and reviewed at the next stage of the project in line with our audience groups and their wants/needs to drive our agreed objectives.

Homepage

Personal Injury landing page

3.5.2. Mobile design.

We are seeing more and more traffic to websites coming from mobile devices - smartphones and tablets - and this is set to increase.

The build of all our websites conforms to best practice techniques and validation, ensuring that all of our sites function when viewed on mobile devices.

However, for many new projects we are providing a mobile-optimised experience for our users through responsive design, taking them beyond the desktop version. This is designing the site so it is optimised for the screen the user is browsing on, either desktop, tablet or smartphone. The design and layout adjusts accordingly at set 'breaking points' ensuring that the site is optimised for each screen size and providing a site that users can easily interact with, whatever their device.

For an example of a responsive designed site, please see our National Trust for Scotland site, One Wee Step: http://oneweestep.org/

Try viewing on different devices, or adjusting your browser window size on desktop to see how the structure changes accordingly.

For your site, we would propose implementing responsive design on to ensure that those visitors who are coming from smartphone or tablet have an improved experience. We have taken this into consideration when creating the concept for this proposal, and designed thinking of a mobile experience as well as a desktop one.

It may be that you wish to push the development of a responsive site back to a second phase, as it is not imperative for go live, so we have provided this as a separate cost in the quote.

3.6. Email marketing.

We enquired as to your current email marketing and you detailed that you currently use MailChimp. This is an excellent system and we would recommend continuing to work with this.

We can build the site to ensure that all marketing data captured on the site is automatically fed into your MailChimp database, enabling you to manage all the data within one place and utilising the systems that MailChimp already provide around unsubscribes etc.

Alongside the build of your website, we can support you with any ongoing CRM activities. It would be good to discuss with you what current emails you area sending out, frequency and content.

We would propose building a template for you in line with the updated brand and implementing this into MailChimp. This would allow you to easily edit content as you do currently and dispatched to your data list all managed with the email platform.

An optional cost is included for this.

3.7. Digital marketing.

During the CREATE phase, although not necessarily carried out in the same time frame, we can create and fulfil any requirements discussed and agreed during the THINK phase, such as a social media strategy across a range of platforms (Facebook, Twitter, LinkedIn, YouTube), an online advertising strategy or a search strategy, should any of these be required to support your online presence.

A search optimisation strategy would take the SEO beyond the on-site optimisation to optimisation through channels including link building and online PR as detailed in section 3.1.

Online advertising platforms may also wish to be considered. We can explore options such as:

- **Network advertising**: low-cost advertising across a broad range of sites, which can be focused through demographic and behavioural targeting.
- **Retargeting**: high-ROI advertising displayed only to those visitors who have spent time on your sites and not progressed to the agreed 'end action' e.g. made an enquiry or signed up.

Indeed, we discovered when reviewing your competitors, that some of them operate a retargeting strategy!

We could explore an online advertising strategy with media plan, single-minded proposition for each appropriate message and creative concepts developed.

Other marketing communications channels may also be explored, such as email marketing through appropriate publishers, partnership and affiliate marketing. All of these options may be explored and discussed with you in more depth at the Requirements meeting with follow up planning sessions as required.

3.8. Marketing campaigns.

A part of your brief requires ideas on how to best market:

- Personal Injury.
- 125 years.

We have reviewed both digital and offline tactics for marketing these two areas and some example ideas are shown below. As with any marketing campaign, we would follow our THINK-CREATE-EXECUTE-MEASURE process and would discuss with you in more depth the brief and objectives in each of these campaigns before progressing to planning and creative.

3.8.1. Personal injury.

This is clearly a very competitive market and you are competing against those spending huge amounts on TV, radio, press, digital and telephone marketing. It's also a delicate area, as you don't want to be seen in the same light as some of these competitors as 'ambulance chasers'.

In a highly competitive marketplace, it may not be worth spending vast sums of money competing on keyword terms in PPC or buying in data lists for likely candidates. Instead we would look at more guerilla tactics and target our campaigns in a slightly different way.

Some ideas for doing this include:

Partnerships.

We would look at partnering with either high-street pharmacies or pharmaceutical products - perhaps 'own brand' products. This would be targeting the higher volume cases of RTAs and accidents at work, on the assumption that those sufferers may be buying pain relief or support for injured areas. We could look at on-pack promotions of such products, or promotions on shelves or in the aisles.

You could, for example, create 'slippery floor' warning markers with your promotional message on it and place these in the pain relief aisle in pharmacies or supermarkets. These could also be placed in high footfall business areas.

You may also wish to partner with private chiropractors, sports injury clinics, physiotherapists etc. who injured individuals may be visiting regarding their issue. An exclusive offer could be made available for those clients getting in touch with you through these clinics/specialists.

Incident areas.

Advertising or promotional placements could be placed in high incidence areas such as RTA black spots. Through research, we could discover the highest accident areas in Scotland and mark these off with a promotional message to get in touch with Balfour+Manson if you've been in an accident.

Danger.

Did you know that more people die every year from accidents with a vending machine than are killed by sharks?

This and other random statistics about seemingly safe activities could be created as stickers that you can stick anywhere and everywhere.

A 'fun' list of the top ten most dangerous jobs, e.g. lion tamer, escape artist, could be featured on a simple ad, moving away from the more obnoxious style of personal injury lawyers.

Have you seen 'head in a bucket man'? He is often seen on Princes Street and surrounding areas standing on his hand, which is in a bucket and people stop to take pictures or him.

Balfour+Manson could sponsor 'head in a bucket man' citing him as one of the more dangerous jobs that exist!

Ambassadors.

Word of mouth marketing is going to be one of the most useful tactics in this area. Those who have had a good experience with you, on any size of case, will be more likely to recommend you to friends and family should an issue arise.

Some of your clients may be willing to become Balfour+Manson ambassadors. You could provide them with information or cards to hand to others who require your services.

Real-time wins.

On the National Lottery website, it flashes up every time a user wins something and what it is they won. There may be content we can use that is similar to this, when we feature every time you win a case. It doesn't need to give explicit information but could say for example 'Mrs Jones was just awarded £3,000 for her accident at work', or similar, with agreement from all parties involved.

Content marketing.

There are a couple of blogs from JMW Solicitors around personal injury marketing:
http://www.jmw.co.uk/blog/whats-wrong-with-personal-injury-ads

http://www.jmw.co.uk/blog/we-are-not-a-compensation-culture-and-we-dont-like-cold-calling

And a game from Spencers Solicitors:
http://www.shouldtheyclaim.co.uk/

Both look at what a muddied area this has become and have a point of view on it.

The blogs handle it particularly well, and creation of this type of content is very valuable as it is shared and discussed, driving further traffic to the site.

We could therefore look to draft a similar opinion piece with you and then seed this across various channels.

Summary.

These are simply a selection of tactics that could be deployed in this area, to demonstrate some different ways we could promote a service in a very saturated marketplace.

3.8.2. 125 years.

Balfour+Manson will have been in operation for 125 years in 2013. In line with this momentous occasion, it makes sense for a campaign to be based around this theme and promote the stability and long-running service you have provided.

This will be featured heavily on the website, from an introduction on the homepage to an interactive timeline, allowing users to see historic cases you have been involved with through the last 125 years.

Further to this, we could again look at further tactics to spread the knowledge of this event, with the aim of driving new business.

Lawyers for life.

Being in operation for 125 years and providing the wide variety of legal services that you practice in, you are in the position of being with someone through their whole life: employment issues, buying your first

house, divorce, guardianship, wills, power of attorney etc; it's possible you could help someone through a variety of cases throughout their life.

Due to the amount of time you have been in operation, it may be that you have helped two or three generations from the same family.

Both messages could be featured on promotional materials or as case studies/testimonials on the website, with the invitation to engage with you as 'Lawyers for life'. Perhaps some sort of discount could be provided, or money-back on a service if a certain number of service are used.

125 cases.

Perhaps the first 125 cases of 2013 could be provided at a discount, or 12.5% off your rates could be applied throughout the year.

Various marketing promotions could feature the offer, from press advertising to email marketing and online advertising.

Birthday celebrations.

Is there a specific date in 2013 that you were founded? You could write to everyone that shares the same birthday as you in Scotland, in the same way that the Queen writes to those who are 100 years old, wishing them a happy birthday and inviting them to engage with you between that birthday and the next.

A party.

It would be great to host a party and invite all colleagues and past and present clients and their friends to come along.

There would need to be a reason to attend the party - perhaps it could be held in a historical location that is also 125 years old, that people don't normally have the opportunity to see.

Other incentives could be provided, such as free legal advice all day (if

an afternoon party) or the opportunity to enter a prize draw to win a great holiday or similar.

This party could be hosted in conjunction with charity, to help raise funds for one of the charities you support.

A film over the years.

Similar to Hovis bread and Flash cleaning products that have been around for a number of years and are celebrating their heritage, a short film could be created showcasing all the important cases you have been involved with over the last 125 years. Featuring other historical references to tie the film back to, it would validate your history of success and level of service provided to those who perhaps were unaware.

The film would be available online and a seeding strategy would ensure that a volume of people viewed it; alongside sharing through email and other digital channels.

Commission.

You are involved with a variety of events including the arts. Perhaps a piece of music or a sculpture could be commissioned to celebrate your 125th birthday, in co-ordination with one of the charities you support.

4.

Proposed costs and timings.

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4.0. PROPOSED COSTS.

The costs below cover all items as detailed in the brief. Costs are exclusive of VAT. We have not included costs for stock or original photography, video production or content entry. These can be quoted as requested.

We are very keen to work with you on these projects and feel we are excellently placed with our experience for a range of clients.

Costs are broken down by functionality, so you have a menu of options. It may be that some elements are removed due to budget constraints or postponed for a subsequent phase. Costs are estimates based upon brief provided at time of quoting and may be subject to re-costing following confirmed requirements.

4.1. Website redesign and development.

The cost below excludes SEO which is costed in section 4.2 at varying levels. Separate cost options are also provided for responsive design and an interactive timeline.

Task	Details	Days	Cost
Scoping			
Requirements	Workshop (team from Union attending).	0.5	£650
Information architecture	Sitemap and wireframes.	2.5	£1625
Sub-total for scoping			**£2,275**
Creative and content			
Concepting	Concepting for website design. Two routes.	1.5	£975
Design	Design development across all templates for desktop.	4	£2600
Copywriting	Copywriting all content for the site, based on existing information. Excludes News and Events information.	4	£2600
Project management		2	£1300

Task	Details	Days	Cost
Sub-total for creative and content			**£7,475**
Build and functional development			
Build and functional development	Set up and configuration of CMS. Development of HTML and integration with CMS templates, based on 5 templates. Includes site search, social sharing across site and property section and video embedding capability.	8	£5200
Forms	Call back, enquiry and contact us forms. One form with multiple purpose.	0.5	£325
Sign-up	Newsletter sign-up with data feeding into MailChimp. Sign up for seminars.	0.5	£325
FAQ	FAQ template with show/hide feature.	1	£650
News	News section with archiving and latest news.	1	£650
Press	Press section with archive and latest documents/articles.	1	£650
Events	Events calendar with event information.	2	£1300
Job application	Online job application form.	1	£650
Property section	Property section within site, with simple and advanced property search, view more information for each property, photo gallery for each property, sign up for updates on properties, email or text for arranging viewing, option to create favourites list to send via email to Balfour+Manson for viewing. Cost based on using Agent Press plugin detailed.	4	£2600
Project management		4	£2600
Testing and deployment			

Task	Details	Days	Cost
Testing	Cross-browser, functional testing, rework.	1	£650
Deployment	Deployment of site to live hosting environment.	0.5	£325
Project management		0.5	£375
Sub-total for development			**£16,250**
General			
Training	One training session for the CMS.	-	Included
Warranty	30 day warranty	-	Included
Total (excluding VAT)			**£26,000**

4.2. Search engine optimisation.

Options for levels of SEO are shown below. Level of involvement at pre-launch is divided into two levels, with option two requiring more development time with the sitemap, navigation and onsite attributes for high-end optimisation, and further research into keywords. Option two therefore has a greater cost and is a more involved approach, which whilst more expensive initially, will achieve greater returns in the long run.

After the initial build, the bulk of the cost for ongoing SEO will be in content creation and promotion of that content, as this is what yields the highest SEO returns. With competitors now investing hundreds of thousands of pounds a year (mostly in time), there is clearly a need to be investing in SEO in order to be able to compete. We have shown three levels for ongoing SEO, and the different levels depend on your budget and how aggressively you wish to tackle competitors.

We have also shown costs for pay-per-click advertising, if this is an avenue you wish to go down. We would recommend a pilot period of one month and review ongoing spend after completion of the pilot period to determine potential returns and therefore recommend investment.

Task	Details	Days	Cost
SEO pre-launch			

Option 1	Keyword research, including assessing current traffic; input into sitemap and navigation; onsite attributes, including internal linking; set up Webmaster tools, customisation of Google Analytics.	4	£2600
Option 2	As option 1 but with significantly more development of sitemap, navigation and onsite attributes; and further research.	12	£7800
SEO ongoing (post-launch) - costs are per month.			
Minimum recommended	Covering both local listings and ongoing site optimisation (onsite and link building/content creation).	2	£1300
Mid-level	As above, more time invested will yield faster results plus bigger picture ideas for link building.	5	£3250
High-end	As above, much faster results, covering more keywords etc.	8	£5200
PPC ongoing (post-launch) - optional.			
Setup	Setup of campaign for PPC. One off fee.	-	£1000
Initial budget	One-month pilot period, including management fee @ 20%.	-	£3000
Example Total (excluding VAT) Option 1, minimum SEO for 6 months, no PPC.			**£10,400**
Example Total (excluding VAT) Option 2, high-end SEO for 6 months, pilot PPC campaign.			**£43,000**

4.3. Further optional costs.

Costs are outlined below for several further optional tasks. The first is for building your new site with responsive design to be optimised for any device or platform the user is viewing from. The second is for an interactive timeline to showcase your history and heritage over the last 125 years, showing notable cases and major events in your history. The third is for for implementing one email template into MailChimp for an email newsletter, enabling you to update content and images on an ongoing basis and dispatch to your contact list.

Task	Details	Days	Cost
Responsive design of the website.			
Design	Design of key templates with breaking points for tablet and smartphone viewing.	3	£1950
Development	Build and development of responsive designed templates and functionality.	4	£2600
Project management		2	£1300
Total (excluding VAT)			**£5,850**

Task	Details	Days	Cost
Interactive timeline.			
Design	Design of interactive timeline.	2	£1300
Copy	Copywriting for interactive timeline.	1	£650
Development	Build and development of interactive timeline	3	£1950
Project management		1	£650
Total (excluding VAT) (not including any MailChimp fees)			**£4,550**

Task	Details	Days	Cost
Email template design, build and integration with MailChimp.			
Design	Design of email newsletter template	0.5	£325
Copy	Copywriting for one edition of email newsletter	0.5	£325
Development	Build of email, test and integrate with MailChimp.	1	£650

Training	One training session to use the template in MailChimp (if required).	-	-
Project management		0.5	£325
Total (excluding VAT) (not including any MailChimp fees)			**£1,625**

4.4. Further optional costs.

Costs below for ongoing website fees.

Task	Details	Days	Cost
Ongoing costs			
SLA	Service level agreement post-warranty, per month for six months, to be reviewed on a monthly basis and charged quarterly. (OPTIONAL)	For 6 months, based on 0.5 day per month.	£1950
Hosting	Hosting for 12 months.	-	£500
Domains	It is assumed you own the domain names.	-	-
Total (excluding VAT) for an SLA for 6 months and 12 months of hosting.			**£2,450**

If you could like to look at further ongoing costs, such as social media strategy/content plan, ongoing search engine optimisation (off-site link building etc), email marketing outwith the template or online advertising, we can support you in any of these areas and provide costs and further information as required.

4.5. Cost summary.

A summary of the costs detailed above is outlined below, including all options and level 1, minimum SEO.

Design and development of new website.	£26,000
Option 1 SEO pre-launch, minimum ongoing SEO and no PPC.	£10,400
Responsive design and development.	£5,850
Interactive timeline.	£4,550
Email template for integration with MailChimp.	£1,625
12 months of hosting, 6 months of support.	£2,450
Total (ex VAT)	**£50,875**

4.5. Indicative timings.

Indicative timings are outlined below. We can also do our best to work to any specific deadline you have in mind and a full project plan will be provided at commencement of the project following agreement of all deliverables.

Week commencing	Task
12 November 12	Workshop, scoping.
19 November 12	Scoping and SEO research and development.
26 November 12	Client review and feedback on scoping.
3 December 12	Approval on scoping, concept creation.
10 December 12	Client review and feedback on concepts.

Week commencing	Task
17 December 12	Concepts approved, design development.
7 January 13	Design development.
14 January 13	Client review and feedback on designs.
21 January 13	Design development and approval.
28 January 13	Build and development of website.
4 February 13	Build and development of website.
11 February 13	Build and development of website.
18 February 13	Build and development of website.
25 February 13	Testing and rework of website.
4 March 13	Training, UAT and content entry.
11 March 13	Content entry.
18 March 13	Content entry.
25 March 13	Approval of site. Deployment to live.

In conclusion.

Thank you for inviting us to respond to your brief. I hope that we have managed to convey not only our approach and our suitability, but also our enthusiasm for the project.

With our proven creative and digital excellence delivered in numerous award-winning campaigns, we are perfectly placed to deliver a website and marketing campaigns that are not simply visually stunning, but are effective in meeting your business objectives across the broad range of requirements you have for the different service areas and audiences.

Our tried and tested approach enables us to have an in depth understanding of your business and needs, which can be applied at all stages of the process from scoping, design and ongoing analysis of success.

This is an incredibly exciting project and one we would relish the opportunity to work with you to deliver a website and campaign activities.

Linsey Davidson, Digital Account Director, The Union.