

Driving Quality Enquiries for a Corporate Law Firm

Rendleton partnered with a corporate law firm seeking to strengthen its digital positioning and improve the quality of inbound enquiries within a competitive commercial legal market.

The engagement focused on **website strategy, search visibility, local SEO, and conversion optimisation** to create a more credible, commercially aligned, and measurable digital presence for prospective corporate clients.

BUSINESS CHALLENGE

The firm's existing website did not adequately reflect the quality of its legal expertise or the sophistication of its corporate services. Organic visibility for key commercial practice areas was limited, service pages lacked clear positioning, and enquiry pathways were not effectively guiding prospective clients toward consultation requests.

As a result, the firm faced challenges in attracting businesses seeking specialised corporate legal support and converting relevant website visitors into qualified consultations.

STRATEGIC OBJECTIVES

- Strengthen professional digital positioning
- Improve visibility for corporate legal service searches
- Clarify practice area messaging and differentiation
- Create more effective consultation enquiry pathways
- Establish a scalable digital growth foundation

RENDLETON'S STRATEGIC APPROACH

01 Discovery & Business Assessment

Aligned commercial priorities, target client profiles, and growth objectives through stakeholder workshops.

02 Market & Competitor Analysis

Reviewed competing corporate law firms in the Budapest market to identify positioning opportunities and visibility gaps.

03 Website Strategy & UX Improvement

Refined information architecture, strengthened trust signals, and improved service-page structure and messaging clarity.

04 Search Visibility Optimisation

Implemented technical SEO, local SEO enhancements, and Google Business Profile optimisation to improve discoverability for relevant corporate legal searches.

05 Conversion Optimisation & Analytics

Simplified consultation pathways, improved enquiry forms, and implemented analytics tracking for greater visibility into user behaviour and enquiry performance.

STRATEGIC OUTCOME AREAS

Area	Strategic Impact
Professional Positioning	Stronger alignment between expertise and digital presence
Search Visibility	Improved discoverability for relevant corporate legal searches
User Experience	Clearer navigation and consultation pathways
Enquiry Quality	Better alignment with target client profiles
Measurement	Improved visibility into engagement and enquiry behaviour

SERVICES DELIVERED

- ✓ Digital Growth Strategy
- ✓ Website Strategy & Development
- ✓ Technical SEO
- ✓ Local SEO
- ✓ Conversion Optimisation
- ✓ Analytics & Reporting

This engagement established a stronger foundation for sustainable digital growth, improved professional positioning, and more effective business development support within the corporate legal market.

Ready to Discuss a Similar Growth Challenge?

Let's explore how a strategy-led digital growth system can help your firm improve visibility, strengthen credibility, and generate better-qualified business opportunities.

BOOK A STRATEGY CALL →

www.rendleton.com