



Paley Rothman Launches Redesigned Law Firm Website

Website Highlights the “Paley Perspective” & Commitment to Value-Driven Legal Services

BETHESDA, MD – Paley Rothman, a full service law firm serving corporate and individual clients throughout the Washington metropolitan area, announced today the launch of its redesigned website at www.paleyrothman.com. With an entirely new design, the revamped website uses responsive programming, which optimizes the user experience by allowing the site to display on any size screen, whether viewing on computer, tablet or mobile phone. The site also highlights the “Paley Perspective,” which focuses on the firm’s commitment to efficiency, attentiveness and value-driven legal services.

Paley Rothman’s holistic rebranding efforts not only included the redesigned website, but also an updated law firm logo and messaging, as well as remodeled and expanded office space at 4800 Hampden Lane in Bethesda, Maryland.

“This is an exciting time for the firm as we continue to enhance the experience for our clients and our staff,” explained firm Co-President, Robert Maclay. “Embarking on the website redesign required considerable time, patience and effort and the firm really banded together to ensure the new site accomplished our goals. We spent a long time working through the design and navigation to better understand how people search and what they were looking for, which led to an upgraded search function to narrow down relevant results. Our efforts paid off and we are extremely pleased with this new site.”

Notable features of the enhanced website include: reorganization of top navigation; updated attorney photographs and graphics; improved News & Events Center; and expanded Resource Library to help clients and visitors stay ahead of legal and business developments and trends.

“We wanted to not only enhance the look of the website, but to reorganize information about the areas of law we practice for businesses and individuals,” noted firm Co-President, James R. Hammerschmidt. “Ultimately, we wanted to make it easier for visitors to find the information and resources they were looking for and to provide insight on how we listen to our clients to help them achieve their goals.”

To ensure the website was aesthetically appealing and more user-friendly, Paley Rothman partnered with Virginia-based Moire Marketing Partners, a strategic branding and design communication agency specializing in creative marketing for professional services firms.

Founded in 1972, Paley Rothman (<http://www.paleyrothman.com>) is committed to listening to its corporate and individual clients to understand needs and provide practical and cost-effective solutions. The attorneys handle a wide-range of legal counsel and representation in diverse and demanding areas, including tax, real estate, employment law, estate planning, litigation and a variety of other matters for clients nationally and throughout the Washington metropolitan area.

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