

Maximising efficiency through an online presence

As the legal world made a sharp turn into remote and agile working, the need for a superior online presence was more important than ever. Consumer demands now rely upon online searches to find the perfect firm for their needs, and TV Edwards made sure not to be left behind.

Accesspoint Media Services have been appointed by TV Edwards to re-design and develop their website from the ground up, so that it captures the pure professionalism and relatable nature of the firm. Accesspoint revitalised the look of the website with a fresh sleek and aesthetically pleasing design, that is powered by intelligent, time saving integrations such as a conveyancing calculator, allowing clients to self-serve, whilst also acting as an internal lead generating magnet. Additionally, Accesspoint have focused on increasing the amount of digital marketing as well as SEO work for TV Edwards, to ensure that they are making the impact required by the firm to reach the right audience and improve the chances of converting prospects into clients. Within just 2 months of working with TV Edwards, Accesspoint have accelerated TV Edwards' website traffic by increasing new visitor traffic by a staggering 45%.

“Working with Accesspoint has been a pleasure. They are quick, responsive and very easy to work with. Every stage of the journey has seen them adding value to our digital presence. We really did see immediate results after engaging with them and we are excited about what they will help us to achieve in the longer term.”

– Julian Overton, Managing Partner

Established in East London in 1929, TV Edwards has grown into a well-recognised firm with offices in Whitechapel and Clapham Junction. The firm has a national reputation for delivering first class legal services and is recognised for their innovation shown in IT development, leading the field and supporting their teams of lawyers in achieving excellence.

As we continue to grow our partnership with TV Edwards our goal is to provide their firm with a highly credible and effective website combined with a heavyweight strategic marketing plan to facilitate great exposure and awareness for their brand, and continue to provide their clients with a streamlined online experience.