SUCCESS STORY | FindLaw.

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FindLaw Maximizes Value of FindLaw.com Through Testing

OpenText™ Optimost Managed Services helps increase engagement without draining resources

FindLaw wanted to maximize value from its then newly reinvigorated website by ensuring content was relevant and easy to find. To better understand how changes were benefitting visitors and its business, FindLaw decided to optimize its site using Optimost as a managed service. Changes verified by Optimost have significantly improved engagement.

Challenges

Making the Law More Accessible

Nowadays, people turn to the web to find information in their times of need. Before seeking legal advice, they digest freely available online resources to find out about everything from adoption and child custody to business and employment, from immigration to civil rights.

FindLaw is a pioneer and innovator in marketing solutions for law firms, online legal information and services for lawyers, businesses, and individuals. FindLaw's mission is also to make the law more accessible to the general public. Thousands of people turn to FindLaw.com each day to understand how dire their situation is, what their legal obligations and options are, and how to seek legal help. When they are ready, they can find and connect with a local lawyer using the large attorney directory hosted on FindLaw.com.

"Anyone who finds themselves in a legal situation can turn to FindLaw.com and learn what they need," notes Pankaj Verma, director of audience development and lead sourcing at FindLaw. "We describe all legal concepts and situations in an easy-to-read, easy-to-grasp manner."

To attract new clients and leads, attorneys in small and medium law firms advertise their services on FindLaw.com. They introduce their law firms in the FindLaw.com attorney directory.

To attract attorneys to advertise on its site, FindLaw must ensure visitor traffic remains high. To do this, it must successfully engage with the people who turn to it.

INDUSTRY

Legal Marketing Services

CUSTOMER

FindLaw

CHALLENGES

- *Continue attracting large volumes of qualified site traffic*
- *Optimize visitor engagement*
- *Run tests with minimal impact on FindLaw resources*

SOLUTION

- *OpenText™ Optimost*

BENEFITS

- *Significantly increases visitor engagement on FindLaw.com*
- *Conclusively measures the impact of proposed website changes*
- *Ensures website investments bring real value to the business*

As Verma states: "We want our lawyer directory to not only put attorneys' names in the best possible light, but to also attract large volumes of qualified traffic that convert into meaningful business for them."

Maximizing Value from the Newly Reinvigorated Website

FindLaw redesigned its FindLaw.com website and wanted to maximize engagement on the newly reinvigorated site. "We didn't know how to take advantage of our new site because we didn't know how it behaved," reveals Gavin McGovern, manager of FindLaw's user experience group. "We could only hope that updates would benefit our business goal."

McGovern and his team could only assess the effect of changes by looking at visitor traffic in a web analytics tool shortly after a change.

These measurements were very ad-hoc and not particularly scientific.

To better understand the benefits that changes were bringing to the business, the company decided to implement a web optimization solution.

Solution

A Comprehensive Managed Service

FindLaw had followed the Optimost evolution from an enthusiastic start-up to market-leading optimization service provider, having first encountered the solution several years earlier.

"We knew exactly where to turn," comments Verma. "In the competitive testing market, the Optimost Managed Service experts put it head and shoulders above the competition."

A few weeks after an initial meeting, the OpenText experts planned and ran the first tests, which helped FindLaw's user experience team understand how images and content were affecting engagement.

Tests quickly became more sophisticated, looking at page design and layout across the entire website – including landing pages, home portal pages, text-heavy pages, and attorney directory search results. "We've used Optimost to test everything from simple design changes to radical changes that involve text, layout, and imagery. It's worked well for every scenario," says McGovern.

As FindLaw moves into the mobile space, the company plans to use Optimost to optimize FindLaw.com for mobile devices.

OpenText Takes Care of Everything

Each test begins with Optimost optimization specialists discussing goals and KPIs with the FindLaw user experience team and subject matter experts before drawing up a comprehensive test plan. Once agreed, the tests are implemented.

"It doesn't require a lot of work on our part to implement the tests," says McGovern. "Our engineering team adds a little JavaScript to the pages being tested and that's it. The Optimost team takes care of everything after that."

Optimost specialists start running the test almost immediately. Tests generally run for a couple of weeks with the OpenText team presenting test reports at weekly meetings to ensure FindLaw is kept abreast of findings.

The test report is a living document initially detailing the test plan, the changes being tested, and how FindLaw would like them to look. As the test runs, the team details how the test is performing. Once the test is complete, a final analysis and hypotheses for future testing are also provided.

OpenText Offers Deep Testing Insight and Experience

To date, Optimost optimization specialists have completed dozens of complex multivariate tests – which equate to thousands of A/B tests – against FindLaw.com. Nearly 80 percent of tests have shown a positive lift.

"The Optimost team brings the lessons they have learned from other sites they have worked with," says Verma. "These sites may be radically different from FindLaw.com, but still serve a very large consumer audience. We find that very valuable."

Even when a test reveals a negative result, the insight it provides is valuable, revealing changes FindLaw should avoid implementing. "Previously, we would have had no way of knowing that," adds McGovern.

Large Site Informs Changes on Smaller Sites

Optimost Managed Services initially focused solely on FindLaw.com. More recently, the company has expanded its use to help optimize two acquisitions: LawInfo.com and SuperLawyers.com.

The two new sites both have less traffic than the core site. "We run our more sophisticated multivariate tests on the site that gets the most traffic and apply what we learn to our smaller sites where we have then seen similar improvements," says McGovern.

Benefits

Measuring Lift with Confidence

Partnering with Optimost has enabled FindLaw to conclusively measure the effect of proposed website changes. By doing so, it can ensure website investments bring real value to the business. "Optimost tests scientifically prove at a high confidence level the impact of each planned change to our website," says Verma.

FindLaw has seen a direct correlation between implementing the changes verified by Optimost and an increase in traffic on its website. "Whether we are measuring engagement, conversion, or bounce rate, we always see an immediate lift of more than one or two percentage points," says Verma. "And once that improvement goes into play, it stays that way."

Granular Insight Enables Subtle Changes

Not only does Optimost enable FindLaw to identify small design changes that deliver a significant return on investment; it helps the company make subtle design decisions.

The granular insight provided by Optimost allows FindLaw to make informed decisions through knowing how each KPI on each page will be affected. "Our pages have multiple KPIs, all of which are important," says Verma. "If a change is going to negatively affect one KPI, we want to know why we are doing that change and how much of a positive impact it may have on another one of our KPIs on that page. We weren't able to do that before."

Leveraging Expert Know-How

The vast experience of the Optimost team ensures tests can be planned and run without delay and appropriate changes implemented in a timely manner.

"The Optimost team's experience and expertise of having gone through thousands of permutations means when we come up with the things we would like to test they can quickly whittle it down from a million different combinations to the small number variants that make sense," says Verma. "Nobody else offers that. Optimost Managed Services is unparalleled."

Data Drives Systematic Web Design

Optimost has helped FindLaw understand what people are looking for from its website and become more strategic about improvements, making decisions driven by data.

"We've learned that the information someone putting together a will needs is very different from the information an accident victim is looking for," notes Verma. "It is difficult to translate that to a web page design. Optimost has helped us approach that more systematically with numbers and data."

Thanks to Optimost, FindLaw can make the law more accessible. People can easily find the information they are looking for in a format that is meaningful and easy to understand. "Optimost has definitely allowed us to serve our clients better," says Verma. "Additionally, it has allowed us to ensure visitors to FindLaw.com find and connect with the content they need."

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