

# Best Lawyers

# PRESS RELEASE

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*For Immediate Release*

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## **Best Lawyers® Launches Redesigned Website**

AUGUSTA, Ga., July 6, 2022 — Best Lawyers®, the oldest and most respected purely peer review guide to top talent in the legal profession, is thrilled to announce the launch of its newly redesigned website, [bestlawyers.com](https://bestlawyers.com). Best Lawyers partnered with New York City's award-winning innovation agency [Makeable](#) and set out to transform the visual identity, functionality and user experience of the website in a way that suits their diverse demographics of users' needs and expectations.

"We are pleased to offer this new website design for both our honorees and those interested in legal news and services," said CEO of Best Lawyers Phillip Greer. "Collaborating with Makeable allowed us to put at the forefront the best services we have to offer and showcase the talent honored in our peer review awards. Makeable had an impressive body of work and really understood our goals. We had an aligned vision when it came to innovating the website."

The updated site features streamlined profile suites, making navigation through lawyers' credentials more efficient for consumers of legal services; improved navigation menus; and web accessibility solutions in compliance with the ADA and WCAG standards which include seizure safe profiles, ADHD friendly profiles, a screen reader, color adjustments and more.

"We worked closely with the entire team at Best Lawyers to understand the user personas who frequent their platform and their growth goals in order to design an experience and UI that felt appropriately contemporary, intuitive and 'of today' for everyone who visits," said Sam Kantrow, partner at Makeable who led the digital and product strategy and design process alongside Best Lawyers' Director of Content Nancy Lippincott. "Our goal was to end with a product rooted in driving growth for Best Lawyers by keeping their current user engaged, while also attracting a new tier of users through a more contemporary experience."

The newer version of the website touts reduced technical debt and stronger SEO, an accessible interface reflective of the Best Lawyers' mission to be more inclusive and streamlined content coverage adjacent to relevant lawyer and firm profiles.

"With a 40-year history, Best Lawyers is a heritage brand that has embraced innovation," said Lippincott. "We were the first in the legal rankings space, and to accomplish that and continue to pioneer the industry, we have had to be very tech driven. Our company and now our website are both modern, streamlined and prestigious."

The new site was crafted by the Best Lawyers engineering team from the ground up, using the latest technologies to optimize middleware, enhance data security and increase functionality with flexible content.

“We built a foundation with this website that invests in our futures,” said Larry Meadows, director of information technologies at Best Lawyers. “This site and the extensive technical engineering we have accomplished will help us better service customers as a whole moving forward.”

Best Lawyers invites visitors to explore the [newly redesigned website](#). Find research and editorial timelines, relevant and pertinent legal news, top lawyers in your area and more.

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## **ABOUT BEST LAWYERS**

Best Lawyers is the oldest and most respected lawyer ranking service in the world. For more than four decades, Best Lawyers has assisted those in need of legal services to identify the lawyers best qualified to represent them in distant jurisdictions or unfamiliar specialties. Best Lawyers awards are published in leading local, regional and national publications across the globe.

Lawyers who are nominated for consideration are voted on by currently recognized Best Lawyers working in the same practice area and located in the same geographic region. Our awards and recognitions are based purely on the feedback we receive from these top lawyers. Lawyers are not required or allowed to pay a fee to be listed; therefore, recognition by Best Lawyers is considered a singular honor.