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For Immediate Release

Locke Lord Launches New Website Featuring Advanced Technology and Enhanced Search Capabilities

March 31, 2014 – Locke Lord has launched an innovative new website, www.lockelord.com, that makes it easier than ever to learn about the Firm's international experience and extensive services.

In addition to enhanced search capabilities, content-forward features, updated graphics and streamlined navigation, the site boasts "responsive web design," meaning the website conforms to whatever platform a visitor is using, be it a smart phone, tablet or laptop.

Locke Lord is one of only a few law firms to have a website featuring this progressive functionality.

"When working on the development of this site, we kept an eye toward creating a modern look and feel that reflects the sophistication and global reach of the Firm," said Firm Chair Jerry Clements. "Every feature of the site was built with the user and our clients in mind."

Responsive design, Clements added, is a perfect example of this philosophy.

"Our clients are on-the-go. Many spend more time working from their tablets than from their desktops," Clements said. "We wanted to create a site that would bring Locke Lord directly to the clients wherever they may be, whether in the office or on a plane."

Dawn Michalak of One North Interactive – designers of the new site – said law firm website analytics data shows that traffic from smart phones and tablets has become the norm rather than the exception.

"The fact that Locke Lord decided to design its site responsively underscores the progressive nature of the Firm," said Michalak, managing director of account services at One North. "We were thrilled to be part of such a cutting-edge project."

Taking a page from consumer sites like Amazon and eBay, Locke Lord's new website also offers visitors suggestions for viewing topics related to what they are reading. A listing of trending topics provides information on fast-breaking developments in specific regions, industries and practice areas.

The Firm's iOS app, originally launched in 2010, has been repurposed to include many of the same features of the updated site.



Locke Lord consistently ranks among *American Lawyer*'s top 100 U.S. law firms. The Firm's full range of practice and industry areas serve national and international clients from offices in Atlanta, Austin, Chicago, Dallas, Hong Kong, Houston, London, Los Angeles, New Orleans, New York, Sacramento, San Francisco and Washington, D.C. It has an excellent reputation in complex litigation, regulatory and transactional work, with its 650-plus lawyers building collaborative relationships and crafting creative solutions – all designed and executed to meet clients' long-term strategic goals.

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