Hinkle Law Firm Maintains a Clean & Up-To-Date Website With a Little Help From

Monsido

**Institution:** Hinkle Law Firm Industry: Legal

Founded in 1987, Hinkle Law Firm LLC has developed a regional and national presence serving a diverse client base with advice and legal counsel. The firm maintains a business-based planning, transaction and litigation practice that represents private and publicly held business entities, as well as individuals for whom they handle estate planning, tax

The Firm has over 45 attorneys and a support staff of more than 70 persons, including a number of full-time paralegals and accountants.

issues, and other civil and criminal legal matters.



an Optimere brand



## PROBLEM:

Maintaining a Clean and **Up-To-Date Website** 

Hinkle Law Firm has one main website and three micro sites that are maintained by just a small two person team consisting of Marketing Assistant, Anthony Navarrete and Marketing Director, Melissa Smith. Together they are in charge of all content and design elements on the companies websites. As an organization, Hinkle Law Firm was constantly striving towards

maintaining a website that is attractive, clean and up to date. In

addition, as a commercial law firm, ensuring a high ranking in search

results is vital so that potential clients can easily find Hinkle online when searching on more generic legal terms, such as "divorce attorney" or "tax lawyer". For the past five plus years, Hinkle had been using a Web Governance Solution that simply wasn't living up to their expectations. In short they found the platform to not be very

user-friendly, lacking in its selection of tools, as well as excessively costly.



#### A Robust and User-Friendly Platform **That Allows For Quick and Easy Website**

SOLUTION:

Maintenance. As the original solution was failing to meet their needs, Hinkle made the

Monsido offered much greater functionality at a more affordable price. He now regularly checks in with Monsido 2-3 times a week in order to stay on top of things. In addition to this, Anthony also leverages Monsido's built-in weekly reporting that helps to ensure that the website content is always fresh,

decision to switch to Monsido. Anthony Navarrete quickly found that

accurate and up-to-date. This routine has made it far easier to stay on top of Hinkle's online content — rather than have one of the attorneys discover a broken link or misspelling Beyond content quality, Anthony has also used the Monsido Platform to focus on SEO and website traffic.

"Nobody searches for 'Hinkle Law Firm', so

using the Monsido SEO module helps ensure

we show up in search results when someone

actions, and the Statistics Module serving to check on the impact of these actions at a later time. In their day-to.day use of the platform, Hinkle has also found the in-tool help, and live chat features to be both highly useful and extremely

This provides a great example of how Monsido's modules can be used

effectively together - with the SEO Module in this instance recommending

user-friendly. As Anthony points out "If you have a question, it's usually answered before you get to a real person, so that's

helpful."

needs a lawyer. I always make sure to stay on top of the suggested changes, and then I'm usually able to see the effect in the Statistics module. The same goes for when we launch a new campaign. I always use the Statistics module to track it's success." said Anthony.



### allows Hinkle to maintain a level of quality that meets with their clients high standards as well as staying on top of relevant web searches.

BENEFITS:

A Better, More Seamless

**Website Experience for Clients** 

For Hinkle, Monsido has proven to be a big time saver. In particular, quality assurance and SEO based tasks have been greatly expedited

In a 12-month period, Hinkle managed to bring their content with quality assurance issues on their main site down by an amazing

95.39%! Furthermore, they were in a 4-month period able to reduce

by not having to address potential issues such as broken links,

duplicate content or misspellings on a page by page basis.

With its robust menu of modules and tools, the Monsido platform

their content with SEO issues on one of their microsites by an impressive 40.91%.

Hinkle typically performs a quarterly website review in which they examine

the overall numbers and how the site is performing with regards to certain

Going forward into 2022, Hinkle's main goals remain to increase traffic to

their website and keep it well maintained for their visitors. With the help of

the Monsido platform, Hinkle can confidently achieve their growth targets

key metrics, and the Monsido platform makes it easier to track key

performance indicators, such as SEO and website traffic, over time.

for the coming year by delivering a smooth and reliable website

"I'd definitely say it is worth the investment. It's

saved us a lot of time and money. When

compared to other platforms, it (Monsido) is

more user-friendly and robust."

said Anthony



experience.

www.monsido.com

info@monsido.com

### Monsido is a fast-growing software company founded in 2014 that provides a one-stop web

**About Monsido** 

governance solution designed to give website visitors a superior browsing experience. Our time-saving auditing tool provides accurate and insightful information that helps organizations work with confidence to identify accessibility and quality assurance issues. This enables them to optimize their online presence and ensure compliance with legal requirements. Monsido has offices in the United States, Australia, and Denmark. For more information, visit www.monsido.com

# MONSIGO® an Optimere brand

**Q** Europe Borupvang 3 2750 Ballerup

+45 89 88 19 15

www.twitter.com/monsido\_com

www.facebook.com/monsido.tool

www.linkedin.com/company/monsido

**Contact Us** 



+44 20 8138 8450

United Kingdom & Ireland 14 New Street London EC2M 4HE London,

Australia & New Zealand Suite 2.04 80 Cooper St Surry Hills NSW 2010 +61 2 9051 0590

**North America** 4438 Ingraham Street, San Diego, CA 92109,

8910 University Center Ln,

San Diego, CA 92122,

+1 858-281-2185

+1 858-281-2185