Levenfeld Pearlstein Continues Blazing its Own Trail with Launch of New Website

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CHICAGO - Since its founding 14 years ago, Levenfeld Pearlstein, LLC has worked hard to blaze its own trail--standing apart in all ways from "typical" law firms. In the marketing world, the firm has received resounding accolades for its video vignette series which showcases attorneys speaking candidly about personal philosophies, passions, and diverse approaches to practicing law, offering a more personal and memorable first impression.

Now, taking the idea a step further, the firm has endeavored to launch a website that showcases its innovative approach and strong culture.

"This website is far and away unlike any we've seen in our industry," said director of marketing and business development, Andrea Crews. "It's based on deliberate choices we've made regarding how we communicate about ourselves with our clients. How do we help them understand who we are so that they can make informed decisions about what it is like to work with us? Not many companies are comfortable giving a peak behind the curtains, but we've built our
business on it," added Crews.

Typical law firm websites feature attorney bio pages—the most visited features of a law firm website—that are heavy with content about representative matters, accolades, areas of focus, etc. However, Levenfeld feels it is more holistic to emphasize what business challenges an attorney solves, for whom, and how they do it—in a more intuitive and digestible way. Here, content is streamlined, easily accessible, and relevant, favoring quality over quantity.

"The concept behind this website goes against everything attorneys are programmed to believe about marketing themselves—that what they've accomplished is more important than how. That makes it challenging to drill down to the most important content because it all feels important," said Levenfeld marketing and business development manager Whitney Hudson. "We wanted to build a site that wasn't just aesthetically pleasing, but also told the story of who we are and how we can help the visitor in a way that illustrated how our attorney's strengths become our client's strengths as well," added Hudson.

To see a video on the making of LP's news website, visit www.lplegal.com, and click on the box entitled "The Making of LPLEGAL.COM" located in the lower right-
About Levenfeld Pearlstein LLC: Recognized by The National Law Journal as one of the nation's most innovative mid-sized law firms, Chicago-based Levenfeld Pearlstein, LLC provides Unusually Good legal and business counsel to sophisticated clients across a broad range of corporate, real estate and litigation matters. The firm possesses the resources and depth to manage the most complex matters, ensuring that the needs of all clients are met in the most efficient and cost-effective manner possible. Levenfeld Pearlstein's world-class attorneys work with clients to understand the full impact of the law on their business and proactively address their legal issues so that they can quickly return to doing what they do best.

Levenfeld Pearlstein also believes that doing right and doing well are inseparable, and, that it is the obligation of the firm and its attorneys to help others do what they do best. Levenfeld Pearlstein's commitment to corporate social responsibility and sustainability leads the legal industry and reflects its values and culture as a law firm. The firm's goal is to make a difference for its clients, in the community and on behalf of the individuals and organizations that are leading the way.