



Crowell & Moring LLP

The Challenge

Crowell & Moring is an AmLaw 150 firm that was founded in 1979 by 53 lawyers who left a large national firm to create a different type of practice. Since then, the firm has grown to over 300 lawyers practicing law in Washington, D.C., London, Brussels and California. It has over 50 areas of practice and serves many of the largest and most respected companies in the United States, and in the world, in some of their most important legal matters. The firm and its partners are regularly recognized as leaders and innovators.

Crowell & Moring needed an updated Web site with an easy-to-use, custom content management system (CMS) to allow their marketing staff to administer the content of the site. Crowell & Moring had engaged an advertising company, Gold Dog Communications, to rebrand the firm and update their image. They turned to Keymind to work collaboratively with the designers and provide the technical expertise to give the firm a dynamic Web site to effectively reflect the firm's image.

Our Strategy

Keymind worked in tandem with Gold Dog Communications to outline the technical requirements along with the visual requirements of the site. Utilizing Microsoft SQL and .NET, Keymind developed an intuitive CMS to allow Crowell & Moring to update content throughout the site. The updated site includes downloadable V-cards for the attorneys, database-driven Flash elements, RSS feeds, and custom search engine.

The Impact

Crowell & Moring launched the new site at their firm leadership retreat held in Washington, DC. The site has received applause from firm lawyers and clients alike. In addition, the CMS has succeeded in minimizing the level of effort required to update the site on a regular basis.