



## BEST PRACTICE IN ACTION: GEORGE STEN & CO

**Client: Maggie Sten:**  
Senior Lawyer and Principal

Established in 1969, George Sten & Co. is a small criminal law firm based in the heart of Sydney's CBD. The practice is now helmed by Senior Lawyer and Principal Maggie Sten, who handles criminal cases across NSW and beyond.



**Business Development Solutions**



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### WHAT WE NEEDED

"The way people find criminal lawyers definitely has changed a lot since the advent of the internet. Whether they need a lawyer urgently or they're just doing some research, now it's all about online search," says Maggie Sten. "We were lucky to get our practice online fairly early on – back then not many criminal lawyers were promoting themselves that way and we thought it was a good idea. The Thomson Reuters people came in and explained it to us and worked out what we needed, then came up with a solution that would work for us.

"People also search for us at odd times and from odd places. That means our site has to be optimised for mobiles, and we need our mobile phone layout to be clear."

### BEST PRACTICE SOLUTION

The solution developed for George Sten & Co. involved a custom website built with Firmsite, and a listing in the FindLaw Directory.

Together, these elements take care of the firm's online presence. Key features include:

- A keyword-rich domain name (criminal-lawyer.com.au)
- Website design that's responsive and optimised for mobiles and tablets
- Highly visible contact phone number
- Keyword-rich copy (including legal content) to optimise site for search (SEO)
- Listing on FindLaw, which receives 140,000 unique visits each month
- Simple and easy-to-manage CMS system
- Ongoing strategic support and proactive ideas from the Best Practice team
- A fixed rate that covers hosting and support.

- A Criminal Law eNewsletter which gets automatically fed into the website each month.

### WHY IT WORKS FOR US

One of the major advantages of the website is that it's user-friendly. The prominent phone number and mobile-responsive design make it easy for clients to locate and contact the team at George Sten & Co. anywhere any time. "I still get phone calls from people who've landed in a gaol cell in the middle of the night," says Maggie. "But if someone only has one call to make, we want them to call us!"

The George Sten & Co. site has received 85% growth on last years visitors, and were the first of the Sydney Criminal Lawyers to have a responsive website, and Maggie can verify that the firm is very happy with the conversion rate. Incredibly, more people are viewing their site on a smart phone or tablet, than a desktop computer each month.

She's also been surprised at their global presence. "These days we even get people calling from places like Canada or the UK, looking for a lawyer in Sydney. International exposure like that is definitely something we'd never have without our site."

"In a small practice like ours, we're too busy to stay on top of technology – it moves very fast. But Thomson Reuters make sure our CMS system is really simple, so even we can understand it. They do a lot of the strategic thinking proactively, but if we have a request they'll jump right on it. It's always been money very well spent (and let's not forget tax deductible). Without Best Practice, we just wouldn't have the same presence...it's an essential."

## COMPANY PROFILE

**Location:** Sydney CBD

**Size:** 10 employees

**Specialty:** Criminal Law

**Website:** criminal-lawyer.com.au

**Key challenges:** Driving business via internet search, being accessible 24/7, maintaining credibility and awareness in the online space, and continually evolving our digital presence to maximise opportunities.

**"THE WAY PEOPLE FIND CRIMINAL LAWYERS HAS CHANGED A LOT SINCE THE ADVENT OF THE INTERNET. HAVING A STRONG ONLINE PRESENCE MEANS PEOPLE CAN FIND US WHEN THEY NEED US, 24/7." MAGGIE STEN, PRINCIPAL & SOLICITOR, GEORGE STEN & CO."**

