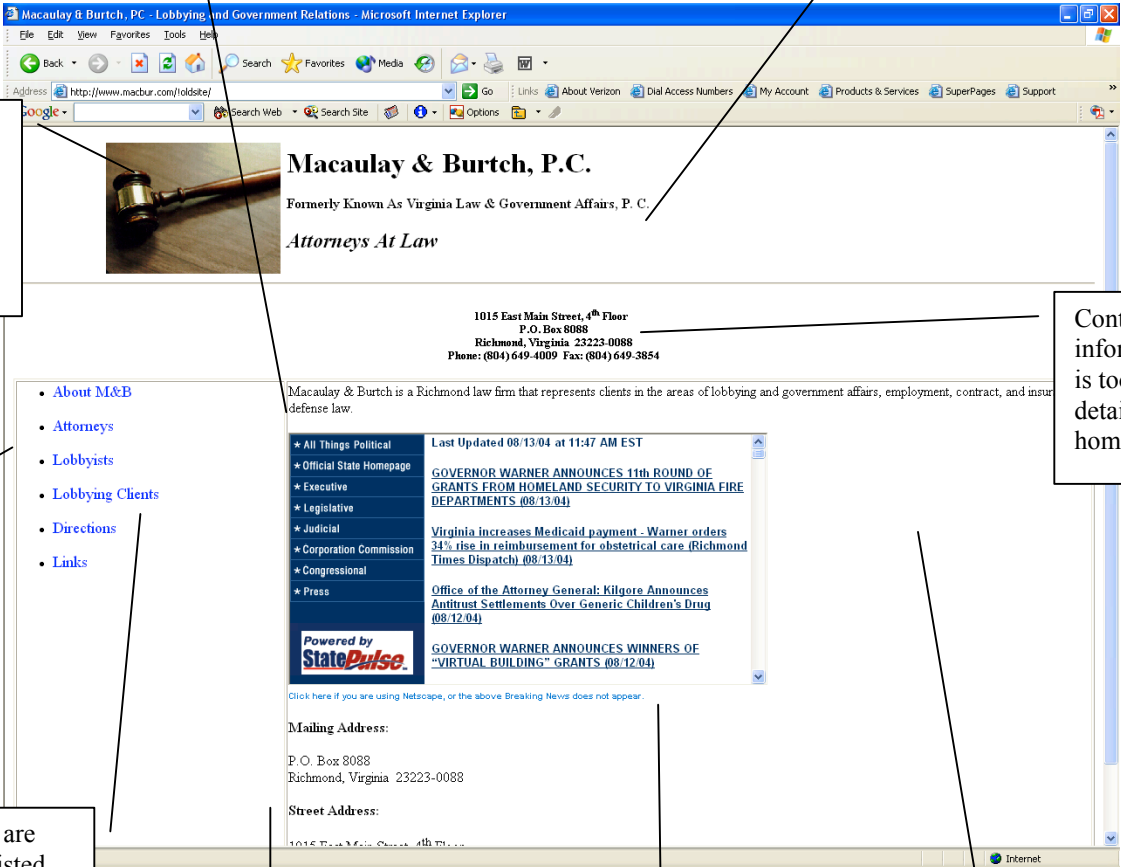


# Old Macbur Website

Firm description does not adequately convey features and benefits

Reminder of former name delays recognition of new name

Image is a stereotype that could denote any law firm or court



Specific practitioners are less important than firm specialties

Contact information is too detailed for home page

Clients are better listed under firm members who represent them

Contact information here is redundant

Link is not useful to majority of site visitors

Visually scattered layout does not reflect dignified status of firm

# New Macbur Website

Relevant links are listed by subject and grouped together in separate section

Detailed address and contact numbers are listed in separate section



Practical site functions are relegated to a secondary position

Visual is specific to this firm

Simplified address line locates firm globally

Brief introduction establishes distinctive firm characteristics and client benefits

Design is open, clear and elegant, as befits a downtown law firm

Most important menu is prominently featured