



# GRAYCELL TECHNOLOGIES

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## Norris Echetebe Law Firm Website

### Background

Norris Echetebe Law is the premier provider of US legal expertise on American Law on a wide range of US legal matters for clients in New Zealand, the United States, Australia and throughout the Asia-Pacific region. They are the first and only full-service New Zealand-based US law and US business strategy firm and provide the highest standard of care and US legal advice to their clients. They have highly experienced US attorneys on the ground in Auckland, and an extensive network of highly specialized US attorneys located throughout the United States.

The client had an existing Corporate website which was required to be revamped and upgraded to the latest technologies.

### Solution

Based on the client requirement, the GCT team designed a Wordpress based CMS website with a new Corporate Logo.

### **The major modules of the website are:**

1. Services Listing page
2. Enquiry form
3. Latest News/Events and Publication forum
4. Static Media Page
5. Easy to use CMS

The design of the website was done keeping in mind the target audience.

On the **technical front**, the web portal utilizes WordPress as the CMS solution with PHP/MySQL Server. Third party API's from, Facebook/LinkedIn/Twitter have also been integrated. The web portal can be experienced at: <http://nz-uslegal.co.nz/>

### Results

1. The revamped website has enabled the firm to expand its reach and engage a wider audience.
2. The new web portal has enabled the firm to sign up a number of new clients leading to a growth in revenue.