

Plunkett Cooney announces launch of new website

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Plunkett Cooney – one of the Midwest’s oldest and largest law firms – has launched a new responsive design website featuring substantive legal information, a bold graphics interface and refreshed brand messaging.

According to Plunkett Cooney’s Director of Marketing & Business Development John Cornwell, the new website design is driven by a state-of-the-art technology platform that will help the firm provide information faster and more intuitively to site visitors.

“We know that people move very quickly on the internet today. They typically know what they’re looking for, and they use different electronic device to access information,” Cornwell said. “Our new website is very easy to navigate, and it serves up information about our attorneys, their practice areas and the kind of robust legal content people have come to expect from a law firm website.”

Regardless of whether visitors come to the website from a desktop computer, smartphone or tablet, the site’s responsive design will automatically format pages so information can be quickly accessed, reviewed and shared. The home page is designed to highlight brand attributes unique to Plunkett Cooney, and it includes content such as upcoming events, blog posts, legal updates and much more.

Attorney biographical pages feature expandable sections that allow site visitors to focus in on the information most important to them. The site also includes extensive information about the 106-year-old law firm, and it provides seven blogs from some of the firm’s leading areas of

practice, including cannabis law, commercial litigation, environmental and energy law, general litigation, labor and employment law, real estate and title insurance, and transportation law.

Other features embedded throughout the site allow visitors to contact individual attorneys directly to discuss their legal needs and to obtain information about specific areas of the law such as recordings of past webinars.

“We wanted this new site to be more contemporary and interactive. I think our internal design team did a great job of identifying ways to accomplish that,” Cornwell said. “Plunkettcooney.com showcases the expertise of our attorneys and serves as a resource for people who want to learn more about our firm’s many areas of practice.”



PLUNKETT COONEY ANNOUNCES LAUNCH OF NEW WEBSITE Cont.

Established in 1913, Plunkett Cooney employs nearly 300 employees, including approximately 150 attorneys in eight Michigan cities, as well as in Chicago, Illinois, Columbus, Ohio and Indianapolis, Indiana. The firm, which provides a range of transactional and litigation services, has achieved the highest rating (AV) awarded by Martindale-Hubbell. Crain's Detroit Business also recently named Plunkett Cooney its inaugural Best in Law: Law Firm of the Year.

For more information about Plunkett Cooney's new website, contact the firm's Director of Marketing & Business Development John Cornwell at (248) 901-4008 or jcornwell@plunkettcooney.com.

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