

Reviving Legacy, Driving Leads

A Digital Turnaround for a Leading Law Firm

Project Overview

Our client is a law firm that has been a trusted name in U.S. immigration and corporate law for over two decades. While their legal expertise was widely recognized, their website fell short of showcasing the firm's modern capabilities and credibility. Despite producing valuable content through their newsletter, they lacked visibility, structure, and digital traction, creating a disconnect between their reputation and online presence.

To bridge this gap, they partnered with Rato Communications to overhaul their digital presence and bring it in line with the sophistication of their legal practice. The result? From generating zero leads, the firm began averaging 20 qualified, organic leads per month. A powerful transformation for a niche legal service.

Scope

To bring their digital presence up to par with their reputation, we implemented a comprehensive strategy focusing on structure, content, and performance.

- Revamp the old website with modern UX/UI
- Develop a dual-site structure for the U.S. and India operations
- Restructure content with clear CTAs
- Implement SEO strategy and keyword integration
- Migrate and Index newsletters for searchability
- Set up Google Analytics and conversion tracking
- Provide backend access to the internal team
- Offer flexible and on-demand maintenance support

Before and After - The Transformation

These efforts laid the groundwork for a significant digital turnaround, captured clearly in the before-and-after snapshot below.

Gokare-US Website

Before



After



Gokare-India Website

Before



After



Before	After
Outdated look and feel	Modern, contemporary design using custom or template-based layout
No visibility into back-end tech or plugins	Transparent tech stack with full documentation of plugins and integrations
Google Analytics setup unclear	GA4-implemented for traffic & lead tracking
No clear SEO keyword mapping	Strategic SEO keyword planning and optimization executed
Single generic Services page	Dedicated, well-structured service pages for better clarity and ranking
Missing CTAs across pages	Strong, clear CTAs added across homepage and inner pages
No integrated newsletter system	"Sign up for Newsletter" tab added; newsletters tagged by Month/Year
Blogs and newsletters not searchable	Search functionality implemented for Blogs and Newsletters
Rigid development process	Flexible development with scope for ongoing iterations
Website maintenance unclear	Maintenance on a flexible, on-call basis
No leads generated from the website	Now averaging 12 direct, qualified organic leads/ month

The Challenges

The law firm approached us with a problem that many established organizations face: an outdated website that no longer reflects the credibility or global scale of their legal operations. Their digital presence had stagnated. Their site was outdated, difficult to navigate, and, most importantly, it failed to generate any measurable leads or engagement.

There were two distinct parts of the business- one in the U.S. and another in India. Despite having steady newsletters and legal updates, none of it appeared through search. Their content, although rich and consistent, was constantly buried.

Basic elements such as SEO optimization, analytics setup, call-to-action clarity, and mobile responsiveness were missing or outdated. They needed a site that not only looked better but worked better; a site that reflected their authority, boosted discoverability, and turned visitors into leads.

Our Unique Process

From Redesign to Digital Rebirth

Decode the Digital Disconnect
User Mapping |
Content Strategy |
CTA Clarity

Dual Presence, Seamless Experience
Region-wise Sites |
Easy Toggle |
Structured services

Revamp for Reach and Results
SEO Overhaul |
Content Layout |
GA4 Tracking

From the outset, we knew this would not be 'just' a redesign but a complete rethink of their digital experience. We approached the project in three phases:

- **Understanding the pulse:** We began with a deep dive into their services, audiences, content ecosystem, and conversion patterns. What became clear early on was the immense value they were delivering offline and via newsletters. However, none of it was translated digitally. Their audience spanned the U.S., India, and parts of Latin America, and was diverse, coming with specific informational needs. We mapped out these user journeys to serve them better with targeted content, intuitive navigation, and clear conversion paths.
- **Building Dual sites with seamless unity:** The firm serves both the U.S. and Indian clientele under two distinct entities. We built a dual-site structure: one for U.S.-based operations and another for India-based services. Each side has its own team, contact process, and clients' stories. We brought further clarity, enabling users to easily switch between the two while understanding what each entity offers.
- **SEO, content layout, and tracking revamp:** We executed a foundational SEO overhaul:
  1. Keyword research specific to U.S. immigration law and Indian legal processes outsourcing
  2. Optimized all page titles, metadata, H1s, and internal linking
  3. Created an SEO-friendly newsletter and blog structure indexed on search

We developed wireframes and content layouts that guided users through the legal journeys they typically needed help with, from H1B visas to consular matters. Every section was structured with both humans and search engines in mind.

On the analytics side, we set up Google Analytics (GA4) and event tracking, giving the firm full visibility into site behavior, top pages, lead conversions, and newsletter downloads. Their internal team was trained to handle and monitor this seamlessly post-handover.

The Solution

We brought the strategy to life through a seamless digital experience tailored to connect business goals with an intuitive front- and back-end interface. The final product was:

- Contemporary and responsive across devices
- Geographically tailored, managing U.S. and Indian operations separately yet cohesively
- Findable, with SEO-friendly structures for blogs, newsletters, and services
- Conversion-ready, with visible CTAs, chat integration, and lead forms on key pages

The content strategy prioritized value delivery. Instead of listing services we designed experiences:

- Testimonials and certifications anchored trust
- Blogs and newsletters were indexed and searchable
- The "Why Us" section highlighted their differentiators, including cross-border capabilities and cultural intelligence.

And importantly, their back-end was cleaned up and simplified so the internal team could run updates and publish content without dependency.

The Results

The deliverables were immediate and measurable:

01 From zero to 164 organic leads in 12 months:

Before the revamp, the website was not generating any leads. Post-launch they began to average 20 direct, qualified organic leads per month which is a solid win for a niche legal service.

02 Significant traffic growth from both the U.S. and India:

With a user-friendly, dual structure they were able to track where leads were coming from and how users navigated the services offered.

03 Higher newsletter visibility and discoverability:

Their newsletters previously unsearchable are now indexed and searchable. Readers no longer hover around a mass of links, they land exactly where they need to.

04 Full ownership of SEO and backend content:

We didn't just hand over the site, we trained their team on backend SEO and content management. This empowered the firm to continue iterating and publishing independently without any vendor lock-in.



Why It Worked

The strategy worked out because we didn't resolve the issues like a vendor, we did it as partners.

We did not try to upsell or lock them into ongoing retainers, we gave them the tools, training, and templates to be self-sufficient. Apart from redesigning their website, we redefined their digital presence.

We honored the brand values that drive their legal work: clarity, care, and confidence. In doing so we made sure their first impression online matched the high standards they lived by offline.

Looking Ahead

As the Law firm completed its 25th anniversary, its digital foundation is now set to scale. Whether it's launching new content, updating visuals, or evolving with new legal trends, they have everything in place to stay relevant and visible.

We remain on call when they need us. But the real success lies in knowing they don't have to call us every time something changes. They're in control, and that's how we designed it.

Client Testimonial

★★★★★

Our firm recently worked with Reuben Rato and his Team at Rato Communications for the redesign of our India and US websites. The current websites were 10-15 years old and appeared dated. Reuben and his Team were extremely helpful throughout the website design and implementation process. They were extremely professional and patient with us as we iterated a few times in providing our feedback and comments as to the vision we had for the 2 websites. We were extremely pleased with the final products and we as such, recommend and endorse Rato Communications for all our website design needs.

Is your website holding you back? Let's turn it into your strongest lead generator. Get a comprehensive audit and start your digital turnaround today with Rato Communications.