

WWW

The perfect website solution for your firm

**total**SOLUTION  
A complete website service for solicitors



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# What does your website say about you?

**Is it just a page with your contact details and not much else?**

**Is the 'latest news' six months out of date?**

**Or are you paying far too much for your current website?**

Today, many clients and prospects will assume that your firm has a website. With this in mind an increasing number of your competitors have recognised this and invested in their own website.

Your website is a strong marketing tool for your firm and a professional, content rich, up-to-date site is essential in today's increasingly competitive market.

Investing in high quality design can be expensive, and keeping your site updated with useful content can be time consuming and costly for a busy firm of solicitors.

CLT totalSOLUTION is the perfect website solution for your firm, whether you already have a website or not!



# Why choose the CLT totalSOLUTION service?

- Instant set-up
- Choice of designs
- Client focused content
- Fully maintained
- Never out of date
- Dynamic and interactive

CLT totalSOLUTION offer the best value, content rich website service for solicitors.

Rest assured there are no additional costs:

- No hidden fees or charges
- No set-up costs
- No design fees.

## Outstanding value

### Complete website service

£149 (+VAT) per month for CLT Subscription Members

£179 (+VAT) per month for Non-Subscribers

### Technical content only

From £99 (+VAT) per month for CLT Subscription Members

From £129 (+VAT) per month for Non-Subscriber



*I have had nothing but compliments and praise for our new website from business colleagues and clients - thank you to everyone in the technical and support departments. Our site is looking really good and the whole process proved to be very quick and painless, new updates to the site have been done very quickly too.*

Helen Penny,  
Thomson Wilson Pattinson  
4 Partner Firm



# Complete design service

We offer a choice of designs you can use for your website. Select a design you like and we will match the colours, styles and images to your own corporate style. If you don't have a clear corporate identity, then we can add a standard look and feel to your website. And if you don't like what we've done... then just let us know and we'll change it.

Our designs are flexible too. If you want to add other pages, change the page titles, add new menu items or change the images then just let us know and we'll add them to the site accordingly.

Our complete design service is included in your monthly subscription and there is NO set-up fee.

## **If you are looking for a bespoke website...**

...we can match our designs to your company image and branding free of charge as part of our standard package. However, if you want to create a unique looking website that uses our systems then the options are as follows:

### **Ask your own designer to put together a design**

You can ask your designer to come up with a design for your new site, and then we will match this design within our CLT totalSOLUTION systems. There is generally NO set-up fee for this option, but this depends on your requirements.

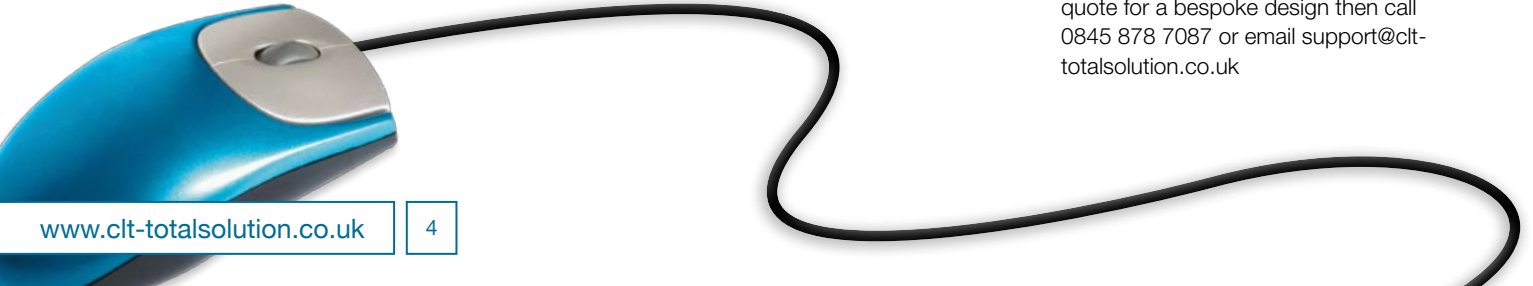
### **Ask us to match the design of your existing website**

If you're happy with your website but it's lacking in content and functionality, or if your current supplier is too expensive, then just ask us to match the design of your current site. There is generally NO set-up fee for this option, but this depends on your requirements.

### **Ask us to design a bespoke site for you**

Our team can put together a bespoke design for you, matching your requirements and your corporate image. There is a one off fee for this and these are typically £500 to £1500, depending on your requirements.

For more information or if you'd like a quote for a bespoke design then call 0845 878 7087 or email [support@clt-totalsolution.co.uk](mailto:support@clt-totalsolution.co.uk)



**ABC Solicitors**

Are you looking for a solicitor to advise you on...

Claims arising from personal injury or clinical negligence?  
Buying and selling residential or commercial property?  
Land or employment disputes?

Whether your needs, we can help. ABC Solicitors is a firm of solicitors based in Leicester offering legal advice and support services to a wide range of businesses and individuals.

At ABC Solicitors we provide a professional and affordable solution to meet all of your legal advisory needs. We work hard to get to know you in order to deliver timely, individual advice on how to deal with your legal issues and protect your business and personal wealth. To find out more about how we can help you or your business [click here](#) for an overview of our services.

**Latest Legal News (more)**  
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[Proposed reforms to the residential property resale price cap](#)  
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**ABC Solicitors**

Telephone: 0116 258 1242 Fax: 0116 258 1255 Email: [enquiries@abcsolicitors.co.uk](mailto:enquiries@abcsolicitors.co.uk)

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**Welcome to ABC Solicitors**

Are you looking for a solicitor to advise you on...

Corporate and commercial disputes including business disputes and employment law?  
Residential and co-ownership issues such as separation, divorce or domestic violence?  
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# Client focused content

In addition to the information about your firm and the services you offer, your clients will have access to a wealth of information making your website a valuable source of reference.

It will encourage more visitors to your website and help to improve search engine listings.

## What content is included?

- Over 90 business and personal factsheets including topics on:
  - company law
  - work and employment
  - disputes
  - the elderly
  - road traffic offences
  - asset protection
  - insolvency
  - starting up in business
- Jargon buster
- Monthly newswire emailed to your clients

- Companies House forms
- Online calculators
- The latest market data and live news headlines
- The latest Budget information and tax tables
- Free resources to encourage visitors to register
- And much, much more.

## Do I need to manage any of the content?

We maintain the site to make sure the technical information provided is never out of date. If you have information of your own this can easily be included but you would be responsible for its content.

## How will I let my clients know this resource is available to them?

As soon as you are live simply add your clients to 'contactMANAGER', the secure inbuilt system to manage your contacts, and we will email them to announce the launch of your new site. The email will be sent from an email address of your choice and be branded to look like it has come directly from you.



# Dynamic and interactive features

We have designed the websites to make sure they work as hard for your practice as you do. Your website will not be just a static advert for your practice but a valuable source of reference that encourages more visitors to your website, helping to improve search engine listings.

## How do my clients receive the monthly newswire?

Not only do we add the latest news items to your website each month, we also email them out to your clients, contacts and prospects as a monthly newswire. Just like all emails generated from your site, this newswire looks like it's come from you. It will keep your clients informed and will drive them to your website for more information without you having to do a thing. Each email sent has an unsubscribe link to give recipients the freedom to stop receiving the information should they wish to. The system will not only automatically remove them from the mailing list but also notify you if they have unsubscribed.

## How do I encourage visitors to register?

Visitors to your website are given numerous opportunities to register on your website. Registration will give visitors access to the factsheets and monthly email newsletter. Budget and Pre-Budget reports will be emailed to them the day after the Budget. There is also the option to access further information including:

- Buying a Home Abroad
- Companies Act 2006 - All Change For Directors
- Making A Will
- Your Guide To Starting Up In Business.

## How will my clients know my website includes a summary of the Budget?

By 9.00am the day after Pre-Budget and Budget announcements your clients will have received an email from you outlining the highlights and pointing them to your website for further information.

## Experience what visitors to your website will see...

*Please take the time to register on the demo websites at [www.clt-totalsolution.co.uk](http://www.clt-totalsolution.co.uk) to see the full functionality and experience what visitors to your website will see. Don't worry, we won't bombard you with emails if you register! We're much more interested in you experiencing the full functionality of the CLT totalSOLUTION demos.*



# Fully maintained

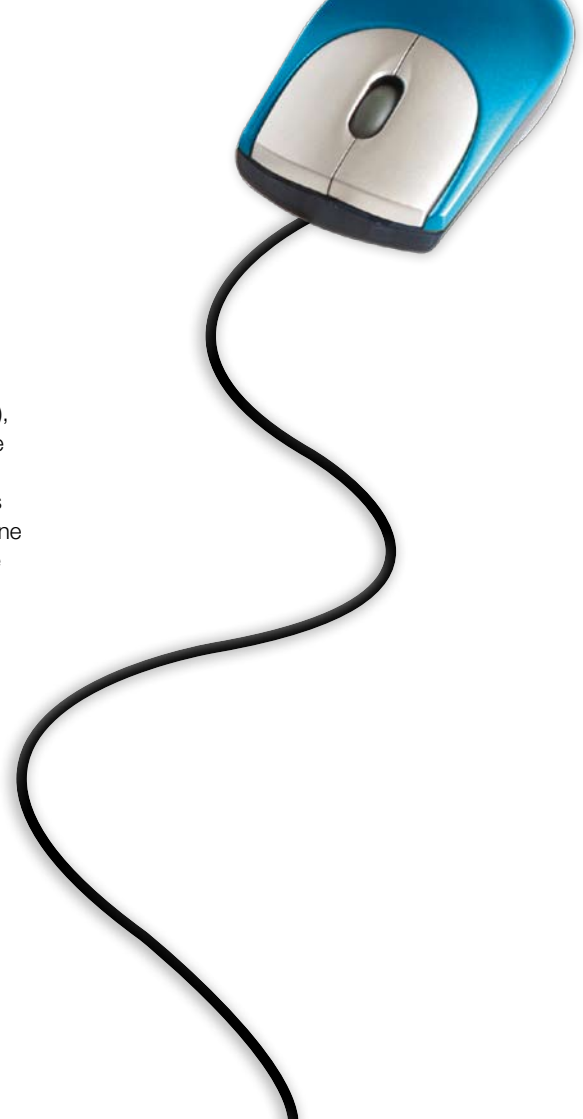
## **What do I need to do to make sure my website is always up to date?**

We will make sure that the technical content provided by us is kept up-to-date without you doing a thing. We supply and automatically update all the technical content. We also add information on topical issues as they hit the press (eg HIPs, Companies Act changes, changes to EPAs).

If you want to make a change to the content you have provided about your firm or your services just email the details to us and we'll process the change for you. There are no cumbersome content managing systems to get to grips with and you can make as many changes to the website as often as you like - all included in the fixed monthly fee. On receipt of your emailed instructions to us we will update your site within two working days.

## **What else is included in CLT totalSOLUTION?**

All the sites we build comply with the Disability Discrimination Acts, provide statistics on your website (such as numbers of hits and most visited pages), provide a site search and have an online administration area where you can maintain your website contacts. All sites are carefully built to provide search engine optimisation and improve search engine listings.



# Easy start up

Within seven working days you could have your new website – all with out too much of your time.

## Where do I start?

You simply place an order online and we will send you clear step-by-step instructions on how to give us the information we need to build your site whilst you continue to run your practice.

## What do I include about my firm?

Writing website copy about your firm and the services you offer can be a time consuming exercise, so to make it easy we provide pre-written website content which you can edit as much or as little as you like. Alternatively you can provide us with text from your firm's literature.

## What will my site look like?

There's a choice of website designs which we'll brand with your firm's logo, colours and imagery.

## What will my web address be?

If you need a domain name (web address) we'll provide one for you or if you already have one, we'll continue to use that. Once you are ready to go live, we'll give you concise instructions on what to do next and also host the site for you.

## Can I tailor the site?

Your site can be as individual as your firm. You can include additional information and your own images. If you act in niche areas and want to provide additional information we can easily include it on your site. Perhaps you would like to include profiles of your team and photographs too or show the personal side of your firm and have a team news area on your website. The options are endless and you can make as many changes as often as you like, free of charge.

The service has been designed for you, and can do as much or as little as you like and it's all included in the fixed monthly fee.

## PRICE

**CLT totalSOLUTION complete website service costs:**

**£149\* plus VAT per month for CLT Subscription Members**

**£179\* plus VAT per month for Non-Subscribers**

There's no set-up fee and no hidden extras

\* Subscription to this service is for a minimum period of 12 months. One month notice period thereafter. Visit [www.clt-totalsolution.co.uk](http://www.clt-totalsolution.co.uk) for full terms and conditions.

# Happy with your existing website but want to add more content and resources?

resourceCENTRE provides a wealth of information and resources that can be added to your website. You (or your webmaster) will NEVER have to update these resources - we automatically do all the updating for you to ensure that the technical content is never out of date.



*The recent Solicitors Journal Technology Survey 2008 found that 16% of respondents thought they had a basic website and 31% felt their firm could do much more with their website.*



## What content is included?

- Over 90 factsheets, packed full of useful and interesting information for your website visitors
- A series of short, punchy and topical articles which are added to your website on a monthly basis
- Live news feeds including business, personal, market news, world news, technology news and sports news
- A set of interactive calculators, including payslip calculator, loan/APR calculator and inheritance tax calculators
- Jargon Buster, a comprehensive list of legal terms and their meaning
- Useful links to relevant legal websites
- Market Data containing historical interest rates, exchange rates, FTSE rates and other vital statistics

- Tax Rates & Allowances tables
- Downloadable forms from Companies House
- Budget and Pre-Budget information the day after each announcement

## Will it match the design of my existing site?

The resources are branded and styled to match your existing website. It will work seamlessly with your existing site.



### Is the content interactive?

With **resourceCENTRE+** the eNEWS stories will be emailed to your clients, contacts and prospective clients once a month as a monthly newswire. The budget and pre-budget reports will also be emailed to them the day after the budget is announced. The email will be sent out as if it's come from you, with your logos and contact information. The news stories will include a headline and description with a link back to your website for the full story. So not only will it keep your clients and contacts informed, but it will also drive them back to look at your website.

### How will I let my clients know this resource is available to them?

To tell your clients all about your new service we'll send them an email for you introducing the new service.

We can provide you with suggested content or you can provide us with what you would like the email to include.

## PRICE

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[www.clt.co.uk](http://www.clt.co.uk)

Best House, Grange Business Park,  
Enderby Road, Whetstone,  
Leicester LE8 6EP

Telephone: 0845 878 7087

Email: [enquiries@clt-totalsolution.co.uk](mailto:enquiries@clt-totalsolution.co.uk)

CLT-totalSOLUTION is a trading name of Mercia Group Ltd,  
a subsidiary of CLT Group Ltd

## Any questions?

Our vast experience of working with firms of solicitors has helped us to develop this bespoke website service. CLT totalSOLUTION includes the brochure content needed to market your firm, invaluable information for your clients and innovative systems that ensure your site is always fresh and up to date.

If you have any questions please call us on 0845 878 7087.

The service is covered in detail on our website at [www.clt-totalsolution.co.uk](http://www.clt-totalsolution.co.uk) It also shows how your new website could look. If you register on one of our demonstration websites you will see the full functionality and experience exactly what your clients, contacts and prospects will as they browse your new website. As promised previously, don't worry, we won't bombard you with emails if you register! We're much more interested in you experiencing the full functionality of the CLT totalSOLUTION demos.

## Ready to order or need help planning your new website?

If you decide to go ahead but would like help and advice on the best design for your firm call us on 0845 878 7087 and we'll talk you through your options.

If you know what you would like you can place an order online at **[www.clt-totalsolution.co.uk](http://www.clt-totalsolution.co.uk)** Payment can be made by credit card or direct debit. Easy to follow instructions on 'the next step' will be provided as soon as we receive your order.