



Case Study



Law specialists won't settle for unremarkable digital experiences.

Enable Law's friendly, straightforward digital experience extends the human experience.

Industry

Legal Services

Site

enablelaw.com

Challenge

Illustrate Digital knew they needed to move Enable Law's website as its slow load speed was impacting SEO performance, the customer experience and the firm's brand reputation.

Solution

Illustrate Digital turned to WP Engine Digital Experience Platform to provide the robust solution focused on performance and integrations they needed for a massive transformation.

Results

Increased SEO, website load speeds are down to 2.9 seconds per page, speed ratings on GT Metrix is now A.

Enable Law is one of the UK's leading specialist medical negligence, personal injury and mental capacity law firms. Its team of over 80 individuals aim to provide a high quality service in a friendly and approachable way, serving clients across the UK with offices in seven locations across the South West, South Coast and London.



The challenge.

Illustrate Digital is a digital agency specialising in WordPress development and user experience design. Since 2010, the agency based in Cardiff has dedicated itself to designing, developing and growing WordPress websites for customers in the UK and across Europe.

"We started as hybrid design and web agency, but eventually we dropped print design," said Scott Jones, Managing Director for Illustrate Digital. "Then, we became a WordPress specialist agency, so we now only work in WordPress. Our approach, and what we do with our customers is plan, develop, grow. We first work on strategy, UX design, and site organisation. Then, we move onto WordPress or WooCommerce development, integrations, or pure PHP if we need to. After that process is completed, we move into ongoing support, optimisations, training and future development."

And, it's working. The agency's customer roster includes National Theatre Wales, Admiral Insurance, Welsh Government, Penguin Random House, and more.

"We were approached by Enable Law, the South West's leading medical negligence firm, after their search agency recommended us. They came to us with their new website which had a low Google speed rating, which they were seeking to address," said Jones.

Google speed ratings impact SEO and AdWords performance. If a site is incredibly slow, this affects how it appears in search results and also client perception. SEO is important because inbound leads (including from SEO) cost 61% less than outbound leads (like

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"The premise of our new website was providing a digital experience that matches the human experience we provide for those people in need of our support. With Illustrate Digital and WP Engine we've been able to maximise this opportunity. It's meant that people who are searching for our support are able to find us and technical barriers to accessing our services are removed. We're focused on continuing to make this user experience as smooth and hassle-free as possible."

Sophie Joyce,
Head of Communications, Enable Law

cold calling), according to [Search Engine Journal](#). In Enable Law's case, this had the potential to negatively impact their business.

"We really weren't sure where we could go," he said. "We needed a place to host our site, but up until that point our experiences had been mostly negative."



The solution.

Illustrate Digital knew they needed to move Enable Law's website. As far as a platform, Illustrate Digital turned to WP Engine to provide the robust platform they needed for a massive transformation.

"We moved around a lot to different hosting players over the last eight years. Three years ago, we started engaging with WP Engine. We were moving from supplier to supplier saying, 'Ok, well this one has let us down, let's find another.' When we came across WP Engine, we thought they were too expensive. But, we really didn't understand the value, and how much time we were wasting," said Jones.

"When we finally engaged with WP Engine, it just made our lives so much easier. WP Engine was recommended through the WordPress community. We thought, 'Ok, we'll give it a go on a small level.' As soon as we got onboard and engaged with WP Engine, we realised WP Engine makes our stability and processes so much stronger. The performance is better on its own, but it's not just that - it's their great customer service and relationships, great platform, great environment, it's all around a fantastic set up. When we are talking to clients about WP Engine, it's an easy sell to use the best, and the ones that specialise in WordPress. It's a no brainer," said Jones.

For Illustrate Digital, decreasing load time on the Enable Law website wasn't just about switching providers though. "We have some work to do as well. It's a mixture between the dev agency and the platform," said Jones.

"We moved the site across to WP Engine and saw immediate improvements. After optimisation, it was a whole new site," said Jones.

The screenshot shows the homepage of the Enable Law website. At the top, there is a navigation bar with links for 'BRAIN INJURY CLAIMS', 'MEDICAL NEGLIGENCE', 'SPINAL INJURY', 'SERIOUS INJURY', 'BIRTH INJURY', 'INJURIES TO CHILDREN', 'FATAL INJURY', and 'MENTAL CAPACITY'. To the right of the navigation bar are links for 'WHY US', 'THE TEAM', 'NEWS', 'FAQS', 'INFORMATION', and a 'CONTACT' button. Below the navigation bar, there is a teal-colored section featuring the text 'ENABLE LAW'S ASHA BESWETHERICK ON THE MENTAL CAPACITY ACT 2005' and a 'READ MORE' button. To the right of this section is a 'FREE CALLBACK' button and a 'CONTACT US' button. At the bottom of the page, there are links for 'All', 'Expert Opinion', 'Latest News', and 'Published Articles'. There are also two small images of women, one on the left and one on the right, and a 'PUBLISHED ARTICLES 25 JUN 2018' section on the right.



The results.

The Enable Law site is now 84/100 on desktop and 72/100 on mobile after caching and image optimisations. Website load speeds are down to 2.9 seconds per page, with speed ratings on GT Metrix was E, it's now A.

"We are passionate about helping our clients by being genuine, approachable and supportive, as well as being experts in our field," said Sophie Joyce, Head of Communications for Enable Law. "The premise of our new website was providing a digital experience that matches the human experience we provide for those people in need of our support. With Illustrate Digital and WP Engine we've been able to maximise this opportunity. It's meant that people who are searching for our support are able to find us and technical barriers to accessing our services are removed. We're focused on continuing to make this user experience as smooth and hassle-free as possible."

"Aside from Enable Law's results, Illustrate Digital has seen a huge increase in productivity since moving to WP Engine as an agency overall. I would guess that per client we were wasting a day a month before WP Engine, which is essentially wasting a whole team member out of our team of eleven staff every month. Now, we've freed up a whole team members' worth of time, just by using the WP Engine platform. As a result, we can do more client work and get things done faster, and not break things as much."

About WP Engine.

WP Engine is the world's leading WordPress digital experience platform that gives companies of all sizes the agility, performance, intelligence, and integrations they need to drive their business forward faster. Founded in 2010, WP Engine is headquartered in Austin, Texas, and has offices in San Francisco, California; San Antonio, Texas; London, England; Limerick, Ireland, and Brisbane, Australia.