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Bodman PLC Releases New Website

Bodman PLC, one of the Midwest's leading business law firms, is pleased to announce the launch of a new firm website at www.bodmanlaw.com.

The site's bold graphics and client-focused messaging are among the most significant advancements introduced with the new site.

"We wanted a visually striking site that supports our business goals, conveys a clear statement of our vision and capabilities, and reflects the high level of service and sophistication that Bodman clients expect from us," said firm Chairman Ralph McDowell. "We think we have succeeded."

Starting with an innovative home page, the site provides an in-depth look at the firm's values and services. Scrolling images highlight Bodman's primary practice groups and attorneys. Recent news and publications are available through an all-new media center. A careers page includes sections focused on the specific needs of law students, laterals, and support staff candidates. The refreshed attorney biographies include all-new portraits and are arranged to provide immediate access to the information that clients need most often. Handheld device users will appreciate the site's all-new mobile capabilities.

The site was designed in conjunction with national marketing communications firm Greenfield-Belser Ltd. which handled the overall site design and graphics. John Sobczak of Lorien Studio handled portrait photography.

Bodman's in-house marketing staff transitioned content from the former website, rewrote certain sections from scratch, and thoroughly refreshed lawyer biographies and practice descriptions concurrent with the design work.

"Our marketing and IT teams made an all-out effort to assure a smooth rollout of the new site," McDowell added. "Special thanks go to Business Development Manager Christina Chen, who coordinated site development on the marketing side, and Adam Behrendt, who served as the Technology Committee liaison and provided invaluable guidance on a number of technical and design issues."

With the launch of the new website, the firm hopes to connect with current and future clients in a more engaging and efficient manner. Visit www.bodmanlaw.com to experience our new website and connect with our attorneys.

ABOUT BODMAN

Bodman PLC is one of the Midwest's leading business law firms, providing counsel to some of the region's most successful companies and wealthiest individuals on a broad range of issues. Deeply rooted in the communities they serve, Bodman lawyers provide clients with the personal attention of a small firm combined with the talent and knowledge expected of the nation's leading attorneys. To learn more, visit www.bodmanlaw.com.

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