

# Press Release

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## NEW LOOK FOR LEADING LAW FIRM

Fast-growing Lincolnshire and Humber region law firm Bridge McFarland has completed a major rebranding exercise with the successful launch of a comprehensive new website.

The new site – [www.bmcf.co.uk](http://www.bmcf.co.uk) - is intended to allow clients and potential clients to gain easy access to information about the firm, its staff and the full range of legal services it offers, as well as relevant news about the law and useful links.

The £5,000 website is the final stage of a complete “image makeover” for the firm, which has also seen the introduction of a new logo, as well as restyled stationery and marketing material.

The new website contains detailed information for private and business clients and links to separate new sites that allow divorcing couples to seek mediation and accident victims to make claims on line. It is hoped the facility to instruct a Bridge McFarland solicitor using the internet will soon be extended to other aspects of the firm’s work, including conveyancing.

The site was designed by Ian Duncan of Maxey Web Services, who is based near Peterborough and won the contract in the face of competition from some of the leading new media firms in the East Midlands.

Bridge McFarland partner Geoff Christie, who oversaw the website project, said: “The firm has enjoyed a period of rapid growth and great success over the past decade and we needed our new website - and our new corporate image, in general - to reflect that dynamism and to do justice to the professionalism and expertise of our staff. We are delighted with the results.”

Mr Duncan added: “Bridge McFarland has an excellent reputation as a progressive and forward-thinking law firm but was aware that its presence on the web perhaps did not fully reflect that. My brief was to ensure that the firm’s on-line image matched the high quality of its legal services.”

Bridge McFarland has clients throughout Lincolnshire and East Yorkshire, with offices in Lincoln, Grimsby, Louth, Hull, Market Rasen and Mablethorpe.

Press release issued by Forest Communications for Bridge McFarland.

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