

## Case Study

### Responsive Website Development

*“Of the multitude of website design solutions on the market today, Knexis stands head and shoulders above the competition. Conveying Professionalism, Competence and Sound Judgment were imperative to SLG’s website strategy and design. With our successful site rollout, Knexis delivered these attributes in spades.”*

Karen D. Dacres, Partner  
SLG | The Space Law Group

#### Strategic Results Delivered

**About the Client:** SLG | The Space Law Group offers its diverse cadre of commercial and Government clients specialized and strategic legal, regulatory and policy expertise in the evolving and emerging domestic and international Space, Satellite and advanced technology marketplaces. SLG’s clients include new entrants, as well as incumbents, seeking proven, deep experience and expertise that span the breadth of the space and advanced technology arenas.



#### Objective

- Build Client Engagement and Content Strategy
- Design a Custom Website Distinguishable from Competition
- Offload Daily Management and Optimization of Website
- Improve Organic Search Results and Boost Engagement
- Provide Greater Device Accessibility to Website

#### Solution

- Developed Strategy to Curate Content to Drive Client Acquisition
- Designed a Clean, Intuitive, Professional Website
- Utilized Knexis Managed Website Hosting and Webmaster Services, which Outsourced the Technical Aspects of Daily Website Management and Optimization
- Crafted SEO Plan to include Strong Urls, keyword density, call to action, social media messaging and Interactions
- Built a Unique, Responsive Website with Advanced Design Tools that Look Great on any Device

#### Why Knexis?

- **Comprehensive Solutions:** Knexis delivers the Most Complete Communication, Website Development and Digital Marketing Solutions.
- **Mission-Oriented:** Professional Team Shares Expertise and Engages Best Practices, so Our Clients Can Achieve Their Objectives.
- **Results-Driven:** Ability to Leverage Knexis’ Expertise in Digital Website Design, Search Engine Optimization (SEO), Reputation and Webmaster Management, and Secure Hosting.

#### Results

- **306% increase** in client referrals
- **27% Increase** in direct traffic
- **Tangible Data to Track Analytics and ROI**
- **Professional, Responsive Website** that Delivers and Engages Clients