



# Matten Law uses cutting-edge technology to connect with global clientele



2018



Law



Toronto, Canada

Founder Ron Matten shares how he combined technology and traditional legal practice to build a respected law firm.

## ABOUT

### An immigration law firm in Toronto that embraces automation.

Matten Law uses leading-edge technology, automation, and artificial intelligence to elevate its client experience. The firm provides customer-centric immigration legal support to individuals and companies worldwide, focusing on four immigration law cases; individuals applying for US work visas, startup founders, family immigration clients, and entertainment clients.

After spending 20 years at large law corporations, Ron discovered a huge disconnect between his passion for starting his own business and his current role. He also noticed that the legal industry resisted adopting technology into daily operations. This, combined with

+43%

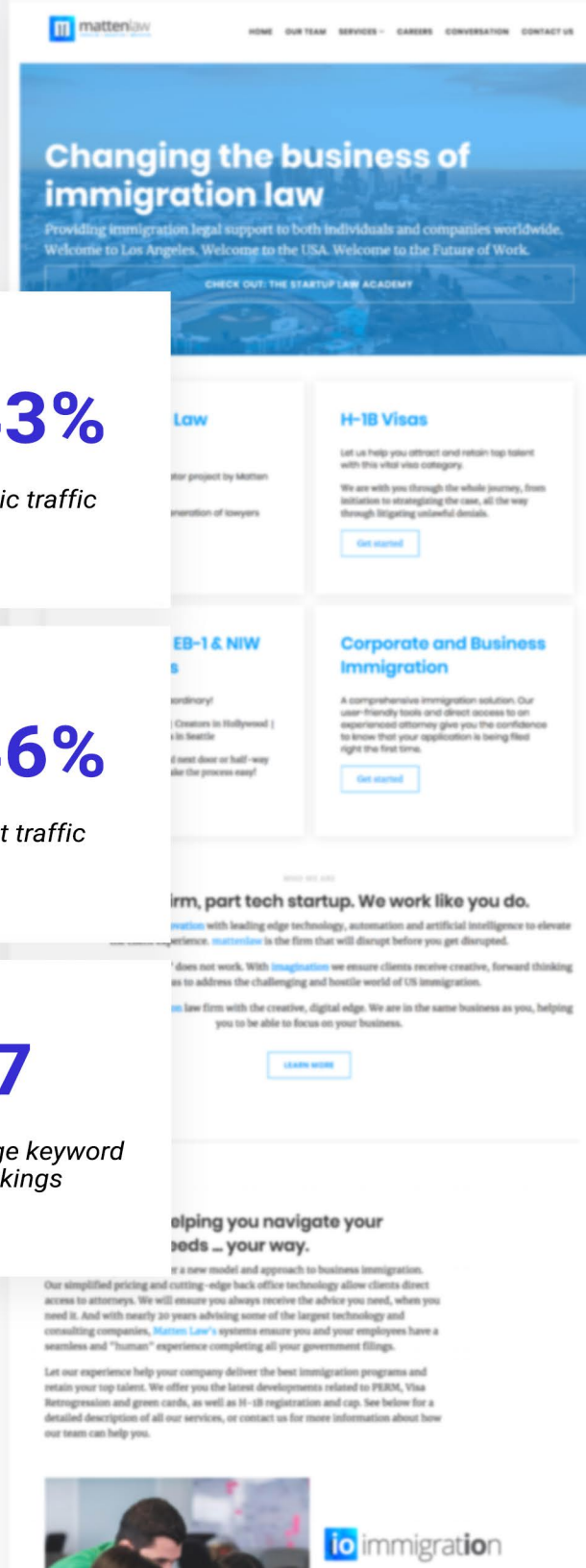
Organic traffic

+46%

Direct traffic

7

First-page keyword rankings



## BEFORE B12

### A tech-savvy firm without a tech-savvy website

Ron understood that finding his online audience was the key to the firm's success. He found several website development services but none that fit with his company's values.

Matten Law runs a lean team of three employees and needs to be conscious of every dollar spent. Therefore, every marketing decision has to be deliberate and scalable in the long run.

Before B12, Matten Law's website was merely a placeholder site that provided minimal functionality and support. It was not aligned with the company's mission as a modern, tech-savvy firm. Ron knew he needed help maintaining and growing while he ran his business. As he sourced web design alternatives, he came across B12 on Facebook.

**"The concept of building an AI website really intrigued me. The use of AI aligned with my firm's vision to use the latest technology. All I had to do was answer some questions and it generated a great-looking website draft. I was blown away."**

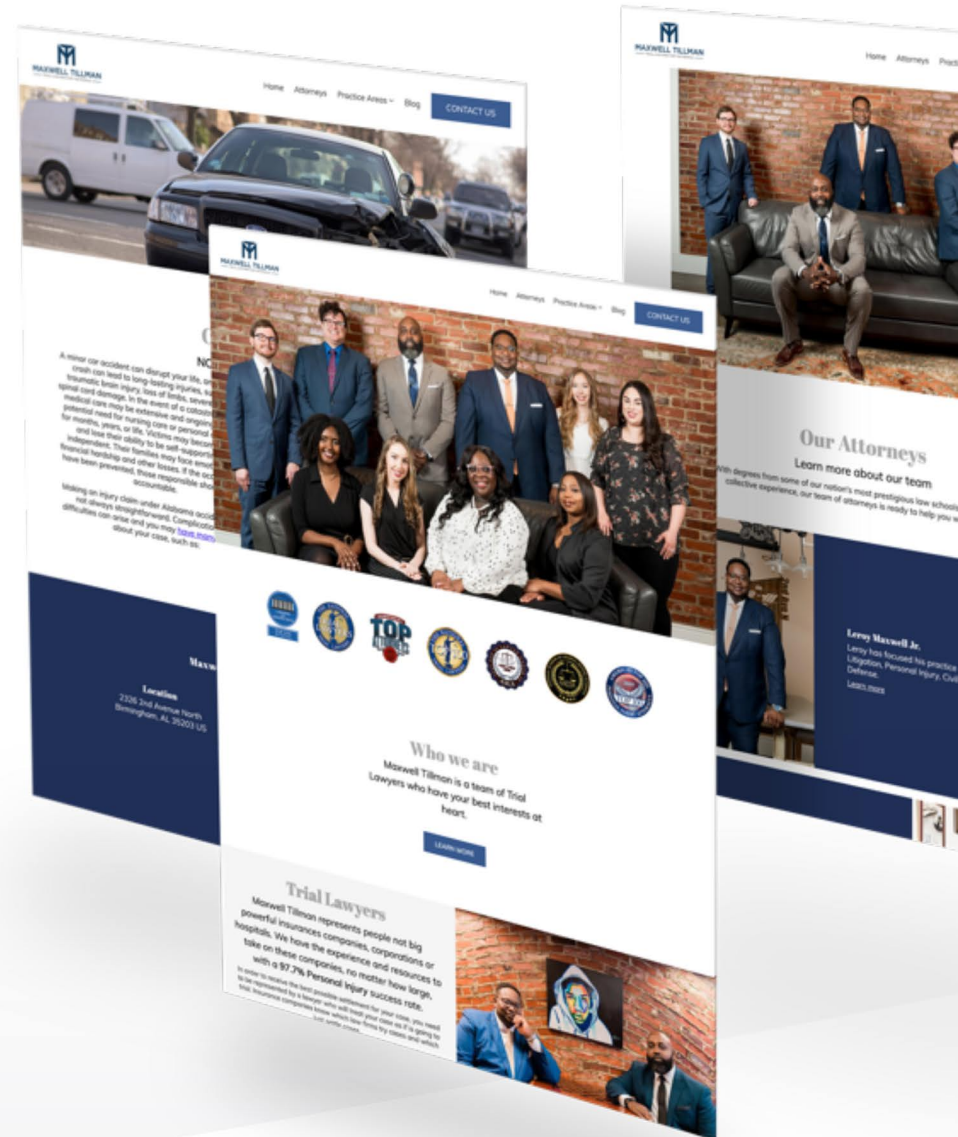
Impressed by the initial AI draft created, he scheduled a consultation with a B12 design consultant, hired B12 in October 2018, and never looked back.

## AFTER B12

### A dream website backed by a team that truly cares

After joining B12, Ron experienced a seamless onboarding experience and dedicated customer service. B12 has accelerated Matten Law's online marketing presence by creating a beautiful and professional website that matches his firm's personality.

"The design concepts and best practices that B12 uses helped to convey the vision I saw in my firm's website. I loved the entire experience."



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**Ron Matten**  
Attorney

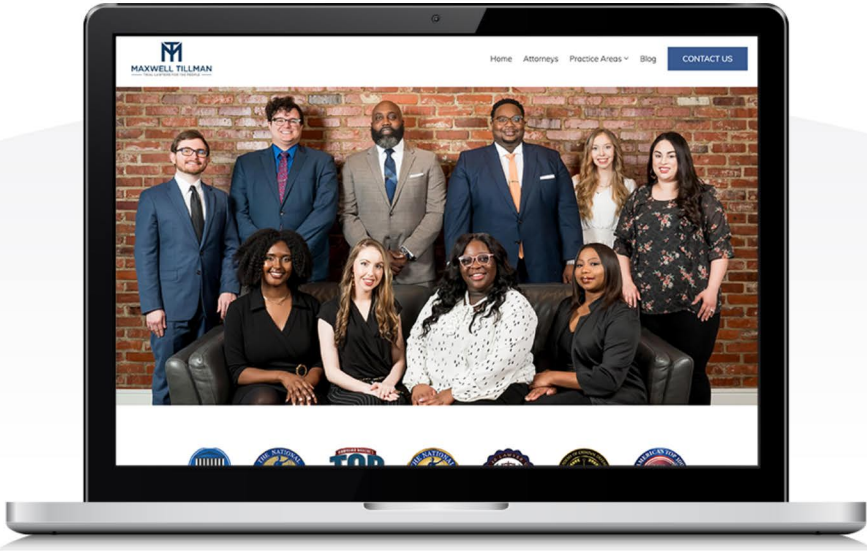
## AFTER B12

Ron couldn’t believe B12’s ability to create sophisticated but clean designs. He wanted a pricing page that emulated a tech company’s, but he couldn’t achieve it with his previous website company. ttUsing B12, he was able to create the website of his dreams in just two weeks.

“With B12, I feel it’s like they are part of my team. Unlike most website design companies and freelancers, B12 instilled strong confidence that they will always be there. They have held onto that promise for the past two years.”

Matten Law had an extremely successful two years since joining B12. With expanded services, a new initiative called the Startup Law Academy, and several new global customers, Matten Law can continue to scale its online business presence thanks to B12.

RESULTS



Top traffic sources		
<div></div> Organic Search	32%	
Search engine results		
<div></div> Direct	53%	
Website URL typed into browser		
<div></div> Referral	6%	
Links on the web		
<div></div> Social	9%	
Links on social media		
Google	28%	(49)
Search		
LinkedIn	8%	(13)
Social		
<a href="#">startuplawacademy.com</a>	5%	(8)
Referral		
Bing	2%	(4)
Search		
Facebook	2%	(3)
Social		

**B12 did a wonderful job with  
my website.**

I would definitely recommend B12 to companies looking to take their online business seriously. The value that B12 provides is unparalleled. You'll think about website design in a completely different light.



**Ron Matten**

Attorney