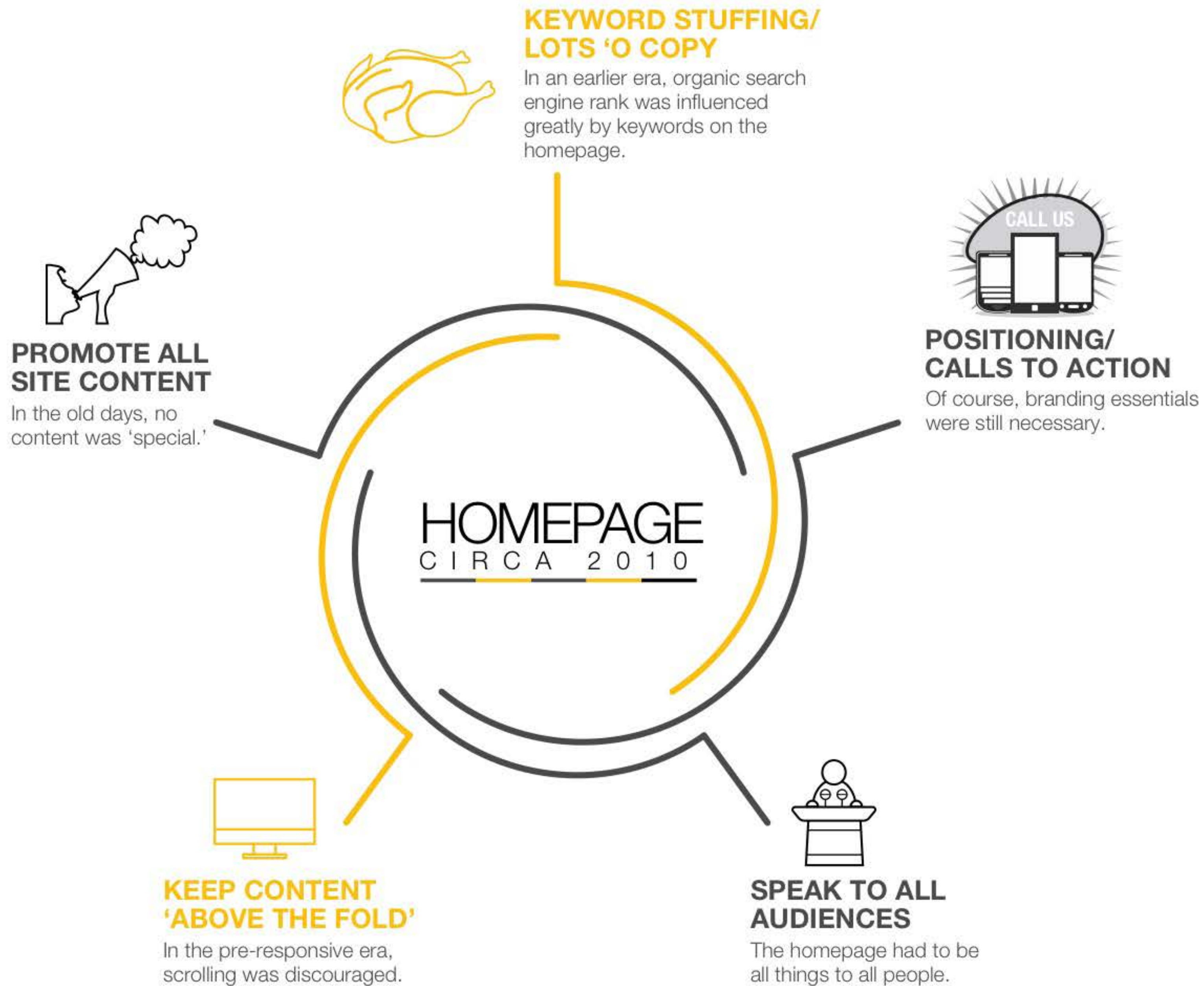


HOMEPAGES 2016

YOUR **BRAND'S** GATEWAY
TO THE WEB



An aerial photograph of Hong Kong, showing a dense urban landscape with numerous high-rise buildings, a large harbor with several ships, and mountains in the background. The text "THIS IS YOUR HOMEPAGE IN 2010" is overlaid in large white letters.

THIS IS
YOUR
HOMEPAGE
IN 2010

**THIS IS
YOUR
HOMEPAGE
IN 2016**





THE LAW OFFICE OF
ROBERT KORNFELD

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free consultation

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RECENT RESULTS

\$2,500,000 Mediated settlement for victim of nursing/hospital negligence

\$600,000 Jury Verdict for Construction site Flagger

\$500,000 Settlement in car accident case

\$750,000 Wrongful death medical malpractice Cardiac surgical negligence

\$325,000 Settlement of rear end car accident mild traumatic brain injury

\$2,825,000 Settlement of birth injury

\$939,000 Mediated settlement of burned baby during delivery

\$2,300,000 Merchant Marine settles traumatic brain injury case

\$968,000 Construction site Injury Rooter fell from roof

\$700,000 Eye Injury at School to boy in gym class

\$350,000 Multilevel cervical fusion settled at mediation

\$1,200,000 Medical Malpractice Esophageal perforation during biopsy

\$825,000 Knee Injury on the job for plumber

What you can expect from a Full Service Personal Injury Law Firm with a record of high recovery cases

The Kornfeld Law Firm handles clients with major personal injury, medical malpractice, wrongful death, car-pedestrian-bus collisions and accidents with trucks, construction and maritime injuries, serious injury claims involving the knee, hip, and spine and those catastrophic injuries, such as burns, chemical exposure, paralysis and quadriplegia, and nursing home or elder abuse cases.

Additionally, we represent clients who have claims arising in the work place involving sexual harassment, employment discrimination or wrongful termination. While our law firm is based in the Seattle area, we have successfully handled cases throughout the State of Washington, Arizona, Idaho, Oregon and assisted in British Columbia, Canada.

Since the cost of legal services are always a major concern of yours, after you have suffered financial loss, the attorneys at The Kornfeld Firm offer legal services on a **Contingent Fee** basis. A contingent fee is simply a percentage of the recovery, paid at the conclusion of the case.

If there is no recovery, there is no fee.

PRACTICE AREAS

- * PERSONAL INJURIES
- * MEDICAL MALPRACTICE
- * CAR & TRUCK ACCIDENTS
- * PEDESTRIAN & BUS ACCIDENTS
- * CONSTRUCTION INJURIES
- * MARITIME ACCIDENTS
- * WRONGFUL DEATH
- * BRAIN & SPINAL INJURIES
- * PARALYSIS-QUADRIPLEGIA
- * CHEMICAL EXPOSURE
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rob@kornfeldlaw.com

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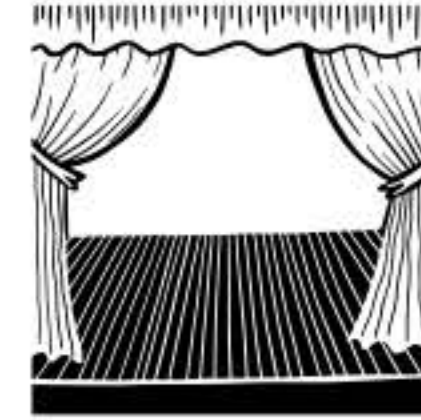
Seattle, Washington Personal Injury Lawyers handling automobile accident cases, medical malpractice and other serious accident injury cases in Washington state, including Seattle, Bellevue, Everett, Kent/Auburn, Kirkland, Lynwood & Renton.

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Search engines no longer need
keyword-stuffed, long content.
Homepages can be pretty!



BRANDING & POSITIONING TAKE CENTER STAGE

The freedom from having to
'multi-task' allows the modern
homepage to focus on the
essentials.

HOMEPAGE
CIRCA 2016



NAVIGATION IS VERY IMPORTANT

Easy navigation to deeper content
becomes more important.
Scrolling is okay.



NAV 1

NAV 2

NAV 3

NAV 4

LAUNCH CONTACT FORM

800.555.5555

Studies show site visitors prefer narrowed channels to deeper content. Start with fewer top level choices and use sub-menus.

BRAND PROPOSITION

... who we are
... services/solutions
... why we're awesome

Often using a visual approach, the homepage copy can focus on establishing the brand's strengths and provide concrete examples of solutions. Quick answers to frequent visitor concerns, social proof/testimonials, etc., are all good ideas.

CALL TO ACTION

ESSENTIAL FOOTER ELEMENTS

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Contact Form
Sitemap

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WHY HIRE PERSONAL INJURY ATTORNEY ROB KORNFELD?

If you've been injured, it's critically important that you contact an attorney as soon as possible after the incident or accident to protect your rights to compensation. No matter what caused your injury, we can help - from motor vehicle accidents to all types of personal injuries, medical malpractice, employment law and wrongful death. [Read More](#)

CAR ACCIDENT LAWYER KORNFELD ON RECOVERY



Rob's Car July 1985 MVA

In July, 1985, Rob woke up in the hospital severely injured, with no idea what had happened to him. Read how Rob learned the importance of RECOVERING, financially, physically and emotionally. After all the surgeries and a full recovery from a head injury (a mild traumatic brain injury), he can understand what you are going through. The challenge is to find a Personal Injury Lawyer who not only has the experience, but understands first hand, what many of you are experiencing....

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- [Truck Accidents](#)
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- [Amusement Park & Playground Injuries](#)
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Enter name

Enter phone

Enter email

Enter a brief description of your case

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Latest Firm News

We have moved from our office in Voorhees, NJ to 8000 Sagamore Drive, Suite 8304 Marlton, NJ 08053

[Click Here to read our Firm Brochure](#)

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At Dansky Katz Ringold & York, P.C., we aggressively protect the rights of those injured through the negligence of others in New Jersey and Pennsylvania.

For more than 25 years, our law firm has stood up against the corporate interests of the insurance companies, on behalf of our injured clients. We recover millions of dollars in settlements and verdicts annually for our personal injury clients.

Personal injury law is all we do. It is our belief that we better serve our clients by striving for mastery in one area of law, rather than trying to be jacks-of-all-trades. Because we focus exclusively on personal injury law, injured clients receive the benefit of our extensive knowledge and experience.

No One Likes an Aggressive Trial Lawyer until They Need One Dansky Katz Ringold & York, P.C.: 1-866-415-2961

In addition to focusing solely on helping injury victims, the keys to our success include a painstaking attention to detail, a willingness to work long hours, more than 75 years of combined legal experience, and the refusal to accept less than the maximum compensation for each client.

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With offices in New Jersey and Pennsylvania, Dansky Katz Ringold & York, P.C. offers free consultations. We handle all cases on a percentage basis, so you will never pay an attorney fee unless there is a successful recovery on your behalf.

We invite you to be part of our family of satisfied clients and promise to fight for you as we would for any family member. Please contact us today to arrange a free consultation and case evaluation.

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FIRM PROFILE

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At Dansky | Katz | Ringold | York, we focus solely on personal injury. Our attorneys have aggressively protected the rights of injured victims for the past 30 years.

Despite their claims, powerful insurance companies do not always have your best interests in mind. We do, and we will fight to ensure you receive fair justice and compensation.

When you retain an attorney at Dansky | Katz | Ringold | York, you become more than a client: You become part of our family, and we will always treat you as such. Whether you are faced with a serious injury or the tragic loss of a loved one, we work steadily toward not only obtaining maximum compensation for your losses, but also provide guidance and direction in solving the multiple issues that may arise.

To ensure we are the right fit for you, we offer a free consultation **at our offices** throughout New Jersey and Pennsylvania. All personal injury claims are handled on a contingency basis, meaning that you will not pay any attorney fees unless we recover compensation on your behalf. We are here solely to help you and fight for your cause.

We provide comprehensive representation and handle claims that involve matters including:

- Nursing home negligence
- Car accidents
- Slip and fall incidents
- Wrongful death
- Premises liability
- Amusement parks and playground accidents
- Construction accidents
- Dog bites
- Medical malpractice

2016

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From Mark A. Long, Managing Partner

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- > 7/1/2010 - Bubble Wrapping Your Business

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- > 7/27/2010 - Schwabe Grows Involvement in Economic Development for Central Oregon
- > 7/27/2010 - Schwabe's Donald L. Krahmer, Jr. Joins Regence BlueCross BlueShield of Oregon Board of Directors

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Washington

- > 8/4/2010 - Reception for Clark County Commissioner Steve Stuart Vancouver, WA

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Update

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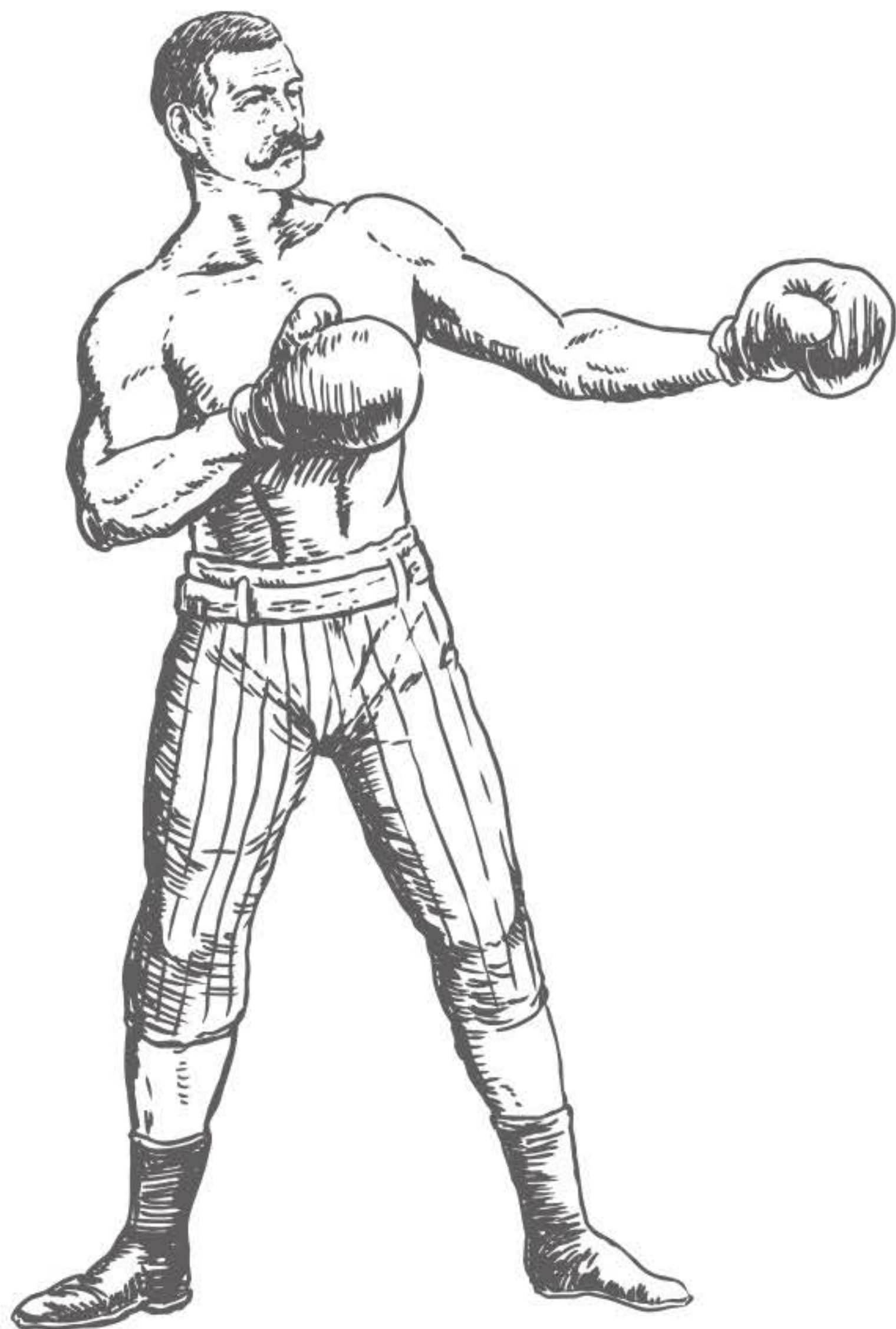


NW Technology Showcase



TECHNOLOGY

Highlights from our May 3 event



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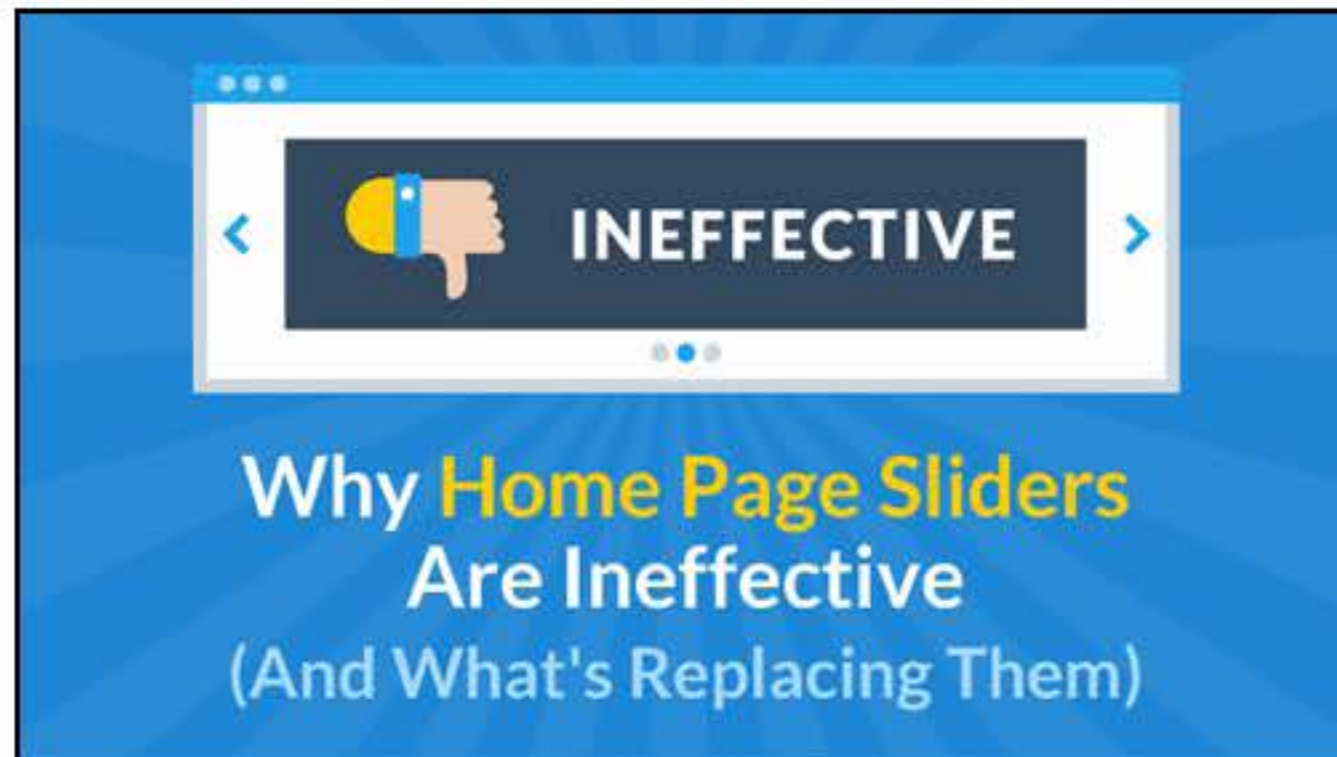
<http://www.cuddyfeder.com/>

FOR YOUR CONSIDERATION: A CASE VS. SLIDERS

<http://www.awwwards.com/be-careful-about-these-6-web-design-trends-in-2016.html>

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<http://searchengineland.com/homepage-sliders-are-bad-for-seo-usability-163496>



Carousels are bad for SEO. The lack of content means that it's difficult to get meta information into a page... Most sliders contain headers that are wrapped in H1, and these change when the slider does and as such, devalue keywords within them.

Adversely affect performance. Often carousels contain high-res images that are under-optimized and as such, slow down the load time of the front page – which as the most important page on the site should load as quickly as possible. Sliders also make use of JavaScript or jQuery, which can also add to performance headaches.

Tend to be inaccessible. Even the best frameworks out there can't fully solve the issues of accessibility that surround carousels as there are so many to address.

Further to this, just a 2013 study showed that just **1% of people click on carousels**. And many simply ignore them and don't note the content, thanks to the phenomenon known as **banner blindness**.

NAVIGATION OPTIONS FOR 2016

Intelligent and not-so-intelligent methods for reaching deeper content.

<https://www.portent.com/>
<http://hgslaw.com/practice-areas/>
<http://myerslafferty.com>



Hiding all global navigation with a hamburger is not a good idea.



If manageable, creating a secondary horizontal menu can be a good way to include service areas.



Devoting large areas of either horizontal or vertical space to include every practice area is not a good idea.



Mega menus or dropdowns can discretely allow quick access to deeper content.

REFERENCES

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