



Fisher Phillips Website Wins Awards for Layout, Design and Interface

News

4.05.17

ATLANTA (April 5, 2017) – Fisher Phillips announced today its website, www.fisherphillips.com, has won multiple awards for its layout, design, interface and overall functionality.

The awards include: best in class in the legal category from Interactive Media Awards (IMA), the Web Marketing Association's 2016 WebAward for outstanding achievement in web development; the 2016 MarCom award for website design and development in the category of professional services; the 2016 W³ award for law and legal services websites; and the 2016 Summit International Award's emerging media award (EMA) leader award for website design and development in the B2B service category.

Last year, Fisher Phillips rebranded from Fisher & Phillips, which was announced with the launch of the new website. The new logo and tagline, "On the Front Lines of Workplace Law," were heavily integrated into the new website design.

"Our rebranding and redesign of the website were major steps forward for Fisher Phillips last year, and we're pleased to see all of the hard work that went into it acknowledged," said Chairman and Managing Partner Roger Quillen. "The website now represents our firm much more accurately and dynamically with its bold look and sleek, modern interface."

Fisher Phillips worked with Firmseek to build the new website. The shift in part was to note that while labor law is still one of the firm's premier practice areas, much of the firm's work is in employment law, including employee benefits, global immigration, data privacy, unfair competition and trade secrets.

The IMA award represents the very best in planning, execution and overall professionalism for web design. To win the best in class award, websites must successfully pass a comprehensive judging process, scoring high marks based on strict criteria.

The WebAward has been the gold standard of excellence for website development since 1997. Independent review judges from around the world evaluate websites in 96 industries. The competition is the premier award recognition program for web developers and advertising agencies.

The MarCom awards are a creative competition for individuals or companies involved in conceptualizing, writing and designing print, visual, audio and web materials and programs. Entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers.

The W³ Awards honor creative excellence on the web and recognize the creative and marketing professionals behind award-winning websites, videos and marketing programs. The W³ is sanctioned and judged by the Academy of Interactive and Visual Arts, an invitation-only body consisting of top-tier professionals from acclaimed media, interactive, advertising and marketing firms.

The Summit International Awards organization is dedicated to furthering excellence in the marketing communications industry. The Summit's EMA recognizes and celebrates creativity, innovation and those pushing the boundaries of creative excellence in all forms of emerging media.

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