

Bannermans Lawyers

Case study

Client: Bannermans Lawyers

Industry: Property Lawyers

Target audience: Owners corporations, community associations, executive committee, members, Strata companies & Strata Managers

Services: Website Design, Build and Launch



Overview

Bannerman’s Lawyers is a leading legal services provider specialising in strata, development, construction, and insurance. The firm acts primarily for owners corporations and strata managers, but also has many builder, developer, and insurer clients too. The firm’s focus is solely on NSW, and prides itself on being at the forefront of education and innovation.

Scope

Bannerman’s Lawyers approached Cyrius to address challenges with their legacy website. Over time, continuous updates had resulted in increased complexity, making navigation difficult and deviating focus from Bannermans’ core business. The company sought a strategic shift, with the aim of refocusing the website on Property Owners and Strata Managers as the primary target audience.

Talk to us about a project – Call Stefan info@cyrius.com.au

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Objectives

The primary task involved repositioning Bannermans as “The Strata Property Experts” and “Thought Leaders” in the industry. Cyrius was engaged to modernise the site, emphasising improved design, streamlined content, and an enhanced user experience. The Knowledge Portal, previously known for articles, was designated as the central hub for thought leadership. The overall site structure was to be reorganised, with a specific emphasis on Property Owners and Strata Managers.

Solutions

Cyrius overhauled Bannermans’ website on Figma, reflecting the law firm’s brand pillars: Excellence, Innovation, Knowledge, and Solutions. The redesign focused on user experience and promoted ancillary services like DIY By-Laws and Notary services.

A bespoke Knowledge Library with 600+ articles was added, alongside improved search and streamlined auto-email inquiries. Key services such as Compliance Pack, Levy Recovery Portal, Strata Pack, and Starter Pack were highlighted. The transition of Portal users was seamless, reinforcing brand pillars and promoting free content, including ebooks.

Outcome

The result was a transformed website, strategically realigned to cater to Property Owners and Strata Managers. Bannermans successfully positioned themselves as “The Strata Property Experts” and “Thought Leaders” in the industry.

The user-friendly design, well-organised and approachable content, and enhanced Knowledge Library contributed to a positive reception. The strategic integration of ancillary businesses, improved search functionality, and streamlined services reinforced Bannermans’ brand pillars and fostered engagement.

What they said:

“We love the new website and especially the knowledge library ... We have found a true partner with the right mindset to work with our dynamic and rapidly growing firm.”

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[cyrius.com.au](https://www.cyrius.com.au)



Cyrius is a digital communications agency located in Sydney. We design, create, and develop digital and offline marketing communications for corporates, government agencies, NGOs, not-for-profits, small businesses, start-ups, and community organisations across Australia.

We pay respect to the Traditional Custodians and First Peoples of Australia and acknowledge their continued connection to their country and culture.

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