

Everingham Legal — a website built for the next five years

A phased rebuild scope mirroring the Business Plan v2.0 architecture. Phase 1 firm and committed; Phases 2–5 mapped, previewed, and decided at each prior gate. Prepared by 121 Group as the firm's strategic marketing partner.

PHASE 1 LAUNCH

Aug'26

11-week build runway

PHASE 1 BUDGET

**\$28k–
43k**

AUD, ex-GST

PHASES MAPPED

5

Phase 1 firm; 2–4
previewed

TECH STACK

WordPress

on managed AU hosting

TEMPLATES PHASE 1

8

Disciplined, not
sprawling

SKUS VISIBLE LAUNCH

3

Per BP §6 launch
discipline

Strategic frame — why this is not a brochure rebuild

Three signals from your own documents reframe what the website has to do. Each one rules out the path of least resistance.

The site is the conversion floor of a four-layer funnel

Source: Business Plan §3, Marketing Brief §1.

Insights → Community → Education & Certification → Advisory. **Three of those four layers are sold or provisioned through the website itself by Phase 2** — community memberships, certification cohort enrolments, bookable Maturity Diagnostic SKU. Squarespace cannot host that. A brochure rebuild leaves three of your four revenue layers stranded.

01

The voice is McKinsey / Stratechery, not a law firm

Source: Marketing Brief §2 verbatim.

“*We do not write '5 ways to leverage AI in your legal team' — that is the wrong category. We write the equivalent of Stratechery or McKinsey Insights for legal operations.*”

That has to be a deliberate **design** decision before the first wireframe — typography, density, image style, interaction restraint, all set from the brief, not iterated to in Figma later.

02

Substance lives behind walls of varying permeability

Source: BP §6 SKU set, MB §4 content pillars.

The website needs **four user states architecturally**: anonymous → identified (newsletter sub) → member (paid community) → alumni (certification grad).

Phase 1 implements states 1 + 2 only. But the data model has to anticipate 3 + 4 so we don't replatform in 18 months. That single decision rules out Webflow, Squarespace, and most "AI website builders."

Tech stack — what's recommended and why

OPTION	PHASE 1	PHASE 2 (SOLD FROM SITE)	PHASE 3 (MEMBERSHIP + COHORTS)	VERDICT
Squarespace (status quo)	OK	Cannot host	Cannot host	Replatform required by mid-FY27
Webflow	OK	Limited commerce	No native membership	Replatform required Phase 3
Custom Next.js / headless	OK	OK	OK	Premature; locks IP into developer hands
WordPress (managed)	OK	WooCommerce	MemberPress + Circle	Recommended — single platform across all phases

The principle from your Business Plan §8 (Layer 6): "Add structure to what exists; do not build new platforms unless the existing tools genuinely cannot do the job. The leverage comes from disciplined use of common tools, not from bespoke infrastructure." WordPress on managed hosting is "common tools used disciplined" — not bespoke, not novel, not a vanity build.

Audiences this site is built for

Lifted directly from Marketing Brief §3, so every IA and design decision in this document traces back to the buyer.

TIER 1 — PRIMARY

GCs, CLOs, Heads of Legal Ops

\$500M+ enterprises. ASX 200, top 25–40 firms by partnership size, alt-legal providers, Big 4 legal arms. Globally: Fortune 1000, AmLaw 200, FTSE 350.

- Time-poor; sceptical of marketing tone
- Rewards substance, ignores hype
- Reads via LinkedIn + podcasts + peer networks (CLOC, ACC, ILTA)
- Does not click display ads or search ads

Site goal:

Read one whitepaper end-to-end, recognise the firm as serious, request a conversation.

TIER 2 — SECONDARY

Senior practitioners (the future Tier 1)

Senior legal-ops practitioners and legal-technology professionals one or two levels below Tier 1 today; future buyers of certification.

- Reads via LinkedIn + podcasts + Substacks
- Active on cohort-based platforms (Reforge, Maven)
- Most active community members at maturity
- Highest-volume newsletter subscribers

Site goal:

Subscribe to newsletter, join community waitlist, eventually enrol in a certification cohort.

TIER 3 — TERTIARY

Vendors & investors

Legal-tech vendors (sponsorship, certification, data licensing). PE / GE investors (diligence and market intelligence). Treated as a distinct buyer, not a partner.

- Different content, different motion
- Not part of the primary IA
- Phase 4 dedicated landing pages
- Independence-policy-bound

Site goal:

Surface the independence policy, route via dedicated channels.

Implication for design: density-first, executive-first, mobile-second-but-correct. Not graphical, not animated, not "marketing-feeling."
Closer to *The Economist* online or [stratechery.com](https://www.stratechery.com) than to a typical professional-services site.

Phase 1 — what ships May–August 2026

This is the section that commits real spend. Every line is a deliverable; every deliverable has an acceptance criterion. Aligns with Business Plan §4 Phase

3.1 — Information architecture

Eight templates, seven primary pages, five top-nav items. The discipline matches Business Plan §6's "start with three SKUs and be known for them — launching with all ten at once dilutes attention and confuses positioning."

Top navigation (5 items)

NAV ITEM	URL	WHAT LIVES THERE
Insights	/insights	Content hub. All whitepapers + podcast + LinkedIn long-form. Filterable by the four content pillars (MB §4).
Services	/services	Three SKUs visible at launch (BP §6 Phase 1): Procurement Playbook · Maturity Diagnostic · Strategic AI Advisory.
About	/about	Founder bio · firm thesis · independence policy · the calibrated 5-year ambition (BP §1).
Approach	/approach	Four-moat operating system, augmented-consultant model, what makes us not-Big-4 (BP §7).
Contact	/contact	Single page, single form, routes via HubSpot.

DELIBERATELY NOT IN PHASE 1 NAV

- **Education** — returns Phase 3 when Maturity Programme cohort 1 is real (BP §4 Phase 3, mid-FY27)
- **Community** — returns Phase 3 with the paid Circle tier
- **Vendor Benchmark** — returns Phase 4 with first published benchmark report

- Resource library, careers, partners, case-study index — added incrementally as content exists; *nothing empty ships*

3.2 — Eight templates

#	TEMPLATE	USED BY	NOTES
1	Home	/	Three sections only: thesis statement · three featured pieces · three SKUs as cards · single CTA "Subscribe to Insights." No carousel, no testimonials wall, no animated stats.
2	Pillar landing	4 pages, one per pillar	One per content pillar from MB §4. Pillar 4 ("the category") ships even if light — placeholder editorial calendar visible.
3	Long-form article	Whitepapers, essays	Stratechery typography · generous measure · footnotes · "cite this" block · related pieces · gated lead-magnet block at footer (Phase 1's only content gate).
4	Podcast episode	Each episode page	Embedded player (Spotify + Apple) · full transcript · guest bio · related pieces. Audio hosting at Transistor or Sounder.
5	SKU detail	3 SKU pages	Static description Phase 1 (no online booking yet). CTA: "Request a scoping call" → HubSpot. Phase 2 layers WooCommerce on these same URLs without breaking links.
6	About / firm	/about, /approach	Long-form prose. Photography-led where editorial-grade photos exist; typographic where they do not.

#	TEMPLATE	USED BY	NOTES
7	Generic	Privacy, policy, terms, contact	Plain typographic template.
8	Search results	/search	Functional, ranked by pillar then recency. WP native; Algolia upgrade in Phase 2 if traffic warrants.

3.3 — Brand uplift block (parallel workstream)

MB §2 lists the full brand-system ask. Phase 1 of this scope handles the **web-applicable subset only**. The full brand-guidelines document, deck templates, podcast cover art, and LinkedIn carousels live in the 121 Group ongoing retainer (separate scope).

Logo refinement

- A** Light typographic clean-up of the existing mark. Not a redesign. Full mark redesign would be a separate brief (~\$4–8k, second cycle).

Colour system

- B** Document the existing navy + accent in three formats: web hex, print CMYK/Pantone, accessibility AA pairs. Output: one-page brand-colour spec.

Typography pairing

- C** Primary serif (long-form reading) + secondary sans (UI). Recommendation in §4 below. Tested on real sample articles before sign-off.

Web image guidelines

- D** What photography passes ("executive, environmental portraiture; no stock"), what doesn't. Inventory of Matthew's existing photos in Drive.

Web brand spec sheet

- E** Buttons, links, callouts, blockquotes, captions, tables, code blocks. Single Figma file delivered.

3.4 — Lead capture + HubSpot integration

Single source of truth for every form on the site = HubSpot. Three forms in Phase 1.

FORM	LIVES ON	HUBSPOT CONFIGURATION
Newsletter signup	Footer (every page) + /subscribe	List Insights subscribers · Lifecycle subscriber · Source website-newsletter
Whitepaper download (gated)	Below every long-form article	List Whitepaper leads · Lifecycle lead · Source whitepaper-{slug}
Scoping-call request	/contact + every SKU page	List Inbound enquiries · Lifecycle lead · Source scoping-call · Routes email + task to Matthew

FROM THE 12 MAY CALL

Matthew flagged that "anyone I send an email to defaults to a lead." That's a HubSpot Sales-extension setting, not a website issue, but Phase 1 includes a one-off cleanup pass: change the Gmail-extension default from lead to contact + add a lifecycle-tagging field to the scoping-call form so genuine leads are explicitly marked. ~1 hr config; bundled in the \$10 Phase 1 pricing.

3.5 — Performance, SEO, accessibility

STANDARD	TARGET	HOW VERIFIED
Lighthouse Performance	≥90 mobile · ≥95 desktop	CI check on each deploy
Lighthouse Accessibility	≥95	CI check
Lighthouse SEO	100	CI check
Core Web Vitals	LCP <2s · CLS <0.05 · INP <200ms	Real-user monitoring via dashboard's GA4 link
WCAG 2.1 AA	Conformance	Manual audit pre-launch
Schema.org	Article, Person, Organization, BreadcrumbList	Google Rich Results Test

3.6 — Hosting + ops

- **Host:** Kinsta or WP Engine starter tier, AU region (data residency matters for legal-sector clients)
- **CDN:** Cloudflare (already in use for the dashboard; same admin)
- **Email-on-domain:** existing Google Workspace stays untouched
- **Backups:** nightly, 30-day retention
- **SSL:** automated via host
- **Staging environment:** included for content review before publishing
- **DNS:** managed under existing 121 Group Cloudflare account

Design language — decisions for sign-off

These are the calls that need answers *before* design work starts, so we

don't iterate them in Figma at agency rates.

DECISION	RECOMMENDATION	RATIONALE
Primary serif	Source Serif 4 (free) <i>or</i> Tiempos Text (licensed)	Long-form reading at executive density; both pair well with sans secondary; both avoid law-firm clichés (Garamond, Caslon, Trajan).
Secondary sans	Inter (free) <i>or</i> Söhne (licensed)	UI clarity at small sizes; mathematically consistent with most major editorial sites.
Primary brand colour	Existing navy	Already established. Do not redesign.
Accent colour	Single accent (not multiple). Desaturated gold or copper.	Distinguishes from BigLaw blue. Matches "category leader" positioning of MB §1.
Image style	Executive editorial photography. Environmental over headshot. No stock. No abstract gradients. No 3D-rendered isometric people.	Matches Stratechery / FT.com / McKinsey Insights register.
Layout grid	12-column. Max content width 720px for long-form (~75ch measure). 1140px for hub pages.	Reading ergonomics first.
Animation budget	Effectively zero. Gentle scroll reveals allowed at low intensity. <i>No</i> particle effects, <i>no</i> scroll hijacking, <i>no</i> parallax.	Voice is "confident, substantive, clear; never breezy, never hyped" (MB §2).

DECISION

RECOMMENDATION

RATIONALE

Dark mode

Light only at launch.
Dark mode in Phase 2
if reading data justifies
it.

Don't ship two themes for a
brochure-volume content set.

Sign-off checklist before kickoff

Four ticks needed from Matthew before design Round 1 starts:

- Approve typeface direction (which serif + which sans)
- Approve accent colour direction (desaturated gold/copper vs alternative)
- Approve "no animation, density-first" design constraint
- Approve eight-template scope (no mid-build creep)

Five-phase roadmap

Mirroring the Business Plan v2.0 phase structure. Phase 1 commits today; every subsequent phase has its own approval gate. Nothing in Phase 2 starts until Phase 1 ships.

01

MAY – AUG 2026 · COMMITTED

Foundations

Marketing site rebuild on WordPress. Eight templates, three SKUs, four pillar landings, brand uplift block, HubSpot lead capture.

DELIVERS

- Stratechery-grade publishing surface
- Three bookable-by-call SKUs
- Newsletter + whitepaper lead capture
- Podcast hub template ready
- Phase 2-ready WP foundation

Indicative: \$28k–43k AUD

Productisation

"Sold from the website rather than negotiated bespoke" (BP §4 verbatim).
Maturity Diagnostic + Procurement Playbook bookable with deposit checkout.

ADDS

- WooCommerce + Stripe for SKUs
- Newsletter platform (Substack/Beehiiv)
- Podcast hub live
- Whitepaper library + filtering
- Event landing-page template
- Vendor benchmark methodology stub
- Algolia search if traffic warrants

Indicative: \$22k–35k AUD

03

APR – AUG 2027 · PREVIEW

Ecosystem

Community paid tier opens. First Maturity Programme cohort runs (BP §4 Phase 3, mid-FY27).

ADDS

- MemberPress on WP (3 tiers)
- Circle community integration
- Maven cohort enrolment flow
- Verifiable digital credentials (Accredible)
- Members dashboard
- Alumni-only resources
- Co-credentialing wall

Indicative: \$28k–48k AUD

04

SEP 2027 – AUG 2028 · PREVIEW

Scale

Vendor benchmark public layer + paid tier. Self-serve certification checkout. UK internationalisation. Client portal v1.

ADDS

- Public vendor finder (free)
- Vendor profiles + paid data tier
- 3 cert SKUs self-serve checkout
- Multi-seat enterprise pricing
- WPML internationalisation (UK)
- Client portal v1 (engagement docs)

Indicative: \$45k–75k AUD

05

FY29 – FY30 · OUT OF SCOPE

Category leadership

Bespoke vendor benchmark platform · multi-region content · agent embed (separate workstream entirely). Scoped at the time, against actual data on what works.

Not committed in this document. Scoped 2027 onwards.

Phase-gating discipline

THE PRINCIPLE

"Nothing in Phase 2 starts until Phase 1 is done; nothing in Phase 3 starts until Phase 2 is done." Quoted directly from your Business Plan §4. This is the founder-bottleneck failure mode that destroys most ventures of this shape; the same discipline applies to a website rebuild.

WHAT THIS BUYS YOU

Any phase can be the last phase. If Phase 2 never happens, Phase 1 is a fully complete publishing-grade site that works for years. If Phase 3 never happens, Phase 2 is a complete commerce-enabled professional services site. No half-built foundations sitting around looking unfinished.

Cross-cutting workstreams — handled by the 121 Group retainer

To keep the website scope honest about what it does and doesn't include, here's everything that lives in the ongoing 121 Group retainer instead.

WORKSTREAM	WHERE IT LIVES
Brand identity full system (deck templates, podcast cover art, LinkedIn carousel templates)	121 Group retainer · MB \$6
Whitepaper authoring	Matthew + Claude (substance); 121 Group edits + designs · MB \$6
Podcast production (audio editing, show notes)	121 Group retainer · MB \$6
HubSpot configuration audit + ongoing operations	121 Group retainer · MB \$9
LinkedIn paid amplification, SEO, email nurture, syndication	121 Group retainer · MB \$6
Trade media outreach (MB \$5 quarterly campaigns)	121 Group retainer
KPI dashboard	Already live at everingham.121insights.com

The site is the substrate; the retainer is the engine that pumps content through it. Confusing the two is how scope creep starts.

Phase 1 commercials

All figures AUD, ex-GST. One-off build cost. Hosting separate. Phase 2–4

quoted at each prior phase's close.

LINE ITEM	RANGE (AUD)	NOTES
Discovery + IA + sitemap (≈1 week)	\$2,500 – 3,500	Includes audience workshop with Matthew
Brand uplift — web subset (§3.3)	\$4,500 – 7,500	Logo touch-up · colour spec · type pairing · web brand spec sheet
Visual design — eight templates	\$6,500 – 9,500	Two design rounds budgeted; third chargeable at fixed rate
WordPress build + custom theme	\$9,000 – 13,000	Custom theme on managed host. Not a marketplace template.
HubSpot integration + form work	\$1,500 – 2,500	Three forms · lifecycle correction · tracking script · list setup
Content migration (8–12 pieces)	\$2,000 – 3,500	Matthew rewrites pieces that fail voice review (his time, not in this \$)
Performance / a11y / SEO compliance pass	\$1,500 – 2,500	Lighthouse + manual audit · schema · sitemap · robots
Hosting setup, DNS, SSL, staging	\$500 – 1,500	One-off setup. Ongoing host fee separate.
Subtotal — Phase 1 build	\$28,000 – 43,500	One-off, ex-GST
Hosting + ongoing maintenance	\$80 – \$150 / month	Or bundled into monthly retainer

EXPLICITLY EXCLUDED FROM PHASE 1

- **Photography commission** — recommend separate engagement
(~\$3–5k for editorial shoot day)

- **Copywriting** — Matthew's, per Marketing Brief §6 ("substance never originates in agency hands")
- **Original whitepaper authoring** — Matthew + Claude (BP §8 Layer 1 pipeline)
- **Podcast production setup** — 121 Group monthly retainer (separate scope)
- **Full mark redesign** — separate brief, separate fee, only if Matthew wants it

PAYMENT STRUCTURE

- 30% On signed scope = approval to start design
- 40% On design sign-off = approval to start build
- 30% On launch = staging signed off + DNS cutover

11-WEEK TIMELINE

- Wk 0–1 Discovery, IA & design-language sign-off
- Wk 2–4 Brand uplift + design rounds 1–2
- Wk 5–8 WP build, content migration, integrations
- Wk 9–10 Performance/a11y/SEO pass, staging review
- Wk 11 Launch · DNS cutover · first-week monitoring

TARGET LAUNCH

End of August 2026

Aligned with Business Plan §4 Phase 1 close (FY26 EOFY) and Marketing Brief §5 Q4 FY26 "Establishing the voice" quarter.

What we need from Matthew to start

In rough chronological order. Most are 30 minutes or less; nothing requires

drafting from scratch.

1

Approval signature on this Phase 1 scope

A short reply email confirming §13 decisions is enough; we'll countersign formally.

2

Brand asset access

Logo source files (AI/SVG), any existing colour specs, photography library on Drive.

3

HubSpot Super Admin access for adam@121group.io

Already partly in place; confirm scope so the lifecycle cleanup can run.

4

Squarespace admin (read-only)

For content inventory + final shutdown when WordPress goes live.

5

Domain control (DNS at registrar)

Ready for cutover. Build runs on temporary subdomain; live cutover Week 11.

6

Sign-off on the four design-language decisions

From the §4 / Design table: typeface, accent, no-animation, eight-template.

7

Block four ~30-min reviews across the build

At IA, design, build mid-point, pre-launch. We send drafts; you say yes/no/iterate.

8 **Decision on LinkedIn Business Manager (separate but on critical path)**

Adam owns setting it up per the 12 May call. Not part of this scope; flagged for parallel action.

Risks & mitigations

Specific to this scope. Each has a named mitigation; nothing here is

theoretical.

RISK	LIKELIHOOD	IMPACT	MITIGATION
Phase 1 ships and momentum stalls before Phase 2	Medium	High	Phase 1 ships as a complete product, not as a half-built foundation. If Phase 2 never happens, the site still works as a publishing-grade brochure for years.
Voice/content not ready by launch (BP Phase 1 priority five — three flagship whitepapers)	Medium	Medium	Site can launch with 2 whitepapers + placeholder pillar landings. Pillar 4 ("the category") can launch with editorial calendar visible. We do <i>not</i> delay launch to wait for content.
Brand uplift creep into "let's just redesign the logo"	Medium	High	§3.3 explicitly scopes web-applicable brand subset only. Full mark redesign = separate brief, separate fee, separate timeline. Documented up-front.
WordPress chosen but Matthew prefers Webflow / "AI website builders" / etc	Low	Medium	§Strategy lays out the structural reasoning: Phase 3 needs membership + commerce + i18n which Webflow and Squarespace cannot host. If Matthew has a strong reason to override, that conversation happens at scope-approval, not mid-build.

RISK	LIKELIHOOD	IMPACT	MITIGATION
HubSpot lifecycle stage cleanup uncovers larger CRM hygiene problem	Medium	Low	Phase 1 includes a 1-hr config touch only. Larger CRM strategy is a separate retainer line-item if it surfaces.
Education / Certification programme requires website features sooner than Phase 3	Medium	Medium	Per Matthew on the 12 May call: first cohort can run with "login details and like a shared Google Drive where it just says like one materials, week two materials." Phase 1 supports that with a simple gated WP page → Drive link. Full Maven + cohort flow stays Phase 3.
Vendor / agent embed (Adam's agent-1-to-1 idea on the call) gets bundled into website scope	Low	High	Agent embed is a separate workstream, separate scope, separate commercial discussion. Not on this critical path; explicitly out-of-scope for the website rebuild.

The decision asked of you

Three ticks. Today or tomorrow. Phase 2 onwards is documented here so you can see the trajectory, not because today's conversation needs to commit to it.



Approve Phase 1 scope as described above (§3)

Indicative range AUD \$28,000 – \$43,500 — final fixed quote within the range produced after IA + design-language sign-off.



Approve the four design-language directions (§4)

Typeface direction · accent colour · no-animation density-first · eight-template scope. Approving these together stops design-round ping-pong.



Confirm Phase 2–4 are previewed but not committed

Each gets its own scope document at the prior phase's close. No ambient commitment to spend; no escape from the gating discipline.

A short reply email confirming these three ticks is enough to start. We'll countersign formally and the §10 timeline starts from that date.

Approve via email →

Appendix — every Phase 1 deliverable traced to your documents

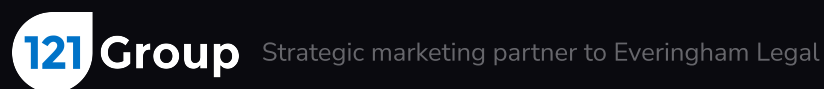
Audit trail. Every decision in this scope ties back to either the Business Plan v2.0, the Marketing Brief v1.0, or the 12 May call transcript.

Cross-reference to your written documents

8 templates / 7 primary pages	BP §6 SKU discipline
Four content pillars in IA	MB §4
Three SKUs visible at launch	BP §6 Phase 1
Independence Policy page	BP §6 vendor cap · MB §9
HubSpot integration primary	BP §8 Layer 4 · MB §6
Newsletter as primary CTA	MB §8 KPI: 1,500 subs FY26
Whitepaper gating for leads	MB §5 Q4 FY26 lead magnet
Podcast hub template	MB §4 cross-pillar cadence
WordPress over Squarespace	BP §8 Layer 6 + "too many platforms"
Stratechery design register	MB §2 voice principles
Density-first, no animation	MB §2 voice principles
Phase 2 bookable SKUs	BP §4 Phase 2 verbatim
Phase 3 cohort enrolment flow	BP §4 Phase 3 · MB §5 Q3 FY27
Phase 4 vendor benchmark layer	BP §6 SKU · BP §7 Moat 3

Cross-reference to the 12 May call

- 04:18 "too many platforms" → WP consolidation
- 06:05 HubSpot defaulting all emails to lead → 1-hr cleanup
- 10:18 "three or four streams" → phase-gating discipline
- 11:07 Education/cert as third stream → Phase 3 explicit
- 13:48 Premium \$10k+ certification → Phase 3 timing
- 14:13 Cert cascading into membership → Phase 3 BP-alignment
- 14:48 "5 licenses at \$2,000 each" → Phase 4 self-serve checkout
- 15:33 "extra commercial pillars" → all 4 layers mapped through phases
- 17:31 Cohort 1 = login + Drive link → Phase 1 risk-mitigated
- 22:24 Agent embed idea → out-of-scope, separate workstream
- 28:30 AL&A maintenance work → separate engagement



Draft v1.0 · 12 May 2026 · Prepared by Adam Ducquet, 121 Group · adam@121group.io · For Matthew Eddy, Founder & CEO, Everingham Legal Pty Ltd

Document references throughout: **BP** = Everingham Legal Business Plan v2.0 (April 2026) · **MB** = Everingham Legal Marketing Brief for 121 Group v1.0 (April 2026) · **Call** = 12 May 2026 weekly sync transcript

