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Coders, On Demand

Case Study: ARB Corporation WordPress

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Client Overview

ARB (American Research Bureau) is a global leader in forensic genealogy and heir location services. With over 80 years of experience, ARB works closely with legal professionals and estate administrators to locate rightful heirs and connect them to unclaimed or undistributed inheritances. Their mission is rooted in trust, discretion, and accuracy.

The Challenge

- Redesign and modernize arb.com to reflect ARB's professionalism and authority in the legal and probate space.
- Improve clarity of services for attorneys, administrators, and potential heirs.
- Build trust through a user experience that emphasized credibility and confidentiality.
- Empower ARB's team to update site content and publish case examples without developer assistance.

Our Solution

- Developed a custom WordPress website tailored for a high-trust, professional services audience.
- Created a sleek, minimal design emphasizing ARB's decades of experience and legal partnerships.

- Built flexible page templates for service areas, case studies, and legal FAQs.
- Implemented call-to-action blocks and contact flows optimized for both law firms and individuals.
- Integrated lead generation forms with secure handling of sensitive inquiry details.

Results

- Delivered a mobile-optimized, SSL-secured platform that clearly communicates ARB's mission and services.

- Improved visitor engagement with a redesigned navigation structure and educational content.

- Reduced administrative bottlenecks by allowing internal staff to manage page updates and post case news.

- Helped reinforce ARB's position as the industry leader in locating heirs and facilitating lawful inheritance transfers.

Address: https://www.arb.com

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