



**GASEE, COHEN  
& YOUNGMAN**

Barristers & Solicitors  
in Association

#### News Release

**Gasee, Cohen & Youngman, a Toronto boutique commercial law firm, gets an online make-over with a new user-friendly website focusing on their specialties.**

TORONTO - June 29<sup>th</sup>, 2009 - Respected boutique law firm, Gasee, Cohen & Youngman (GCY), is launching a transformational, new website with the help of **UV design**, a web design firm, and **TechWyse**, a search engine marketing specialist.

Launching on **Monday, June 29<sup>th</sup>**, this updated and easily-navigatable website focuses on what the legal firm does best: Real estate, Debt collection and Litigation. Senior Lawyer, Mark Youngman, is excited about making the firm's site more user-friendly especially since more and more potential customers find their resources through the internet. In his own words, "We are a small firm but one with a big impact and now with this more interactive site and leading internet expertise, our strengths are being highlighted for any on-line searchers and website visitors".

The challenge for the web design team, UV design, was to make a legal site approachable and user-friendly. For TechWyse, a google analytics certified company, it's about making sure return on investment is there as they want to make sure that this site converts the right visitors and their monthly updates ensure continual improvements as necessary.

#### **ABOUT GCY:**

**Gasee, Cohen & Youngman** is a commercial legal boutique practicing in association, with over 40 years experience. Specializing in real estate, debt collection and litigation, they raise the bar with solid, simplified and cost-effective legal advice.

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