

Apr 17th, 2019

ML

**Mark Lambert**8:30 am

COMMENT

**"There are so many ways that excellent legal managed services can transform the way that you work. Le..."**

Mitratesh appear to be direct competition. They offer matter management solutions and other products aimed at reducing legal spend. Have there been conversations where {client name} have requested they get a mention? (I haven't edited {client name} for a while though so I may not be up to speed on recent conversations.) If not, I suspect we need to remove all reference to this company from this article.

ML

**Mark Lambert**8:33 am

@Writer But if you see a reason Mitratesh needn't be considered competition, do let me know.

ML

**Mark Lambert**8:39 am

COMMENT

**"Metadata"**

The metadata title isn't compliant. Please provide a metadata title which is 60 characters or less. We also need to include a meta description which is 160 characters or less.

ML

**Mark Lambert**8:58 am

COMMENT

**"You'll notice how the most relevant tasks, documents and reports are being delivered to the right pe..."**

This multiple "you'll" repetition reads as pressure sales and may alienate readers by telling them rather than showing them. Can you tone down the sales feel here and opt instead more for the more impartial informed expert voice. The points you make are fine, just spin them differently and avoid words like "marvel."

ML

**Mark Lambert**9:01 am

COMMENT

**"An increase of 7-10 x ROI Increased efficiency, specifically with regard to the time and effort requ..."**

Suggest you feed these pointed benefits throughout the body of this section as punchy memorable points rather than listing them at the end where they are more likely to be overlooked.

ML

**Mark Lambert**9:04 am

COMMENT

**"you need to decide what is right for you. "**

This paragraph sets up well, but kind of peters out when a solid CTA could be integrated. Instead of hinting here that matter management software may be beneficial in this case, say it outright, providing a punchy reason why.

ML

**Mark Lambert**9:13 am

COMMENT

**"Companies like {client name}"**

Has the client requested we go with the "companies like" approach to referencing them? (Again, I'm somewhat out of the loop with {client name} so please let me know if I'm missing something.) Otherwise suggest we opt for directness and just say "{client name}," especially if it's immediately after referencing their product.

ML

**Mark Lambert**9:15 am

@Writer thanks for this. If Mitratesh is direct competition, grateful if you can also incorporate a non-competitive external link.

If you have questions, just let me know. :) Cheers.

Apr 17, 9:15 am

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**Writer**9:30 am

Thanks Mark. Really great notes. Will get onto them tomorrow.

Apr 19th, 2019

ML

**Mark Lambert**5:08 pm

COMMENT

"Studies have shown"

Apologies if I missed this on my first pass, Writer, but can you link out to this study please? Or are you referring to Mitrastat data here? If so, can you find an alternative source for the same stat? We'll definitely need some form of substantiation on something as quantitative as this.

ML

**Mark Lambert**5:15 pm

@Writer Thanks for your edits. Can you just link out to the study you refer to in the intro, please?

Apr 21st, 2019

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**Writer**3:00 am

Hi Mark, you're right. That was a hangover from the Mitrastat report. Going to find a way to rephrase it.

Apr 22nd, 2019