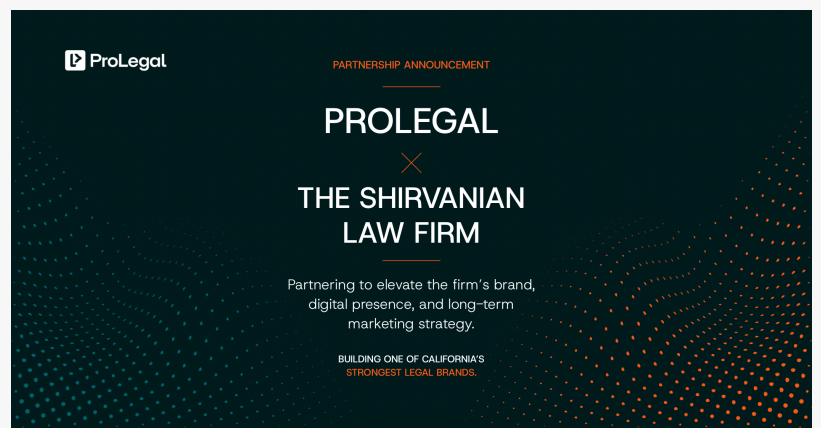


# ProLegal Growth Signs The Shirvanian Law Firm for Complete Brand and Website Rebuild

*Alongside a full strategy, identity, and website build, the engagement studied how insurance adjusters assess the firms they negotiate against.*

GLENDAL, CA, UNITED STATES, August 25, 2026 /EINPresswire.com/ --

ProLegal today announced that The Shirvanian Law Firm has signed as the first client engagement for [ProLegal Growth](#), the branding, websites, and marketing engine ProLegal launched in July for the legal industry. The engagement spans brand strategy, research, positioning, visual identity, and complete website design and development.



ProLegal Growth partners with The Shirvanian Law Firm on a full brand, identity, and website rebuild.

The Shirvanian Law Firm is a plaintiff side personal injury practice in the Los Angeles market led by founder Narbeh Shirvanian, who began his career in insurance defense and public entity litigation before moving to plaintiff work independently in 2012.

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*Patrick Babaian, CEO and Founder of ProLegal*

One part of the discovery work was a client persona built for the insurance claims manager, the person who assesses what the firm's cases are worth. That is not standard practice in legal marketing.

"Every marketing company in this industry builds a persona for the injured client, and almost nobody builds

one for the adjuster holding the file," said Patrick Babaian, CEO and Founder of ProLegal. "That person is deciding what a case is worth and whether a firm will try it or fold. Part of that judgment forms before they read a word of the demand. Firms treat branding as a design expense. It is a settlement value issue."

"I spent years on the defense side, so I know what the other room sounds like when they are

deciding what a file is worth," said Shirvanian. "What convinced me here was that ProLegal thought about that room without me having to explain it. Most marketing people want to talk about clicks. This was a conversation about how we are perceived by the people writing the checks."

Three primary personas were developed covering catastrophic injury claimants, moderate injury claimants, and insurance claims personnel, with a fourth covering referral partners and industry peers. Each was mapped on a consistent frame covering primary need, category distrust, behavioral bias, credibility signals, and signals to avoid.

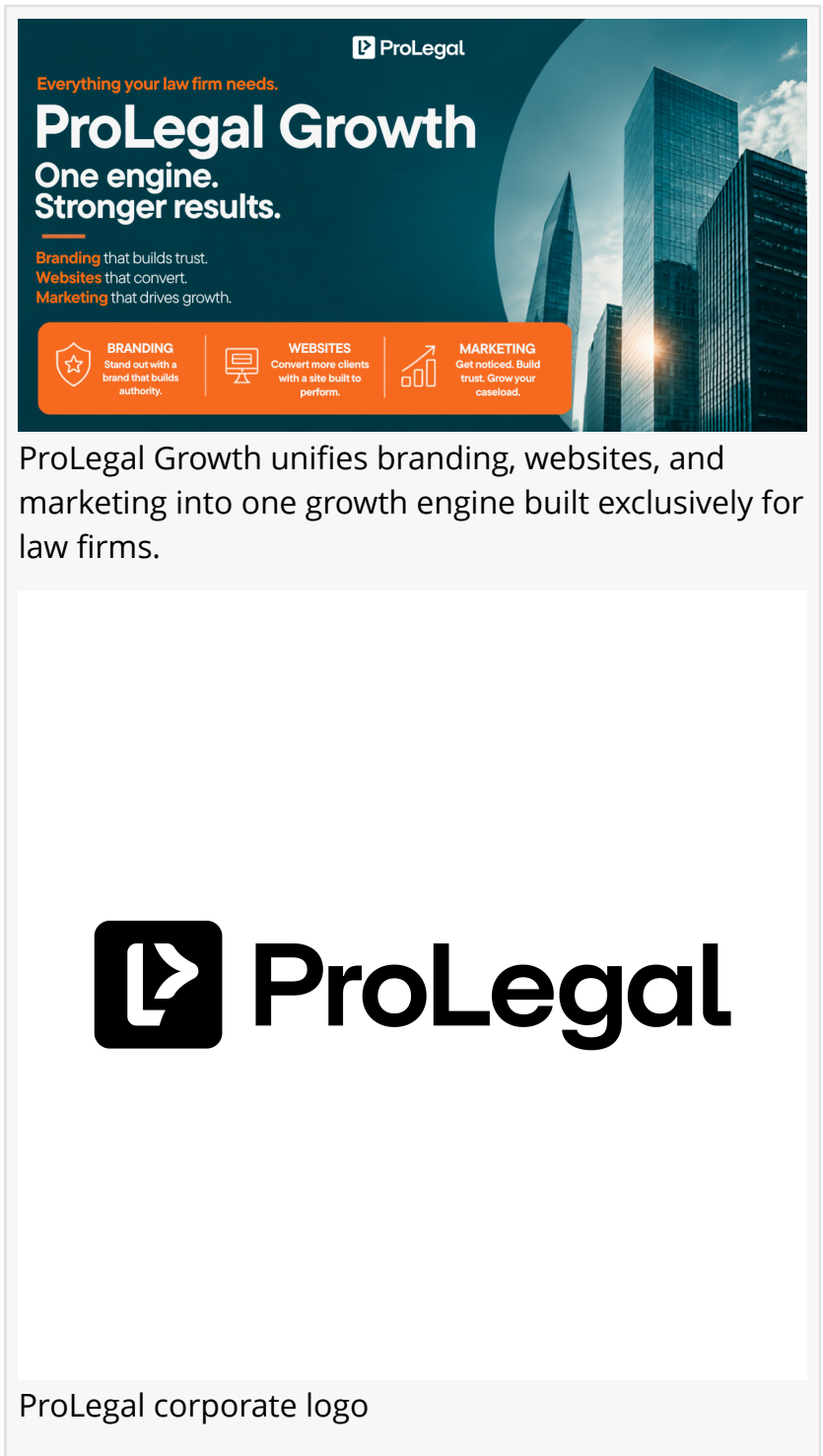
The competitive audit assessed three firms selected to represent distinct strategic postures rather than direct equivalents, evaluating each on perception goals, tone and voice, naming basis, and a strategic conclusion identifying structural weakness alongside strength.

Website architecture was derived from a four stage customer journey model covering awareness, consideration, decision, and post conversion. The conversion approach excludes

countdown mechanics, incentives, and promotional urgency, and practice area content is written so prospective clients can identify whether the firm handles their type of matter before making contact.

"Most firms get a rebrand, not a brand," Babaian said. "We are not renting firms attention. We are building them an engine they own."

The Shirvanian Law Firm handles serious and catastrophic injury, motor vehicle collisions involving significant bodily injury, pedestrian and cyclist injury, wrongful death, and complex high



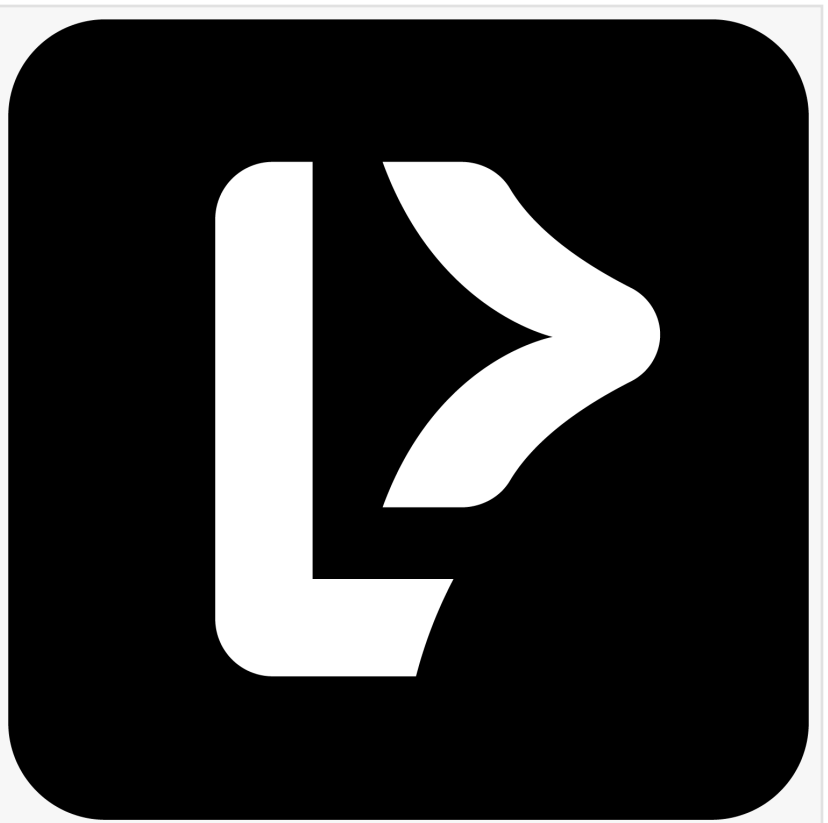
The image displays a ProLegal advertisement and the corporate logo. The advertisement features a dark blue background with a city skyline. At the top right is the ProLegal logo. Below it, the text reads: "Everything your law firm needs." followed by "ProLegal Growth" in large white letters, and "One engine. Stronger results." in smaller white letters. Below this, three lines of text are listed: "Branding that builds trust.", "Websites that convert.", and "Marketing that drives growth." At the bottom of the ad, there are three orange boxes with icons and text: "BRANDING Stand out with a brand that builds authority.", "WEBSITES Convert more clients with a site built to perform.", and "MARKETING Get noticed. Build trust. Grow your caseload." Below the advertisement is the ProLegal corporate logo, which consists of a black square with a white stylized 'P' and the word "ProLegal" in a bold, black, sans-serif font.

ProLegal corporate logo

exposure liability matters.

ProLegal Growth client terms are structured against practices attorneys frequently criticize in the legal marketing vendor category. Clients own their brand assets, website, accounts, and data outright. ProLegal Growth does not sell shared or resold leads and does not require firms to surrender ownership of the assets they are paying to build.

ProLegal was named No. 11 in the Legal Industry and No. 585 nationally on the 2026 Inc. 5000 list of fastest growing companies in America, on 615% three year revenue growth, and holds 2026 recognition on Inc. Best Workplaces in the Legal Industry.



The ProLegal icon logo used across digital platforms

ProLegal Growth has capped its 2026 founding cohort at 12 engagements. Firms can begin at <https://www.prolegal.com/growth>.

Babaian is the author of [Why Law Firm Brands Fail](https://www.amazon.com/Why-Law-Firm-Brands-Fail/dp/B0H46YNZKW), available at <https://www.amazon.com/Why-Law-Firm-Brands-Fail/dp/B0H46YNZKW>. Attorneys evaluating ProLegal Growth may request a complimentary copy at <https://www.prolegal.com/why-law-firm-brands-fail>.

## About ProLegal

ProLegal is a legal industry company headquartered in Glendale, California, delivering four core solutions: ProLegal Funding, ProLegal Rides, ProLegal Growth, and ProLegal Live. The company is actively expanding internationally into Canada, the United Kingdom, and Australia.

Frank Bravo

ProLegal

+1 818-650-2998

[email us here](#)

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