

Law Firm Web Design; Before & After

CASE STUDY



Overview

Law Firm Web Design Strategy

Top reasons law firms pursue a website redesign...

1. Your website design is out-of-date
2. Your site is not mobile-friendly
3. Conversions are way down
4. You recently updated your branding and/or logo
5. You're not ranking well on Google
6. Pages take too long to load

Before & After Case Study

Legal Web Design Beyond The Campaign

Clients looking for website redesign to...

- Increase conversions on page
- Increase leads
- Incorporate video
- Increase traffic
- Local SEO + Google My Business (GMB) boost

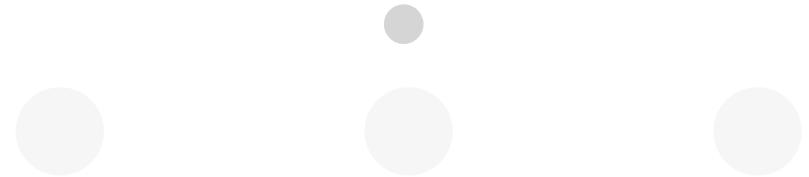
ENOUGH TALK... LET'S SEE THE RESULTS →



BEFORE

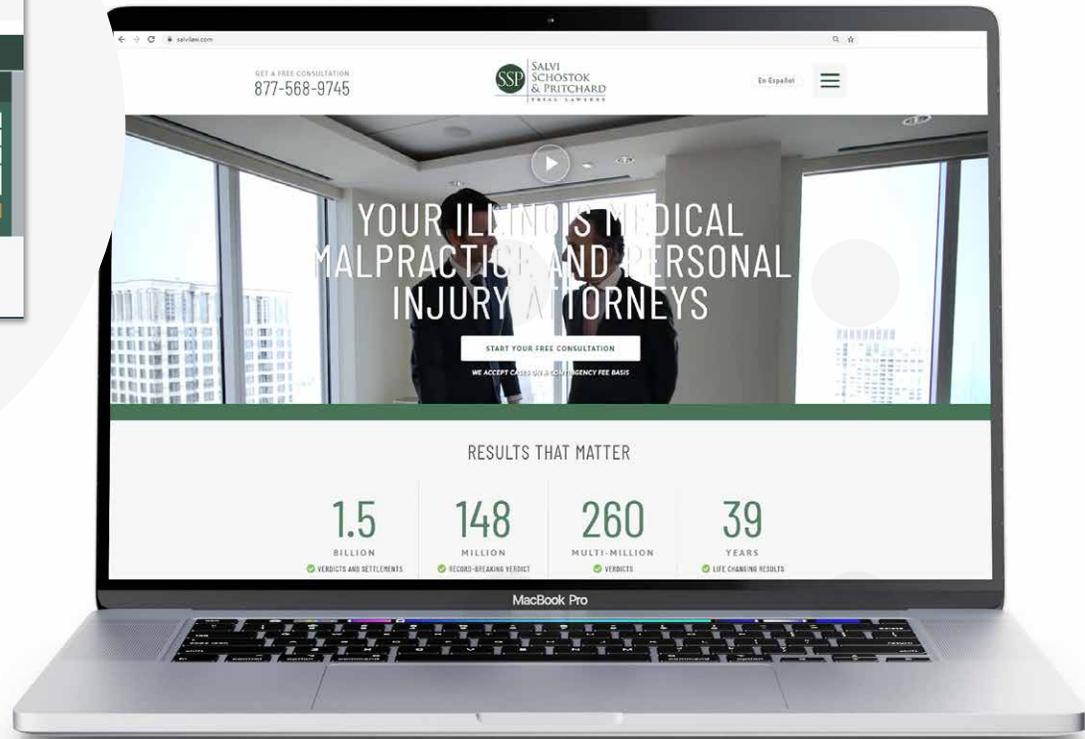


AFTER

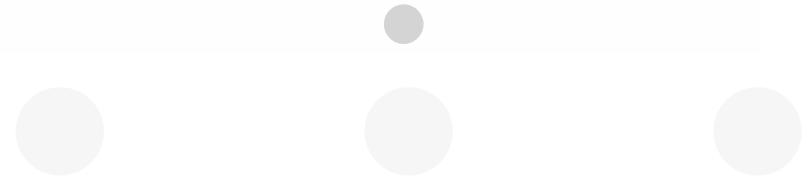




BEFORE

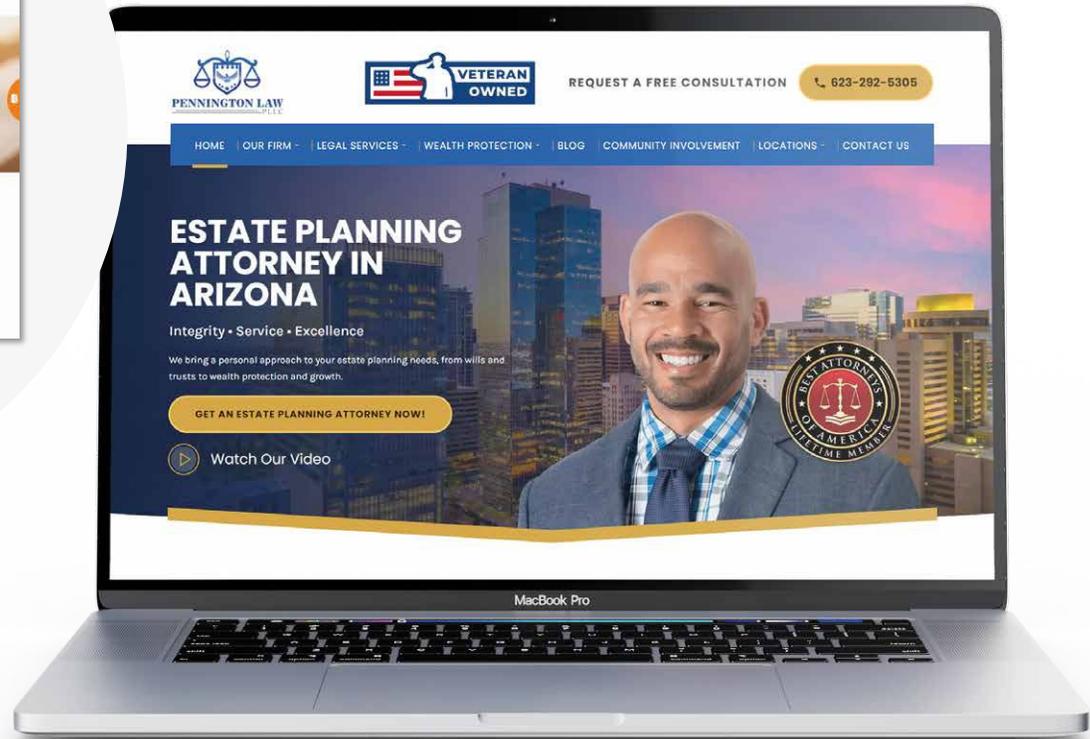


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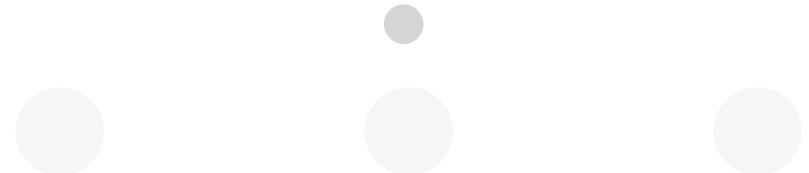




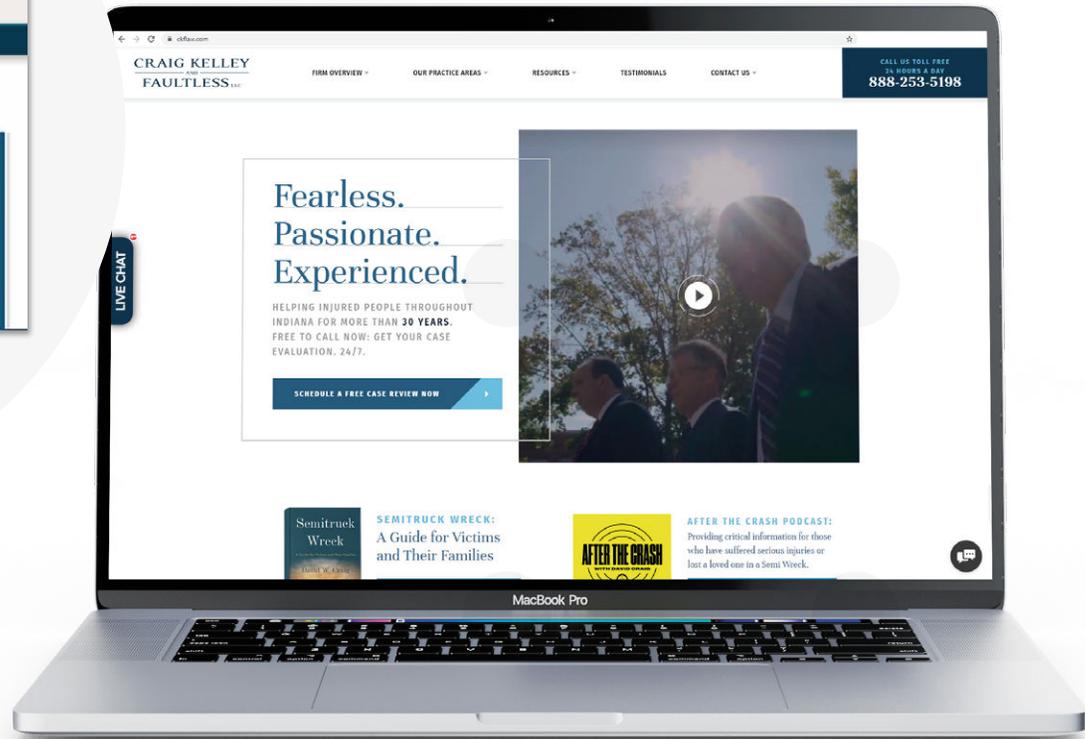
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AFTER



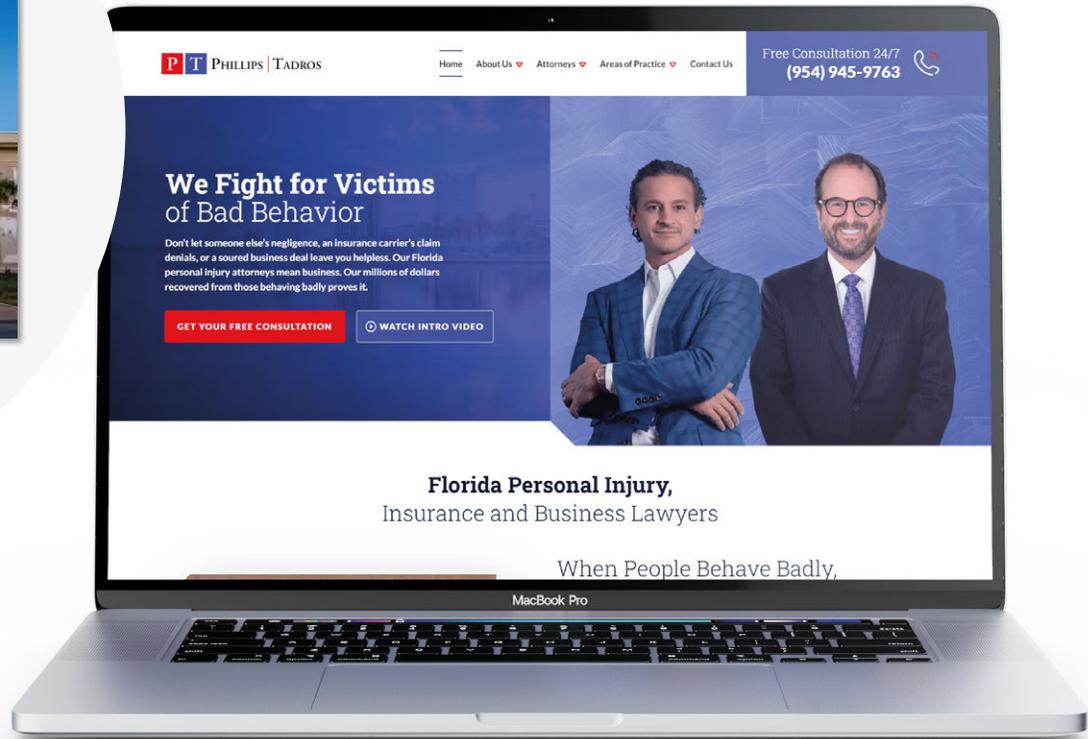
BEFORE



AFTER



BEFORE



AFTER



Design For Conversion

“It’s Not What Moves Us; It’s What Moves The Needle.”

A sleek design isn't everything; when it comes to law firm websites, Consultwebs aims for...

- Increased conversions on page
- Increase leads w/decreased CPL
- Keyword optimized, cornerstone content
- Increase traffic w/higher quality leads
- Deep integrity of structure & links
- Boosting Local SEO + Google My Business activity

ENOUGH TALK... LET'S SEE THE RESULTS →

Large Market Averages for Personal Injury

CONVERSIONS FROM GMB	AVERAGE COST PER CASE	AVERAGE COST PER LEAD	AVERAGE LEADS PER MONTH
+19%	\$2,742	\$113	139

90 DAYS POST LAUNCH

Mid-Size Market Averages for Personal Injury

CONVERSIONS
FROM GMB

+15%

AVERAGE
COST PER CASE

\$870

AVERAGE COST
PER LEAD

\$212

AVERAGE LEADS
PER MONTH

41

90 DAYS POST LAUNCH



Does Your Law Firm's Website Need An Update?

ASK THESE QUESTIONS...

- Are you happy with your website conversion rates?
- Is your website design more than four years old?
- Does your site function seamlessly across all devices?
- Have you recently updated your logo or branded assets?
- Is your site showing up for selected keyword searches?