WEB DESIGN

ALWAYS, SOMETIMES, NEVER...
ADVICE FOR LAW FIRM MARKETERS

consultwebs

How can a law firm find success with a quality website and intentional design? This resource contains some helpful tips, about best practices, and potential dangers to avoid, but shouldn't be considered an exhaustive strategy document.

ALWAYS

Best practices for Web design suggest that the following items are essential.

- **INCORPORATE GREAT PHOTOGRAPHY:**
Photography of your attorneys and team will go a long way in communicating your firm's culture and personality, which helps with trust. Great photography may include headshots and group shots of attorneys and staff, inside or in front of your building, as well as photos of interaction with clients, your office(s), and staff collaborating with each other.

- **UTILIZE RESPONSIVE DESIGN:**
More people today are browsing on their phones and tablets than on traditional desktops, so it's important that your firm's website is optimized to display correctly on mobile devices.

- **USE CALLS TO ACTION:**
Highly visible calls to action (CTAs) and firm contact information should be located in a prominent position on your website.

- **REDUCE CLUTTER AND USE RELEVANT CONTENT:**
By nature, people scan website pages, instead of reading all the text, so break up the text by adding multiple headings, imagery, lists and infographics. Using relevant content on pages and reducing clutter by breaking up text will allow for easy reading.

- **KEEP FORM FIELDS TO A MINIMUM:**
Forms with too many fields require too much effort from a visitor, so try to keep the required fields between three and four. Keep it simple for your prospect and have your intake team get the rest of the information you might need when you contact the client.

- **STREAMLINE FOR MOBILE DEVICES:**
Turn phone numbers into 'Tap to call' buttons and offer quick links to Google Maps or other "get directions" sources making it effortless for potential clients to reach you.

SOMETIMES

Some aspects of Web design make sense in certain situations. Below are examples of actions you may take, but should consider whether or not they fit with your firm's brand and strategy.

- **USE STOCK PHOTOS:**
  Often you should limit the use of stock photos and instead feature images of the firm's attorneys and staff to help convey trust to potential clients. In some cases, however, it may be appropriate to use stock photos to help illustrate concepts, for example on an auto accident page, or blog post about medical malpractice.

- **LIMIT ACCORDIONS AND HIDE/REVEAL FEATURES:**
  Use accordions or hide/reveal features to allow the viewer control of how much content they see at one time is good but can be overwhelming. Use these features sparingly, if the viewer wants to know more they can click and dive in deeper on their accord.

- **OFFER FREE RESOURCES:**
  Offering free resources such as newsletters, white papers or other valuable content can help your firm connect with your audience and capture leads. For best results, require an email address and name in order to download the content so that you can follow-up with the lead.

- **ADD VIDEO ELEMENTS:**
  Using video testimonials can help create trust in your firm with outside viewers. A nicely filmed, high resolution video with a past client can speak to future clients effiectly and with meaningfful messages about what they can expect from your firm.

- **INVITE FEEDBACK:**
  Sometimes it is great to get an outsider's opinion. If you have a client that says they chose your firm because of your website, find out why. Use of a marketing agency can help you further capitalize on this information and make your site that much better.

NEVER

There are some practices widely considered to be detrimental to law firm Web design. Below are some things we suggest you never do, with regards to your firm's Web design.

- **NEVER OVERWHELM WITH MESSAGES:**
  Keep content structured with clear headlines and supportive imagery. Loading up a page with text and too many messages will likely bore the viewer and keep them from finding the information they seek.

NEVER

- **NEVER HAVE A DIFFERENT BRAND ONLINE:**
  Your brand, including your voice and your messaging should be consistent across all platforms, from the sign on your door to the latest post on your Facebook page. Consistency is key.

- **NEVER HAVE DEAD LINKS ON YOUR WEBSITE:**
  Everything on your site should be functioning properly. Your future clients will appreciate a great user experience more than you know.

- **NEVER BE TOO "FLASHY":**
  Using over-the-top flash animation, moving text, blinking or fancy cursors or music does not depict a professional law firm website.

We hope you find this resource helpful in your efforts to get a better return from your firm's investment in onine marketing. If you have any questions about this guide, or other activities related to Web marketing, our team at Consultwebs would be happy to speak with you. Since 1999, we've been helping law firms and clients connect. Contact us today at **getmore@consultwebs.com**, or call **800-872-6590**.