

YOU HAVE 3 SECONDS TO CREATE AN IMPRESSION FROM YOUR WEBSITE

Attorneys need to make sure their site attracts
the right kind of traffic



TRANSFORMATIONAL
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3 Mistakes Attorneys Make when Designing their Website

Having a website for your law firm is one of the most important things you can do when it comes to marketing. Unfortunately, just having a website is no longer enough – it needs to be a quality site that offers potential clients an appealing experience. In many cases, your site will be the first impression clients have of you, so it is important you make sure that impression is one that makes you proud.



Too often, law firms use a basic site that features standard images and content. Attorneys assume this is enough to get them an online presence and instead of investing time and money in a quality site, they focus on other aspects of their business. This is bad news and all too soon, those firms realize they are missing out on a valuable opportunity to grow their business.



Are you wondering if your website is letting you down? Are you concerned the site you paid for is not doing all it can for your website? Often, the problem began when the site was in development. If you are an attorney with a website making any of these mistakes, you are wasting one of your most valuable marketing opportunities:

1 Navigation

Navigation is one of the most important features of your site and one of the biggest mistakes attorneys make when designing their sites. If potential clients find your site difficult to navigate they will go elsewhere to find the information they need.

Nobody wants to spend hours searching your website looking for information, only to feel frustrated and just as uneducated as when they arrived. This discourages potential clients and increases click-through rates. The simple fact is people just don't stick around when your site has bad navigation. There are too many other options.



Also keep in mind content is about more than the written word. Include photos and videos on your site to help clients feel even more familiar with your staff and experience.

TRENDS 2016



Up-to-Date

The final mistake attorneys make when it comes to designing their site? They fail to keep up with the market and with competition.

Nowadays, you need a site that is accessible no matter the device by which it is accessed. Many of your clients will find you using their phones or tablets – which mean your site needs to look good on all of these devices. If you have not yet incorporated responsive design, now is the time.

The same goes for design features. Simple, content-focused design is the way to go, but many attorneys are still using bells and whistles from a decade ago on their site. If it's been several years since you have undergone a site audit and updated your site, you need to put this on the agenda as soon as possible. Site visitors equate an outdated site to out-of-touch legal support, which is the last message you want to send about your firm. Unless your site says "this is a competent, in-touch, experienced law firm," it is failing and it is time to make an update.



Are you concerned your firm's website design is outdated or hasn't achieved your marketing goals? Can you honestly say your website is an accurate representation of your firm? If your answer to either of these questions is "no," we can help. Contact us to learn more about attorney website design and how we can help you make your website your most powerful marketing tool.

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