

The Four P's to Create Websites that Attract Clients

Nearly 40% of all law firms don't have websites. Only one third are optimized for mobile traffic as well. And only 35% have been updated in the past three years. And yet most consumers research buying decisions online.

Overview

Statistics indicate people search for law firms, big and small, online. And yet, data proves that law firms are woefully unprepared for handling these prospects. Not only are they not optimized for mobile traffic, but 70% don't have a call-to-action that sparks a prospect to complete information so you have their name, number, and general inquiry. 68% don't have an email address on the site, in case someone wants to ask questions online.

In other words, law firms are missing an opportunity.



More than 35% of people start the search for an attorney online.

Purpose

A website needs a strategy — something for your users to do and information on who you are and what you do.

Who are you?

You can include verbatim what sets your firm apart, probably your mission and value statements, but at the end of the day people need to understand what your law firm does and how to engage with you.

What cases do you accept? Do you handle jury trials? Does your firm have a specialty, like intellectual property? What sets you apart from other law firms? These are all questions that need answering.

Stories and successes

Stories are powerful. For law firms, you may have issues around privacy, but even then there are ways to share stories without impacting clients. You can leave names out and still provide general details of the trial or the service to showcase how your firm is acting on its values.

Use video when you can. It increases engagement and improves search engine optimization (SEO).

How to contact and hire lawyers

At the end of the day, you want people who need a lawyer to be able to get one. It's important you include a way to contact you.

Include the following:

- Email address
- Phone number
- Form to contact you with a specific question

If you can, provide information about when people can expect to hear from you.

These are the things that help prospects — potential clients — as well as help your firm attain revenue.

Google will punish your website if it's not mobile-friendly.
That means clients may not be able to find you.



People

When clients come to you, chances are good they're in a bad place, even if you're not a trial attorney.

Write with your audience in mind

Your attorneys and partners know the law inside and out. They know the forms that need to be filed, and understand the laws put in place. They may know it all ... but your clients don't.

It's vital and tricky to write with your audience in mind. You can't use jargon and yet need to let them know you know what you're doing.

Because of the services you're providing, they probably want to know information about your company's partners or main attorneys. They may want to understand cases they've argued before. They'll probably want to know clients. And they'll definitely want to know how you've helped, including how many cases you've won and how your specialty relates to their case.



Your main job is to reassure your client.



Plan

Make it easy-to-use and easy to navigate

When thinking of how to organize content, don't be creative. Instead, focus on conveying important information. Often, these are the sections provided for a law firm: About Us, Contact Us, Services and Pricing.

Pricing usually makes people nervous. It's understandable. If your law firm bills by the hour, rather than value pricing, you may want to list what you charge per hour and provide information on how it works. If your firm uses value pricing, provide the usual rate and list what that price includes.

Create clear calls-to-action

A call to action is the primary thing you want people to do on each page. For example, you probably want people to contact you so you can determine whether you want to accept their case. Making it easy to contact you, making it the call to action on each page, ensures they will.

Make it responsive

Because more than 50% of people are using their smartphones and tablets to look at your website, you'll want to make your page responsive. Some people wonder about responsive versus creating a mobile app. Mobile apps are great for things to do while in the mobile app. Responsive is an easy and cheaper way, usually, to ensure your website displays on myriad screens and sizes.

In fact, you'll probably want to make your website responsive even if you do have a mobile app to ensure your website will be used correctly, no matter the browser or device.

Add social media

Social media, like LinkedIn, should be located on your site. In fact, you should have a presence in every major social media channel where it makes sense. More likely than not, people want to learn about the lawyers in your firm, especially the ones who'll be helping them. They'll want to know law schools, cases and success rates -- if they exist. They'll want to see pictures, especially for cases that are more personal in nature. The more success metrics, the better. They need to trust you even before they meet you.

Personalization

When you can, enable personalization so you can target specific audiences with a single message.

A photograph of a man in a light-colored shirt standing and pointing at a whiteboard in a meeting room. Several people are seated around a table, looking towards the whiteboard. The room has a wall made of horizontal wooden planks. The word "Promote" is overlaid in large white text on the left side of the image.

Promote

Ensure technology exists for promotion

- Social media – Facebook, LinkedIn, Twitter, Pinterest, Instagram, Snapchat
- Emails
- Newsletters
- Blasts
- Blogs like WordPress

Your marketing team will need these and more created, including links to events, programs, and other materials. Ensure they have everything set up to make that promotion easy.

Review performance – use analytics

See how your website is performing. Review bounce rate -- the rate at which people bounce away from your website -- to see views, visitors, and which content or pages are resonating.

Perform search engine optimization

Refine the words you use in your website to attract donors. By using the words your constituents and donors use, you'll increase people coming to our site and increasing donations.