

Website Design

Frequently Asked Questions

1. How can having a website help my law firm?

81% of internet users look for information online for a service they are thinking of buying. [Princeton Survey Research Associates Intl](#) Many of these people need exactly what your firm offers. They just need to know where to find you online. Web users are prime prospects because they have already pre-qualified themselves by querying keywords that led them directly to you.

Don't miss an opportunity. According to an *American Bar Association Technology Survey*, only 40% of solo practitioners and 65% of small law firms have an established Web presence. Your website should act as a permanent and easily accessible advertisement and source of information about your practice as well as a platform for all of your online marketing activities.

2. What are some basic design rules for building a successful law firm site?

There are many diverse opinions on how to design and build an effective law firm website. At LawClick, our approach is driven by user preferences and behavioral research. The following are key considerations when deploying your website:

- Create and market your [unique brand](#).
- Provide user friendly and clear navigation; see [Key features of a good website navigation system](#).
- Website text must be written for optimum consumption.
 - **79 percent** of Web users scan rather than read
 - Users scan to “**hot content**”, see [How to Use the F-Pattern Correctly](#)
 - The [average page visit lasts approximately 30 seconds](#)
 - Web text should employ **highlighted keywords, meaningful sub-headings, one idea per paragraph, the inverted pyramid style** and **half the word count of conventional writing**
- Create dialogue with your web visitors
- Remember, *your credibility* is a decisive factor
- Position yourself as **important, confident and a leader**

3. How valuable are client testimonials on my website?

When done right, testimonials can be a strong ally in **establishing the credibility of your firm**. When done wrong, they can actually do more harm than good. They can be the next best thing to a direct referral and can give your potential customers the reassurance that your products and services are really worth considering. [Opinion Research Corp](#) reported that *84% of Americans say online customer evaluations influence their decisions about whether to purchase products or services. April 2009*

At LawClick, we have a proven process that gets results. **We individually interview each client**. One of our prime objectives is to document a diversity of benefits. We only include testimonials from people who are comfortable with the level of personal detail we intend to provide. Other important notes include:

- **Third party endorsements carry more weight** than anything you say about yourself

- Testimonials must be **authentic** to be believable
- Testimonials must be **specific** to give prospective consumers a reason to care about them
- Testimonials must be obtained from a **diverse audience** to ensure a large consumer base can relate to them
- The best testimonials are simple and straightforward

4. How much should my law firm website cost?

Truly, a better question is what are the goals of your website? What role will your website play in prospect lead generation?

There are firms that see an opportunity to create a virtual storefront that functions as a lead generation and prospect conversion tool. They have discovered that the Internet is an excellent source of new clients and new referrals sources. These custom sites typically include video, a blog, a client intake form, contact form integration, link building, and other features designed not only to help the website get found online, but to convert visitor traffic into consults and clients.

Custom websites start at \$4,000 with a multiplicity of options.

5. Can I contribute and reduce the over-all cost of my website?

Yes. Most attorneys are excellent writers and we encourage them to get involved if they have desire to do so. As mentioned previously, writing for a web audience is much different than conventional writing. We assist our attorneys through our professional editors who are all senior copywriters with extensive Internet experience.

6. What if my law firm already has a website?

Many of our clients have Websites when we began working with them. LawClick has its own [Website Report Card](#) we use to evaluate 10 key areas including search engine optimization (SEO). Likewise, if you need redesign assistance or a site refresh, our talented design team is available to address your unique needs.

7. How do prospects for my law firm find my website online?

There are **two basic ways to generate visitor traffic** to your site. **Both are initiated by a user search.**

The first is through **search engine optimization (SEO)**. Here Internet users perform keyword searches for information, services and/or a products, etc. A search engine returns a list of “organic” web links that match the search criteria. Users then “click on a link/description that best matches their interest.

Second, **pay per click advertising** can be employed to generate site traffic. Here, paid ads, seeded with keywords, are placed on search engines. These ads are commonly found above the “organic” page content and within the right page margin. Users are pushed to your website when they “click” on one of your ads.