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by ProfitSolv

Essential Features Every Legal Website Needs to Have

Gone are the days when you could rely on word-of-mouth recommendations and phone books to land clients. In this digital age, more businesses rely on virtual impressions, and law firms are no exception.

By the time you meet with a prospective client, they will have already looked over your website—as well as scanned your social media presence and read your Google reviews—and decided whether or not they will work with you.

But prosecutors and programmers have very different skills. Make sure your website has all the right elements to help **capture leads** and makes the right impression from the very first click.

Benefits of a well-designed legal website

Like a New York Times best-selling book cover in literary marketing, the look and functionality of your website is one of the main marketing tools your business has. It's worth investing in a professional website that's tailored to your field, instead of trying to fit your brand into an out-of-the-box DIY template.

A great website allows you to:

Gain exposure.

Like most of us, your prospective clients go online when seeking services. If you don't have a solid website, you are missing out on the opportunity to reach the widest possible audience. (And when you include search engine optimization strategies, you can deploy targeted keywords to hone in on your practice areas and ideal clients.)

Leave a lasting impression.

Everything from the colors, font, and layout of your website makes a difference in the impression you give your visitors. One bad choice, such as an oversized or badly placed logo, can present your firm as unprofessional.

Convert prospects to clients.

Built-in contact forms and good copywriting are simple ways to make a huge difference in your sales funnel. With well-implemented conversion strategies, you can watch as visitors turn into leads—and eventually clients.

Share your knowledge.

Adding a blog to your website gives you the opportunity to increase your search engine results, but it can also help you educate your clientele. Informative articles or videos are a great way to answer common questions about your area of the law and build trust with your audience.

Offer greater convenience.

If a prospective client has to dig around to find contact information or information on practice areas, they may walk away and look for an easier option. Websites designed with the user in mind can make the difference between landing a new client and losing one to a competitor.

Website design features to include in your law firm's website

If you want to get the most out of your website, you'll need to make sure that it has the right features. It's not enough to just choose a generic website template, attempt to fit your brand into it, and assume that the leads will come rolling in.

A thoughtful design is key to website success, and professional web design services can make sure that you have all of the elements you need.

User-friendly layout and design

Your website should be easy to use. Otherwise, your visitors will close the tab and move on to the next law firm.

Not only do you need to make sure that the layout allows for easy navigation, but you also need to ensure that the design is responsive enough to adapt to different screens and platforms. This is especially important, as users increasingly access the internet from their phones and tablets.

In addition, your web designer should optimize your website's load times. Studies show that if a visitor has to wait longer than four seconds to load a website, they will **typically abandon it**.
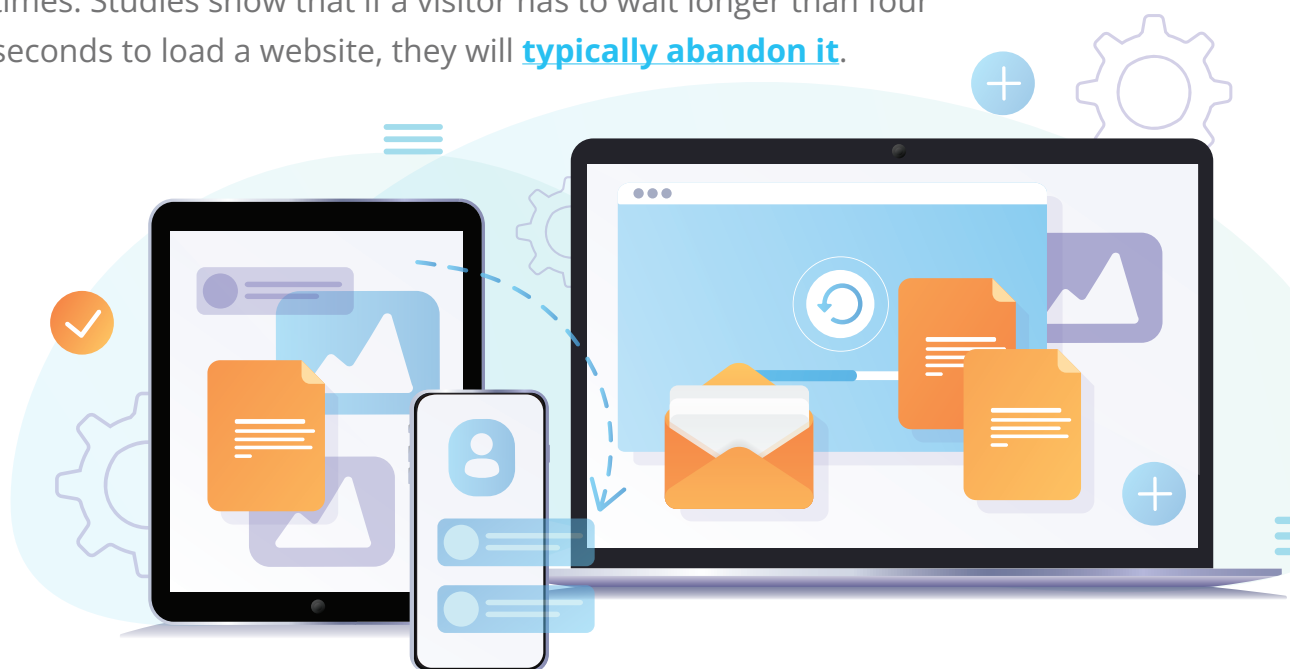
Excellent copywriting

The words on your website matter as much as the design—which is where law firm copywriting comes into play. While all the copywriting on your site matters, it's especially important to focus on high-value pages like:

- Home page
- Practice area and service pages
- Attorney bios

To ensure high quality copywriting, consider working with a law firm copywriting agency that can decrease the work that your firm needs to keep content flowing on your site. Another time-saving option is picking a website design provider that can offer pre-written content for your firm. This content can be tweaked and tailored to align with your law firm's branding to ensure a consistent experience—without eating up billable hours.

SEO to increase reach

Search engine optimization (SEO) is crucial for getting your website in front of the right people. Every time someone uses a search engine to find "lawyers near me," for example, search engines sift through the results and present them with the best, most relevant websites.

If you enhance your SEO using the latest best practices—such as long-tail keywords with local cities to make sure you are visible to those in your geographic region—you can move your website to the top of the search engine results page (SERP).

There are numerous SEO tactics to deploy for your law firm, but they can be broken down into a few useful categories:

On-page SEO
- Keywords on blogs, practice area pages, and other pages
- Image optimization
- Linking strategies
- Meta data
- URL structures

Off-page SEO
- Backlinks
- Guest posting
- Listings
- Social signals
- PR

Technical SEO
- Security
- Site speed
- Indexation
- UX
- Schema

Intuitive contact forms to generate leads

You shouldn't just throw a contact form on your website and call it good. It needs to be thoughtfully designed so that visitors will use it.

An intuitive and smart design can save users from having to fill out pointless fields. It can also help you capture the data that is most important to your sales funnel, especially when it is connected to your legal practice management software.

The placement of your inquiry form is equally important as its content and design. Keeping it hidden away on a special contact page, for example, likely isn't sufficient. Instead, consider an attention-grabbing form that pops up as soon as visitors navigate to your site.

Up-to-date bios for practicing attorneys

If your biography or headshot hasn't been **updated on your website** since you passed the bar exam, it's time to show that section a little love. You owe it to yourself and future clients to make sure it reflects your latest accomplishments.

This is also the part where you want to make sure that the website features your current practice areas and personnel. If you no longer work in family law, you'll want to remove any traces of that from your website. If an attorney has left the firm, their bio page should also be removed.

Clear CTAs to direct visitors in the next steps

A compelling call-to-action (CTA) may be the only thing that convinces a visitor to actually hit the "submit" button on the contact form.

It may seem like the next steps are obvious enough, but sometimes visitors need that extra nudge to pick up the phone or fill out your contact form. Including these CTAs in dynamic headers is one of the most effective methods for grabbing a visitor's attention and guiding them through your sales funnel.

CALL TO ACTION

Effortlessly transform your outdated legal website with CosmoLex Websites

Adding all of these upgrades to your website doesn't have to cost you more time and money. When you use ComsoLex, you can upgrade your plan to create a website designed with your legal practice in mind, with industry marketing strategy as part of the package. Features of CosmoLex Websites include:

- Modern responsive design
- Engaging pre-written content
- SEO tools
- Client convenience features
- Secure and compliant hosting

Sign up for a free demo today to learn how you can create a law firm website that stands out.