

Your Law Firm's Four-Point Website CHECKLIST



Your website may have the best color scheme, layout, and graphics, but is it readable and user-friendly, or secure? If not, you could lose visitors faster than 10G Wi-Fi.

Fortunately, we've got a simple checklist to evaluate your law firm's site. To get the most out of your digital marketing investment, your website should meet these standards:

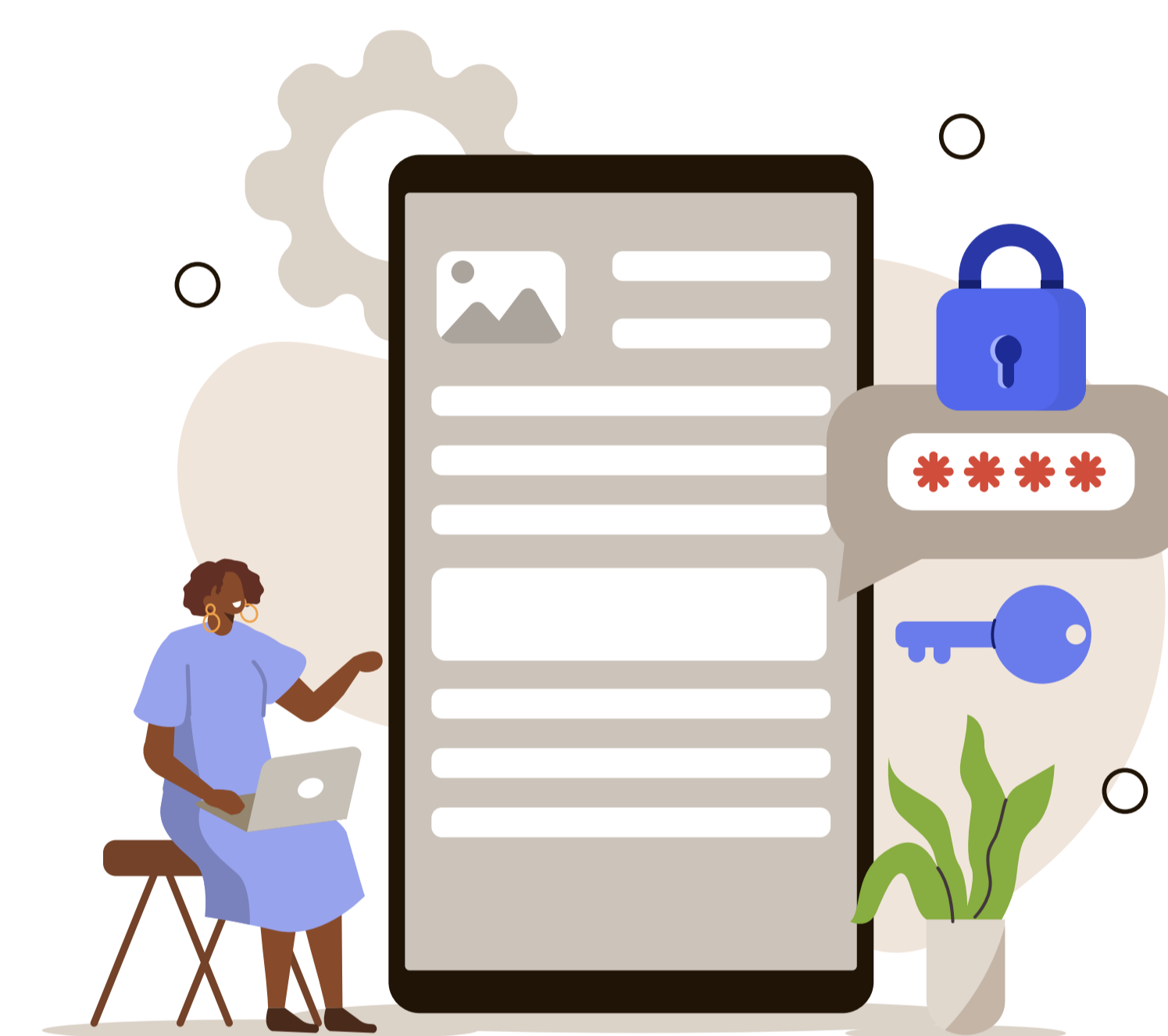
Is the site secure for users and their data?

Not only does enhanced security give your visitors more peace of mind, but it also improves search engine optimization (SEO). You can check your website's security by checking for an "S" at the end of the HTTP. It may also depict a lock symbol. If neither is visible, you can secure the sight by obtaining a Secure Socket Layer (SSL) Certificate.



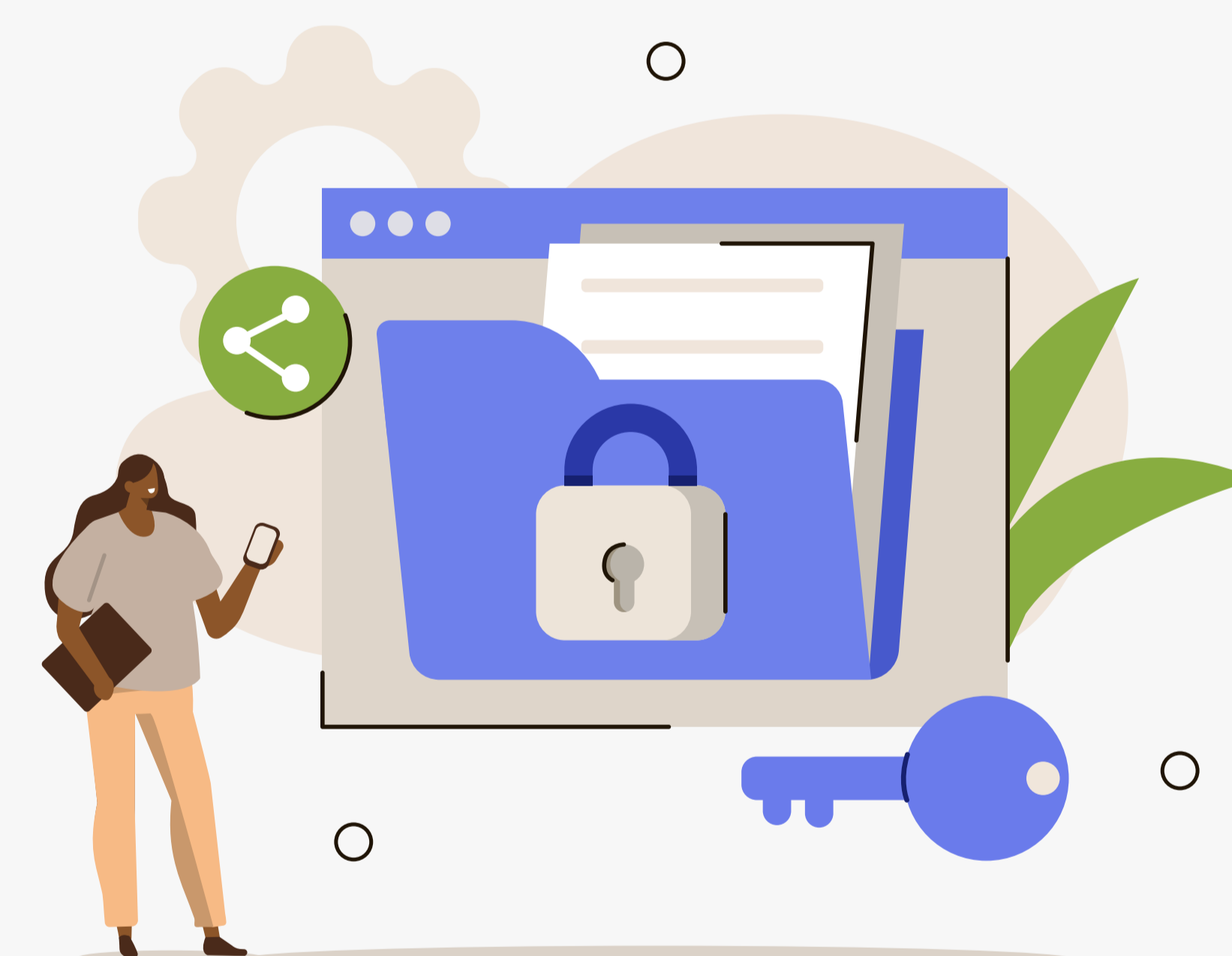
Can users easily view the website from their mobile devices?

Mobile-friendly websites are essential for potential clients searching from their smartphones and tablets. (And there are a lot of them!) For a user-friendly design, the site should fit any device screen perfectly without requiring pinching or expansion.



Have you registered with business directory sites?

Law firms that registered their website with at least five business directories have better SEO, especially among mobile users. Google, Yelp, and Facebook are a few popular options.



Does your website engage visitors?

Blogs, educational videos, checklists, and payment portals are all great ways to keep people engaged and active on your site. These resources should be focused on delivering value. When done right, they are crucial to getting shares and returning visitors.



If your website doesn't tick all these boxes, it could be time for an update. CosmoLex simplifies setting up a **customized law firm website** that integrates perfectly into legal practice management software. **Request a demo** to see how CosmoLex Websites can make a difference in your firm.