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by √profitsolv

5 Best Practices for Law Firm Websites

Learn about how CosmoLex can build a website
that allows your firm to deliver top-notch service
from the first touch.

Prospective clients often judge a law firm by its website. As the public face of your organization, you want it to present you and your services as capable, experienced, and modern.

But your law firm's website is more than its visual appeal. Law firm websites must:
- Engage visitors with valuable content
- Support findability online
- Support a positive client experience with access to client convenience tools
- Uphold law firm compliance requirements

Law firm websites need to do a lot of things, and if these elements aren't in place, your site won't set you apart from the competition—or even allow you to compete.

If you're ready to build or revamp your law firm's website, here are five essential law firm website best practices to follow that will maximize your results.

How your law firm's website impacts your bottom line

Your website is one of the most impactful tools in your marketing toolbox. For most businesses—law firms included—websites see more activity than social media, content marketing, email marketing, and traditional channels combined.

With a well-designed website, your law firm can:

Increase visibility and accessibility

Having a website makes your business accessible to a global audience. It allows you to reach potential customers who might not have discovered your business through traditional means. This expanded reach can lead to increased sales and revenue.

And unlike a physical office with limited operating hours, a website is available 24/7. This means clients can schedule consultations, send documentation, pay invoices, and ask questions at any time, even outside of regular business hours. This constant availability can lead to a higher volume of leads—and conversions, too.

Build greater trust and credibility

From a clean layout to valuable content, a high-quality website can enhance your law firm's credibility and trustworthiness

with both current and prospective clients. Positive perceptions of your firm lead to increased client loyalty and higher conversion rates, both of which improve your bottom line.

Improve processes

Think of your website as a (silent) team member, because it is! Your website can facilitate many valuable business activities for your practice, including:

Lead generation

Client communication

Appointment scheduling

Client document sharing

Payments

To be truly impactful, though, your website should connect with your practice management software, legal client-relationship management tools, payment processor, and more. By integrating your website with these tools,

you can reduce the administrative work required to run your practice, leaving more time for billable hours.

Differentiates your practice from competitors

Providing a great website experience to visitors does more than create a positive impression with potential clients. It helps you stand apart from your competitors. You can maximize your results by:

Establishing clear branding

Highlighting your firm's value proposition

Leveraging social proof like testimonials on your site

Using your firm's story to create a compelling narrative

Integrating valuable client convenient tools like client portals, chatbots, and payment links on your site

Five best practices for your law firm's website

You don't have to be a marketing or web design professional to have a great website. All you need to do is implement key web design best practices. Here are five that will help you get the results you want out of your site.

1. Use a clean, modern design

Your website is the first impression many potential clients will have of your firm. They'll use that impression to decide whether to leave their contact information or use your services. Therefore, having a clean, modern design that looks and feels inviting is key to engaging prospective clients.

If your website has an outdated design or old information, your visitors may be wary of filling out contact forms or worry that your firm is behind the times. A modern design indicates that your website is up-to-date and so is your firm, presenting an image of trustworthiness.

Visitors who have a responsive, user-friendly experience when they view your site on mobile devices can quickly perceive that you care about your clients. It also ensures they can access all the information you've made available and use critical features like your contact form.

2. Create convincing content

When potential clients find themselves clicking through to your website, it's likely because they have a legal matter they need help with. In times like these, people want to work with someone knowledgeable and reputable who will listen to their goals and help them win their case. Your website should convince them yours is the right firm for the job.

Keys to convincing content

The first step to creating convincing content is to ensure it's written well. This means it's engaging, free of grammatical errors, and provides thorough answers to common legal questions in your practice area.

When you convey credibility and position yourself as the go-to source in your practice area, you put potential clients at ease. They'll feel that your firm understands their situation and can help. In addition to comprehensive, error-free content, explain to visitors why they need to hire a lawyer to help them resolve their legal matters instead of handling them alone.

Have you made this clear to your website visitors and explained the reasons why? This is a critical part of convincing clients to take action and contact your firm.

3. Focus on search engine optimization

Search engine optimization (SEO) is a set of methods for developing your website. It includes best practices regarding content, links, design, and accessibility

so that your website appears at the top of the search results when users search for related keywords.

Your law firm probably isn't the only one in your location practicing in your particular area. Search engine optimization helps you stand out among the competition by pushing your website up the search engine rankings so that it's more visible to those searching for the services you provide.

Many search engines like Google prioritize the user experience, so SEO can also help you craft a better website that resonates well with potential clients.

Quick SEO checklist
- Update your content so that it meets Google's E-E-A-T standards
- Publish new content regularly
- Ensure responsive design that works on all devices
- Optimize images and any widgets on your website so site speed doesn't suffer
- Include helpful, high-quality internal and external links
- Check that all features of your website are accessible

SEO provides multiple benefits for law firms that take the time to focus on it. (If you don't have time, turn to an expert.)

4. Include client convenience tools

Build your firm's website with client convenience in mind. You want to ensure that everyone who visits your website has a positive experience: one that puts them at ease and helps them quickly get through to you to book your services. One of the easiest ways to do this is to create a contact page and form for potential clients to fill out. This lets you capture client interest right away and gives visitors a convenient way to get their questions answered, especially when you use legal-specific client relationship management (CRM) software that helps automate responses and marketing efforts.

You can also consider adding a live chat tool to your website so that your office staff can answer queries from potential clients in real-time. You can use this feature to explain your services, direct visitors to helpful content, or encourage them to book a consultation.

Finally, if you have a client portal you use to communicate with clients, share documents, and send invoices, link to it on your firm's website. While this is not a marketing tool, it improves the client experience by making it convenient for your clients to access the information they need at a moment's notice.

When your clients are satisfied, they're more likely to recommend your services to others.

5. Choose safe and compliant hosting

This isn't a flashy part of the process, but up-to-date security features are a must.

A high-quality hosting package provides your firm with two major benefits. First, it ensures that your website experiences minimal downtime, so you never have to worry about visitors not seeing your content when searching for a lawyer in your practice area. This also boosts your SEO and allows you to hold on to your high rankings.

Second, secure hosting enables your law firm to comply with all regulatory requirements and laws regarding data privacy and security. You have a legal obligation to protect sensitive data from falling into the hands of bad actors, and you must meet this expectation in all aspects of your firm—including your website.

Use the legal-specific web designer that does it all: CosmoLex

Your website is not a separate entity from your firm. It's a resource that educates potential clients and helps them understand how you can help them with their legal matters. It's in your best interest to make sure that it's as clean, responsive, relevant, and convenient as it can be.

It's wise to go with a legal-specific web designer if you want a truly competitive website. Don't sacrifice speed for quality by using a solution that doesn't cater to your needs as a law firm.

Fortunately, CosmoLex Websites delivers both.

Schedule a demo today to learn more about how CosmoLex can build a website that allows your firm to deliver top-notch service from the first touch.