

# Six Must-Have Features for a Successful Law Firm Website

Is your law firm delivering the return on investment (ROI) it should? Create a website that puts your firm on the map, builds relationships with clients, and increases profits with this checklist: six must-have features for a successful law firm website.



## 1 User-friendly design

A website should be intuitive for users. Marks of a user-friendly website include:



**Intuitive menu structures and navigation**



**Easy-to-find forms and contact information**



**Clear calls to action (CTAs) that encourage the audience to take an action**

## 2 Robust security features

Lawyers must follow strict security standards to protect sensitive client information and remain compliant. Ensure that your law firm's website hosting offers:



**Bank-grade SSL security**



**4-layer spam protection**



**Continuous backups**



**SSAE SOC 2 compliant servers**

## 3 Mobile optimization

Nearly 93% of internet users access the internet with a cellphone. Meet clients where they're at and make sure your website's design looks and operates as well on mobile as it does on a desktop. Features of good mobile optimization include:

- Responsive design
- Fast-loading media
- Compatibility across devices
- Optimized forms and CTAs



## 4 Client convenience tools

Clients visit websites expecting certain experiences. Deliver what they're looking for with integrated client convenience tools and features, including:

- A client portal to access information and invoices
- Online payments for easy and fast credit card payments
- A language translator tool to accommodate all client needs



## 5 Optimized website performance

To avoid high bounce rates, follow these strategies for enhanced performance:

- Make sure that your website loads in two seconds or less
- Create user-friendly forms that require the least amount of information possible
- Use high-quality images to give your website a polished, professional appearance



## 6 Create content that helps users

Providing valuable content to your target audience builds trust. Every single page should have convincing content that highlights your legal expertise.

It's recommended that the content be written by a team with experience in the legal optimization space to yield the highest return on content and optimization.

Include the following pages in your content so clients can find answers to questions they may have when deciding about a law firm.



### Team page

The team page outlines who works at your law firm. For each professional, be sure to include:



**A headshot**



**A brief bio about past work**



**Any accolades, awards, or successes**



### FAQs

Potential clients will have simple questions about your law firm. Save your time and theirs by providing a robust list of frequently asked questions (FAQs) to answer their questions without a phone call.

### Practice area pages

Highlight your legal expertise with practice area pages to educate your clients and help them understand the services offered. Additionally, they improve your SEO by including keywords that rank related to those areas.



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