

Checklist for a Client Focused Website

10 Questions to Ensure That Your Website Will Attract Clients



1. Are your clients described on your site?

Can your clients 'see' themselves anywhere on your site? Is there sufficient detail so that clients will read it and say, 'that's me'? Does your site include testimonials from representative clients, or case studies of typical matters you handle so that clients can see the kinds of people or businesses you represent?

2. Does your site accurately describe the legal problems/challenges faced by your clients?

More likely than not, your website gives a laundry list of practice areas. But does it talk about the specific problems your clients encounter, or the situation in which they find themselves at the time they're seeking your advice?

3. Does your site talk about your clients' problems in language your clients understand?

Or does your site sound like a bunch of legal gobblede-gook? Are the terms you use on your website the same terms your clients use to describe their problems or challenges? Use the 'mother/child test' – if you read your site to your mother or child, would he/she immediately understand it?

4. Is your site easy to navigate?

Are navigation buttons clearly labeled? Are they easy to find? Do navigation buttons look like buttons? Is there navigation available at both the top and bottom of your web pages? Is your contact information easy to find?

5. Is your site easy to read?

Are paragraphs and sentences short? Are key points highlighted or set apart from the rest of the text? Do you use headlines, bold type and spacing to give the eye a rest? Is your site easily skimmable?

6. Does your site provide valuable information to clients to keep them returning to your site?

Is your site a resource for your clients or merely an online brochure? Do you provide clients with information, resources, case updates, facts, new information that could affect their business, changes in the law that might affect them? The more relevant content that is on your site, the more clients will keep returning. You'll build credibility, loyalty and provide fodder for search engines.

7. Does your site establish you as an expert in your field?

Are there published articles on topics relevant to your clients' business, challenges or legal problems? Do you list seminars and speeches you've given on your practice areas? If this information is listed on your site, is it easy to find? Is it listed in an organized fashion, by date or by category? Does your site contain case studies or jury verdicts to demonstrate your expertise? Does it contain statistics, testimonials or other evidence of the results of working with you?

8. Does your site pass the 'so what' test?

Clients read everything with the "what's in it for me" mindset. To be really effective and grab clients' attention, you can't just describe your office, your practice areas and your attorneys' qualifications – you've got to answer the 'so what' - how do those things **benefit the client?**

Don't just say it – show it. If your site says that you're committed to learning the client's needs and understanding the client's business, you must demonstrate that on your site. Show that you know what your client's needs are by telling a story, providing a case study, or talking about your clients' businesses (in general terms) on your site.

9. Do you walk clients through your site and tell them what to do?

You wouldn't let a client wander around on their own in your office looking for an attorney's office, the restroom, the conference room or the coffee machine, so why let them wander around your website on their own? 'Signs' (navigation buttons) alone aren't enough. Give your client a tour and lead them through your site by providing suggestions about where to go next, or proposing an action step.

A client who gets lost, can't find what they're looking for, or doesn't know what to do next is just as likely to click away from your site as they are to go back to the navigation bar to look for something interesting to read on your site.

10. Does your site demonstrate the difference between you and your competitors?

Your site should be a reflection of your firm's personality. It should give prospects an idea what it will be like to work with you and highlight the benefits and advantages your firm provides. Clients are looking for people 'like' them, or people they can relate to. If your site is too 'flat' and clients can't get a good feel for the firm from it, they're likely to move on.



To learn about how I can help you build, grow and improve your practice, contact me at:

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