

2022

LAW FIRM WEBSITE CHECKLIST

Is your website ready for 2022?

This checklist highlights the core components of a high-functioning website for the new year and beyond.



PROVIDE A HIGH-QUALITY USER EXPERIENCE



- Familiar.** Make it easy for potential clients to use your website by using a structure they already know and like.



- Approachable.** Clearly outline your services and how you can help. Include robust attorney bios, an “About the Firm” page, and testimonials to help visitors get to know you.



- Actionable.** Provide multiple calls-to-action, clearly visible contact forms, and click-to-call phone numbers for visitors using mobile devices.



- Informative.** Potential clients visit law firm websites to learn more about their case or matter. Give them information that builds trust.

HIGHLIGHT YOUR BRAND & MESSAGE



- Educational.** The best law firm websites are clear, educational, and simple enough for the average consumer to digest.



- Straightforward.** Designs that distract from your branding and messaging lose visitor attention. Simple, professional designs are best.



- Demonstrative.** Reviews from happy former clients go a long way toward building confidence for web visitors.





ENSURE YOUR SITE IS FAST & MOBILE FRIENDLY



- Fast.** Site speed is important to Google and search engine optimization. If your site features heavy elements that cause it to load slowly, consider removing them.



- Responsive.** Whether someone visits your site from a laptop, smartphone, or tablet, make sure that your website performs well on any device.



- Secure.** Security builds trust. Your website should have a valid security certificate that is up-to-date and universally applied throughout your website.

Does your website check all the boxes? LawLytics makes it easy to attract new clients while taking the guesswork out of online success. To see LawLytics in action, [schedule a 20-minute interactive demo](#).