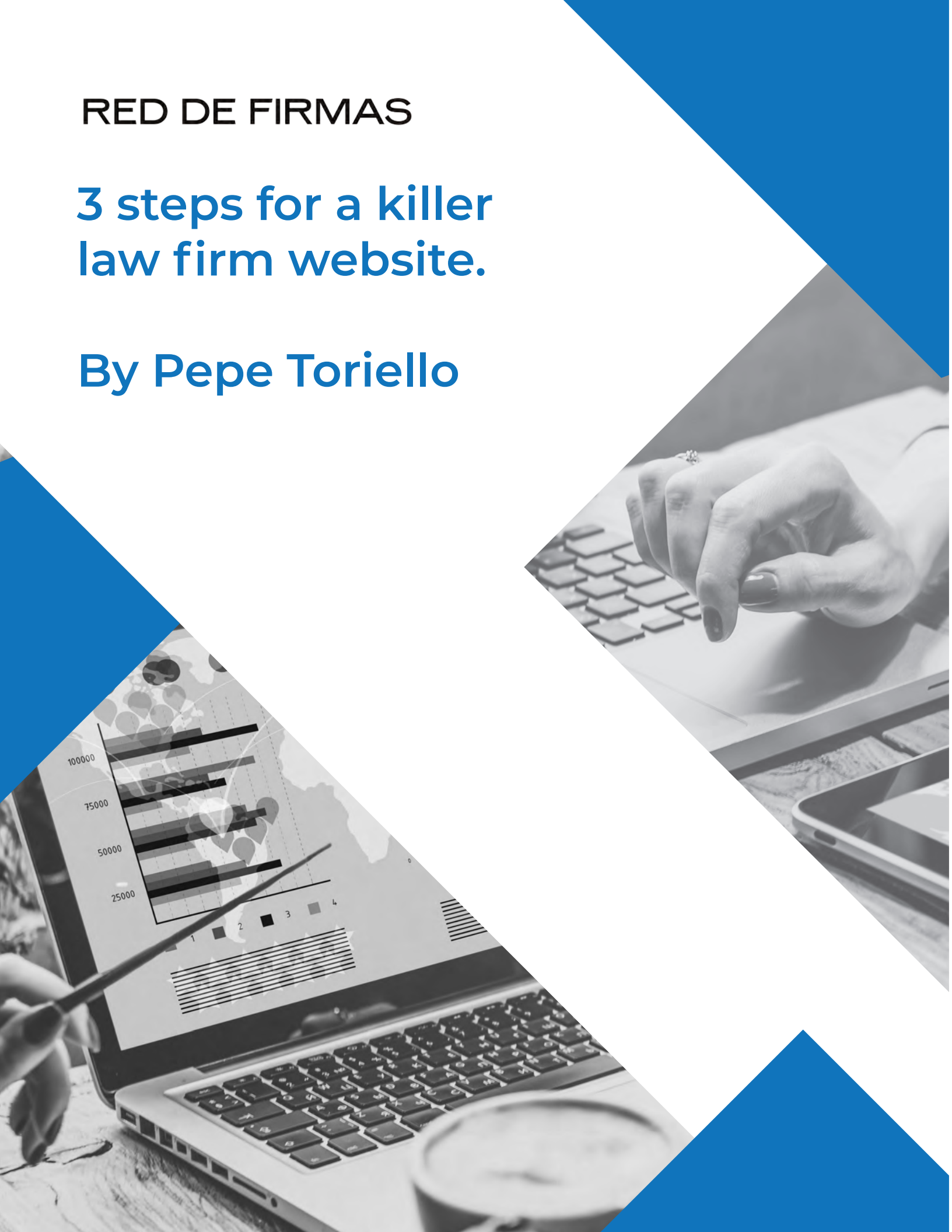


RED DE FIRMAS

3 steps for a killer  
law firm website.

By Pepe Toriello





## Have a great website

Your law firm website is one of the most important online assets. It is your virtual front door.

Keep in mind that your website needs to answer three main questions: Who you are, what you do, and how can you help.

The best websites are not necessarily the ones with the most refreshing design.

You can spend thousands of dollars to make it look super elegant.

However, if it is difficult to navigate or it fails to answer the three above questions in less than 7-seconds, it will be worthless.

A widespread mistake is to focus on the law firm's history and organization, without providing information on how they can help their audience.

Keep in mind the main marketing rule:

*"Your customers don't care about you or your services. They care about themselves and their needs."*

They do not care if your firm has 80+ years in the market or your vision. They want to know how you can help them and if you have experience in similar cases to be sure if they can trust you.

I'll give you a few tips on how you can make your law firm's website more attractive and easy to navigate.

## A. Focus on your client business: Keyword research

I am not going to get into too many details about keywords and SEO, because there are many free online trainings.

I recommend you check out Neil Patel's [SEO Made Simple: A Step-by-Step Guide](#).

However, I am going to explain it as simple as possible so you can get the main idea.

Then, focus on how you can use this information to improve your website.



### How Google works?

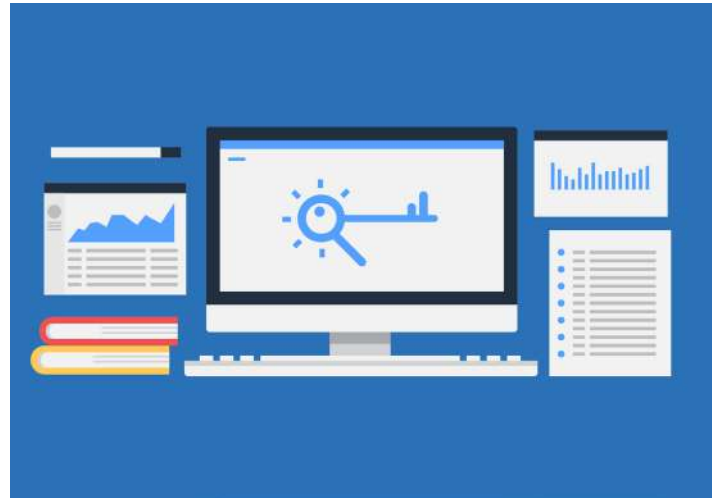
The power and reach of Google are so impressive that it even became a verb in the Oxford English Dictionary.

So, the trick to be found online is to think about how you look for information on the web.

Which words you use and how you 'ask' Google.

If you are interested in buying a new camera, you may type something like: "best camera for photography," "best camera 2019," or "best professional camera for beginners."

These are the keywords.



To explain this term, I like [Technopedia definition](#): "A keyword, in the context of search engine optimization, is a particular word or phrase that describes the contents of a Web page."

You need to include these keywords across your website for Google to know that the information contained in it will be relevant for the people looking for these words.

### Google search ranking

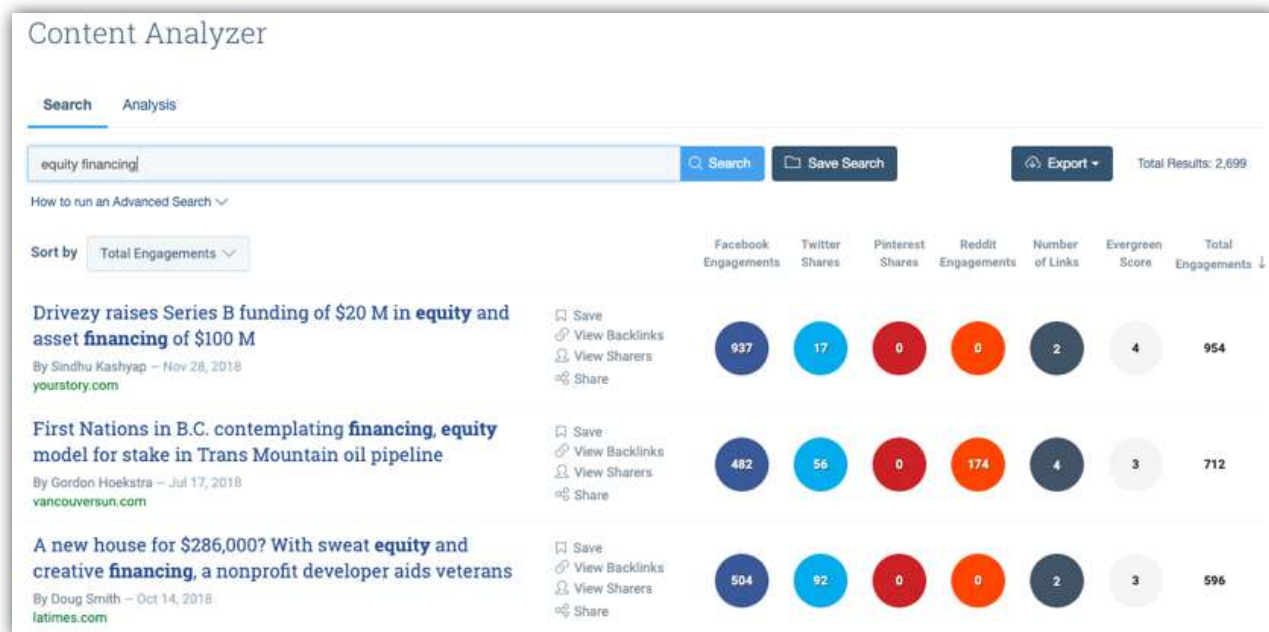
It takes quite some time for your website to rank in the first results for the keywords you would like to compete with.

However, it does not mean that doing keyword research is useless for your online marketing strategy.

On the contrary, you can use this information for your content to make it easier to find and, also, to find topics that your prospects will find interesting.

Remember that, if your audience likes your content, then Google will love it too.

So, let me give you three tips on how you can look for relevant keywords for your website SEO and content strategy:



### 1. Make a list of possible keywords

Put yourself in your client’s shoes and think about the last legal opinion or conference call you had. What were they asking for?

Make a list of the most common queries or issues in your niche.

### 2. Look at what is your competition doing.

Sometimes you can get much valuable information doing this research.

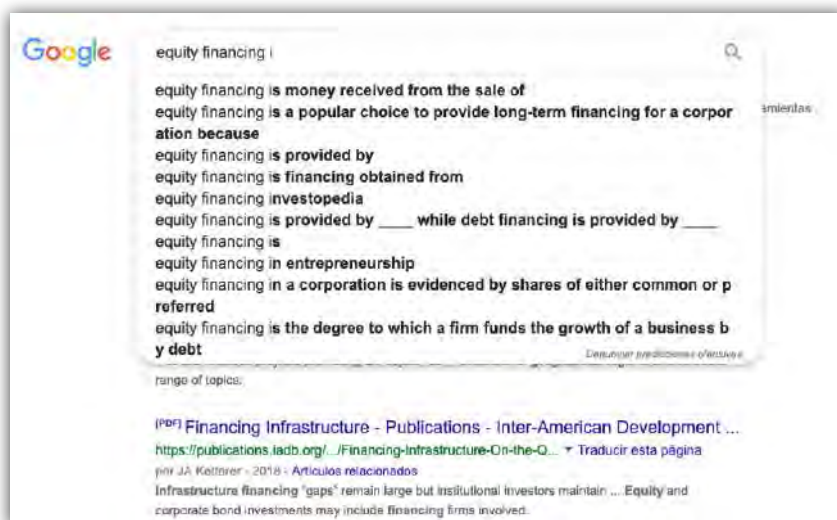
What are other firms talking about in their social media, blog, or conferences? Then use this information and look for it in [BuzzSumo](#) to find content that has been shared the most on social media channels.

Take for example “equity financing.”

### 3. Discover other related keywords.

Once you have a list of new long-tail keywords, write them in Google’s search bar. You will find how other people are looking for the same information.

For example, write down something like “equity finance i” Google is going to give you some other phrases you can use.



## B. Make your website easy to navigate

Have you ever been on a website and it is so damn difficult to understand what it's all about?

It is very annoying!

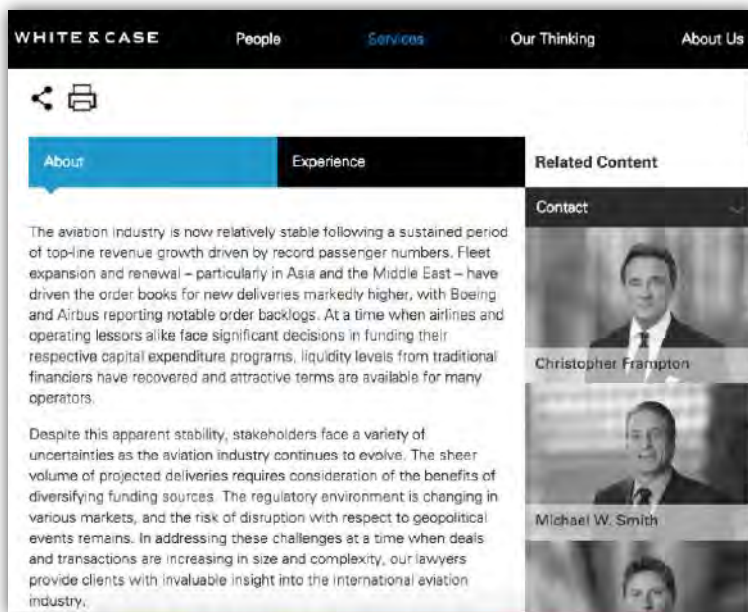
Just think about it. A prospect enters your website, or somebody else recommended your firm.

If they cannot find your contact information, it will be challenging for them to get in touch with you.

Another prevalent mistake is that they list all the practice areas, but they forget to provide contact information of the lawyers that work in each area.

Your website has to be very easy to navigate, and if you make it difficult for your visitors, they will never get in touch with you.

Many details can be used to make your website easier to navigate. However, I consider these are the basic and most important ones for your law firm:



*They start with a description of their practice areas and a summary of the current business environment.*

*Then they give you some examples of the most important transactions they have represented and the contact information of the partners in charge of each area.*

**1. A clear description of your practice areas** and give some examples of the transactions you have represented. People want to know if you have worked on similar cases than their own.

**2. Place your contact information where you can find it.** Include your phone number, email, and LinkedIn profile.

**3. It must be mobile-friendly.** More than half of the visits to your websites will come from mobile devices. That is why your website must be easy to navigate in a desktop, mobile, or tablet.

As an example, I like the White & Case website: [White & Case website](#).

## C. Lawyers profile focused on how they can help clients

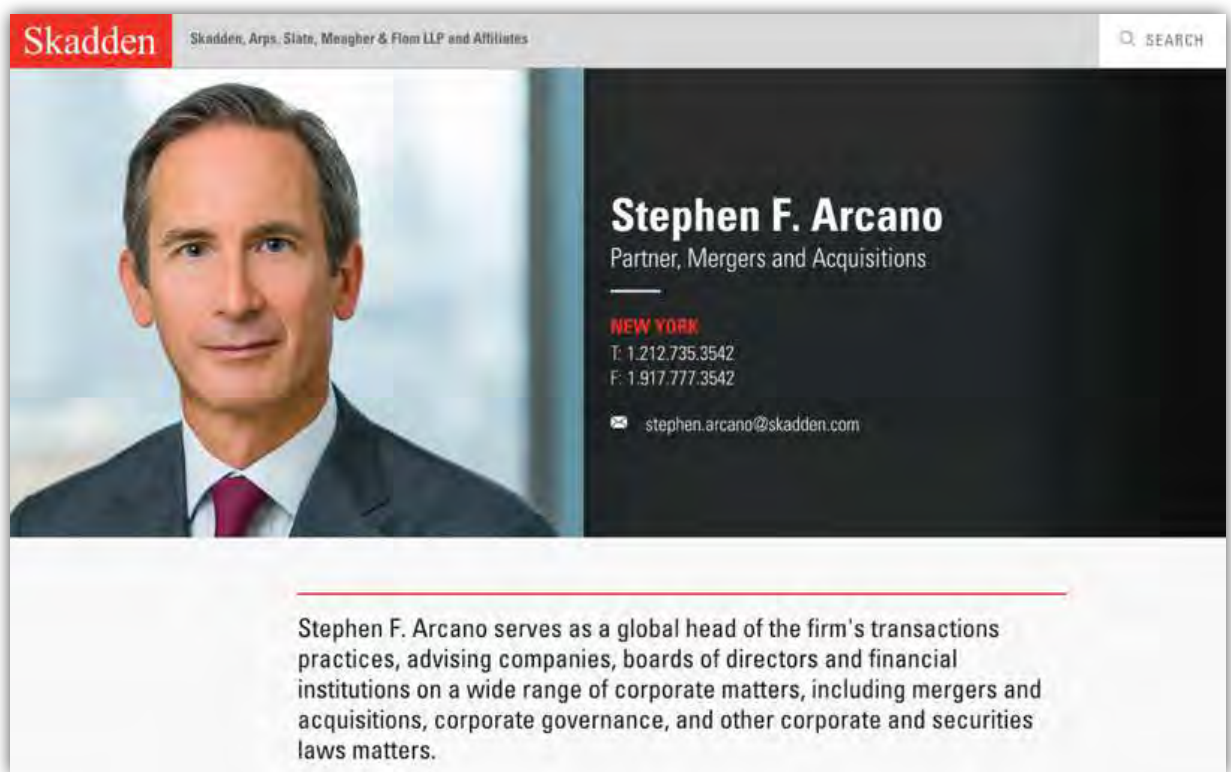
Put on your client's shoes again. If they are looking for a lawyer, the main thing they want to know is if you have experience working on similar cases.

Another common mistake I have seen in law firms' websites is that their lawyers' profile starts with their education. I am not saying that it is not vital which law school you studied.

However, you are not going to be hired by a company because you went to the best law school in your country and have a master's degree at Harvard.

Your clients want to know how you can solve their problems first, and then, maybe, they will check your academic background.

Another example of how you can implement this recommendation properly. Take a look on [Skadden's website](#):



The image shows a screenshot of a lawyer's profile page on the Skadden website. The page features a large portrait of Stephen F. Arcano on the left. To the right of the portrait, the text reads: "Stephen F. Arcano", "Partner, Mergers and Acquisitions", "NEW YORK", "T: 1.212.735.3542", "F: 1.917.777.3542", and "stephen.arcano@skadden.com". Below the portrait and contact information, there is a paragraph of text: "Stephen F. Arcano serves as a global head of the firm's transactions practices, advising companies, boards of directors and financial institutions on a wide range of corporate matters, including mergers and acquisitions, corporate governance, and other corporate and securities laws matters."

Their lawyers' profile starts on who they are.

Then gives you information about the most representative transactions they have represented, links to some of the articles published on their website, and a description of their credentials at the end.



## About Pepe Toriello

Pepe Toriello is the founder of Red de Firmas. He's been a guest lecturer to speak about legal innovation and online marketing at schools like ITAM, Northwestern, and Fordham Law.

 [/in/pepetoriello/](#)

 [/pptoriello](#)



## About Red de Firmas

Red de Firmas is a legal innovation consulting firm.

We help lawyers to implement legaltech tools service and to develop content marketing strategies to deliver a better client experience.

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