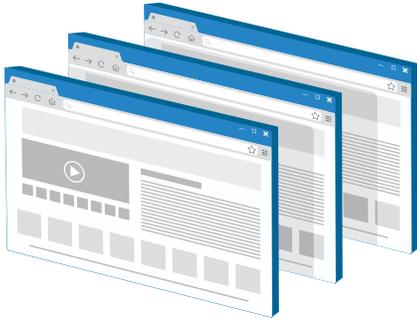


Website Essentials

The fundamentals you need for a truly effective website



Your website is often the first place prospects turn to find you.

Are you providing the information they're looking for? Check off the content you already have and focus on adding what's missing.

BIO AND HEADSHOT

People want to get to know who they will potentially be working with. Make it easy for readers to get to know you with an engaging bio and professional headshot.

PRACTICE AREAS

One of the most important bits of information to include on your site is your firm's practice areas. Have a dedicated page that lists each area so people can quickly find out if you're able to help them.

CLICK-TO-CALL

Add your phone number to the header of each page so people can easily contact you. And remember to hyperlink your number so people can click to call your firm on a mobile device.

CONTACT INFORMATION

Include an email, phone number and physical address near the top of every page. Also consider adding a map to your office, along with office hours, parking and any other useful information.

FAQ PAGE

People are bound to have questions – make it easy on them (and you) by providing the answers online. FAQs can help answer basic questions that typically clog your email and tie up phone lines.

TESTIMONIALS AND REVIEWS

Your website should include a dedicated page with testimonials from past clients. If you want to tout your reviews, add a link to third-party sites as additional validation for readers.

SOCIAL MEDIA BUTTONS

Make it easy for prospects to connect with you on social media by adding social buttons on your site. These can be placed in a variety of places, but it's common to put them in the header or footer.

BLOG

Writing a blog (and posting regularly) is a perfect way to position yourself as an expert in your field and enhance your reputation around town. Another upside? Search engines love to give people the most relevant content, so having a frequently updated blog can improve SEO performance.