

The best law firm website on the Internet

By **Larry Bodine**, a business development advisor with a nationwide practice. He has helped 250+ law firms generate new revenue by devising strategies, conducting business development retreats and individually coaching attorneys. He can be reached at www.LarryBodine.com and 630.942.0977.



It's the site of [Jones Day](http://www.jonesday.com), a big international national law firm. They've built their entire site around their experience in 23 areas of law practice. Of course, you can go to their site and look up the lawyers and their services, but *this experience is what the clients and potential clients want to see.*

With more than 2,500 lawyers in the US, Europe and Asia, Jones Day ranks among the world's largest

law firms. Jones Day acts as principal outside counsel to more than half of the Fortune Global 500 companies.

I've shown screen capture of a website case history where they represented Sprint Nextel in a transaction that involved telecommunications equipment. When you click "Read More," it will take you to a longer story, and it will also name all the attorneys that were involved. *The most important thing was that they put up a photo of a cell phone.* A picture truly tells a thousand words. The only thing that would be better would be to display some *faces of people* using a cell phone. In any event, they put up a picture so that any general counsel or executive would see that they're familiar with this particular industry.

If you look at the content on their site, you'll see that it's all real news items. One item under "Experience and Practices" shows a picture of a tobacco plant and reads, "R.J. Reynolds maintains winning streak with seventh defense verdict in "Engle progeny" lawsuits." Another item displays a jet in flight and describes how the firm helped Continental Airlines and United merge in \$8.5 billion all-stock transaction.

Their work is impressive, but the picture does the marketing in a glance.

The screenshot shows the Jones Day website interface. At the top, there is a navigation menu with links for Principles & Values, Experience & Practices, People, Offices, News & Knowledge, Careers, and Languages. A search bar is located on the right. Below the navigation, there is a breadcrumb trail: Home > Experience & Practices. On the left, a vertical list of practice areas is displayed, including Antitrust & Competition Law, Banking & Finance, Business Restructuring & Reorganization, Capital Markets, Corporate Criminal Investigations, Employee Benefits & Executive Compensation, Energy, Environmental, Health & Safety, Financial Institutions Litigation & Regulation, Government Regulation, Health Care, Insurance Recovery, Intellectual Property, International Litigation & Arbitration, and Issues & Appeals. The main content area features a news item titled "Sprint Nextel acquires next generation wireless infrastructure equipment to upgrade nationwide wireless network". The article text states: "The deal is among the largest single purchases of telecommunications equipment and services ever and, upon completion, will result in one of the most advanced wireless networks in the United States." Below the text is a "READ MORE" link. To the right of the article is a search box labeled "Search Our Experience" with fields for Keyword, Last Name, Offices, Practices, and Industries, and buttons for SUBMIT and CLEAR. A pagination bar at the bottom of the news item shows numbers 1 through 12, with 3 highlighted.

Now I'm going to show you a bad website. I've blotted out the names to protect the guilty. This is probably the worst website I've ever seen. Notice how there are no people shown. However, we do see trite images of the scales of justice, a gavel, and courthouse columns.



What they're doing is marketing their organization. There's nothing here that will resonate with a client. It's all "blah blah blah" about them, and it displays pictures of the legal profession. You look at the material on the home page, and it's their internal structure. You can see that they have practice areas in real estate, and then it's mentioned again, then family law, and so forth. They've taken their internal organization and used it as the structure for their website. They're marketing their organization. *I want you all to be smart marketers, and instead, organize around the market.* When you put up case histories, put up a picture that illustrates the client or at least illustrates the client's industry.

For more on this topic, call:

Larry Bodine, Esq.

Business Development Advisor

Tel: 630.942.0977

E-mail: Lbodine@LawMarketing.com

Web: <http://www.LarryBodine.com>

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