

I've often said that content is king, but I'd like to add that "client-focused" content is emperor. If your site is too firm-centric, it may turn off potential clients.

So I tell you that your Website copy needs to be chock full of relevant keywords, with clear navigation and easy to scan due to the use of bullets and subheads. Now I'm telling you to rewrite it so it's not so firm-centric too? Well, in a word, yes. Here's why. Too many law firms have sites that are written like resumes. We do this. Our firm does that. Our attorneys excel at something else. And everything you say is true.

But here's the catch, the people who are visiting your site are used to getting content that is all about them. I touched on this in my post entitled, Hang on tight! The legal marketing industry is facing a sea change. We create custom Google readers, so the news we want comes directly to us. We pick and choose what we watch now, no longer a slave to television programmers. And we want Websites to talk to us too.

Here's a trick to see how much you are talking about yourself. Read your Website and count the number of times you use the words "we," "our" and "us." Now go back and cut that number in half. Don't cheat and replace a "we" with your firm name. Really rewrite it. It's much harder than you think, but you'll be forced to talk more about your clients and less about yourself.

For example, which of the two paragraphs below are more appealing to you:

At XYZ Firm, we specialize in employment law. We are constantly educating ourselves on the latest laws, and we bring this expertise to our clients. Our attorneys are considered some of the best in our field, and we excel at representing clients in cases where there is not clear cut answer to a disagreement.

Have you been given a non-compete agreement that makes you uncomfortable? Would you like help understanding what your rights are as an employee? At ABC Firm, our clients are people just like you – good employees that want to understand their rights while continuing to do a great job for their employers. Our attorneys are some of the best in this field, and we bring that expertise to people like you every day.

Neither of these may be the best copy in the world, but I would be much more likely to call ABC because I feel like they are talking to me, not at or around me. I encourage you to take a close look at your Website copy. Are you really talking to your potential clients and referral sources, or are you just touting what you do with no thought to your reader? It can be a fine line, but one that is worth crossing to get more results from your Website investment.

If you would like help refining your Website or its copy, let me know. We at MAX Advertising do this for legal firms every day, and can provide a good outside perspective.