2011 ABA TECHSHOW
Live Tweet Review – Web Site 101: Build and Rebuild
From http://twitter.com/#!/OreLawPracMgmt

- Use WordPress, Drupal, or Joomia for Web site themes and CMS.

- When designing a Web site make it easy to navigate. (It should) express who you are, attract clients you seek.

- Web design must fit small screens (iPad) and large monitors. Check Google Analytics to see who visits site.

- Photos are key to law firm Web sites - strive for professional, approachable, uniform if a large firm. Use color avoid odd sizes.

- Web site best practices: color contrast, law firm logo every page, ample white space, text navigation.

- Avoid in Web design: flash (not supported), background audio (sends users away), video overlays (annoying).

- Also avoid in Web design: pop-up windows, scaled images (use vector graphics).

- Include with lawyer Web profiles: e-mail address, v cards, SM links, blog links (I would add: phone number!)

- Keep Web site fresh: Twitter stream, blog posts, update profiles, latest pubs, firm news, lots of dynamic content.

- Fresh content means Google will crawl your Web site more often.

- Steve Matthews likes WordPress best for Web CMS: great functionality, plugins, dominant (in the field), easy for newbies.

- Use 11-13 pt font for Web site design.