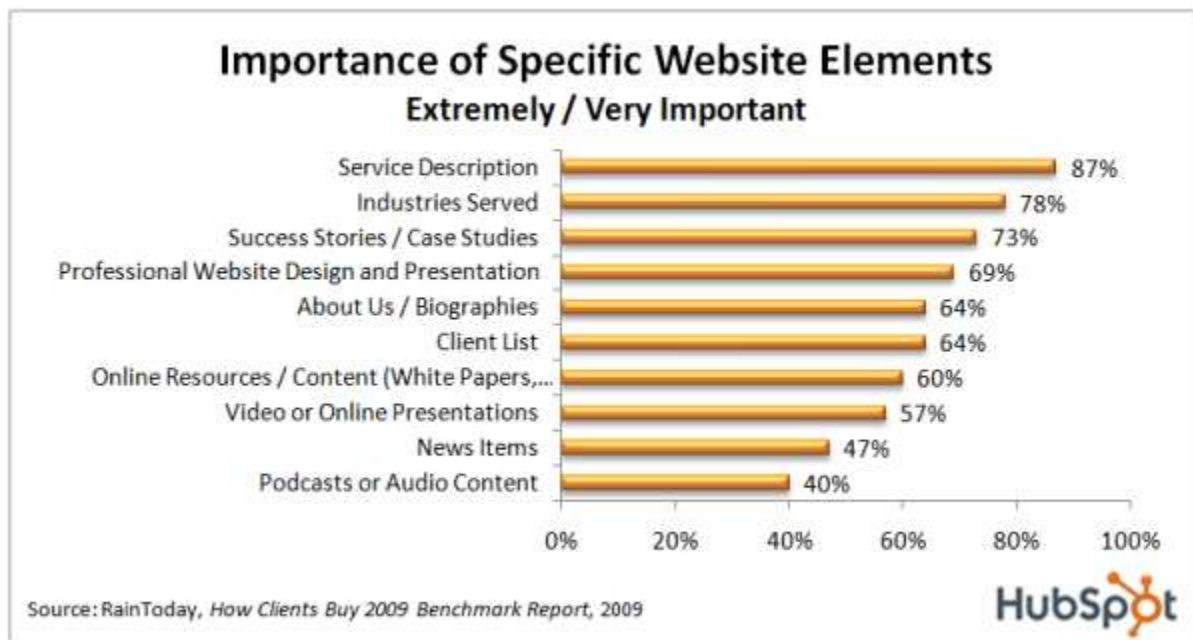


The Elements that Clients Look for on Your Law Firm Website

By **Larry Bodine**, a business development advisor based in Tucson and Chicago. For the last 19 years, he has helped law firms nationwide attract new clients and generate new business by using strategy, business development training and individual attorney coaching. See www.LarryBodine.com. He can be reached at 630.942.0977 and Lbodine@LawMarketing.com.



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From Hubspot: We all know our website is a key part of our marketing and lead generation strategy. **But when prospects visit your site, what are they looking for?** What do they want to see, and what do they consider most important? To find out, RainToday.com surveyed more than 200 buyers of business-to-business services -- in companies of all sizes -- to rate the importance of various elements of a service provider's website.

The top 4 elements should come as no surprise:

1. Service descriptions (87%)
2. Description of industries served (78%)
3. Success stories / case studies (73%)
4. Professional website design and presentation (69%)

These elements are the core of most firms' websites. These elements answer the basic questions that visitors have about your firm or business.

However, if you want to win clients, don't overlook the remaining six elements. Even podcasts and audio content, at the bottom of the list, were rated by 40% of decision makers as being "extremely" or "very important" when deciding to make initial contact with a service provider.

Whatever marketing you are doing, the first stop for most buyers is a visit to your website. It can either [draw them in further with online resources and content](#), podcasts, videos, and news, or it can say the same thing as your competitors' sites, providing a laundry list of services and a nice look, but neither helping nor hurting your chances to start or enhance a relationship.

Web Elements Working Together

Say you are going to run a webinar. You may send an invitation by email (a top way to generate attendance at webinars), directing buyers to register for the event on your website. During the registration process, you can ask them to sign up for your newsletter, allowing you to add them to ongoing marketing communications. And, on the confirmation page, you can direct them to blog posts, case studies, or podcasts on related topics to the event, further engaging them with your brand and thought-leading content.

You can go a step further and share information about the webinar and the related content items via social media such as Twitter, Facebook and LinkedIn. Doing this allows you to reach your followers and fans, some of whom may not be on your email list, as well as enhancing your Web presence. As more people use the Web to find services, you want to make sure you have compelling content that is findable in search engines and draws people to you.

Buyers may not indicate elements such as blog posts, podcasts, and video as being the most important features of a website, but leveraging content can really help your product or service stand out in a crowded market space.

For more on this topic, call:

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