



**Toucan
Internet**

*Bespoke Web Development
& Process Automation*

Solicitors' Guide to Client Winning Websites





What is the role of your website?

Your website is an integral and critical tactic in the overall marketing strategy of your legal practice. Without doubt anyone considering using your services will take reference on you by consulting your website as part of their “pre purchase” research.

You get one chance to get this right and if your message does not greet them in a manner that convinces them you’re the right people for the job you will never hear from them; you’ll actually be oblivious to the fact a potential client glanced by who you failed to convince. More reading on that, Google “ZMOT – zero moment of truth”

This therefore defines what your website must do;

- *tell people you're available and can help them*
- *encourage them to engage with you and make contact*

... it really is a matter of leading the horse to water and then persuading it to drink.

Done right, this makes for a high converting website.



Five Fatal Website Mistakes and How to Avoid Them

Mistake #1: Lack of clarity

Website visitors will not linger when arriving on your website if they can’t easily work out if you offer what they want.

The remedy - The winning opening Title

Tell people what you do with absolutely clarity and brevity so that within just three seconds any visitor will know what you do. If at all possible lead into what your “secret sauce” is so that you differentiate your practice from all the others e.g. “*Hertfordshire’s leading domestic conveyancing solicitor*”, “*Private wealth Solicitors*” or “*Expert defence criminal law firm*”.

Mistake #2: Focus on your website visitor's needs, not you.

Whilst you do need to include information about the positive points of your practice and bolster that with reassuring testimonials, the "About Us" section of the site is really about them.

The remedy – Client-centric Narrative

Use a narrative that revolves around the client and not you. Your vision and mission should clearly identify who your client is, so talk directly to them by relating to their needs in the copy so there is a human connection.

Mistake #3: Poor navigation and unplanned user journey

Confused thinking by the team building the website will result in a poor data structure and navigation. From a design perspective there are some stunningly bad user experiences on some websites that leave the visitors working hard to understand where to go to find what they need, when really the signposts need to be crisp and obvious.

The remedy – Know your visitor and what they want and plan their passage

The psychology applied here is to understand who the various groups of people are that will come to the website and give them the clearly signposted journey they expect. This goes through their discovery and learning to the point of understanding and reassurance when they are ready to connect. This requires a full understanding of the client and a designer who grasps the user experience.

Mistake #4: No call to action

This is the unforgivable part of so many websites; you've done all the hard work to get a possible client to the website, you've taken them on a journey and then you don't put the obvious call to action under their nose.

The remedy – Ask for what you want

The information you've provided may be sufficient for them to make contact straight away, so give them the ability to do so simply and obviously – a basic contact form with as few fields as possible and very simple validation. Keep it simple - the more you ask the commensurately fewer returns you'll get, *it's a universal inverse proportion law*.

Some people may not want to engage fully now, but they may want more so offer them a downloadable datasheet on their topic in exchange for their email address. This basic information capture will then allow you to remarket to them.

Mistake #5: Being Dull

Our brain is programmed to subconsciously dismiss anything that's inconsequential or not relevant, so if your website graphics and layout are uninspiring and drab, you'll just not register with a visitor.

The Remedy – Have an outstanding graphic design that's relevant and within your brand guidelines

This is simple; be innovative and inspiring with the images, pictures and video you use and stimulate your website visitor in a visual way that words by themselves simply cannot do.

Any market can use animated sections with powerful captivating results including video, slide presentations, image sequences and more. Good imagery and well-planned videos will project a significant and strong image about your practice.



Your Homepage is critical to success

Most solicitors' websites fail to make the grade by showing little differentiation making the same minimum standard, dull claims as every other practice.

Differentiating your practice on the home page and making it both desirable and approachable is a prerequisite to success. If you're not stand out and differentiated to your clients, then the only buying criteria available to them is cost; that's just a race to the bottom.



Homepage Check

Take this quick test.

Count up how many of these top 10 statements below are made on your practice's homepage:-

1. We provide a friendly and reliable service.
2. We pride ourselves on our professional approach.
3. We are passionate about...
4. We pride ourselves on our pro-active...
5. We provide a personal service.
6. We are the leading...
7. We provide a range of legal services.
8. We specialise in helping small and medium sized businesses.
9. We provide services tailored to your particular requirements.
10. Our history dates back to...

Notice that it's all about you! Your ideal clients are not interested in you but rather what you can do for them so the narrative needs to be rewritten to be about them.

How? Well read the list above again, from their perspective.

Make every point about the reader and not you the solicitor. Remove every 'we' and produce a 'you' statement instead.

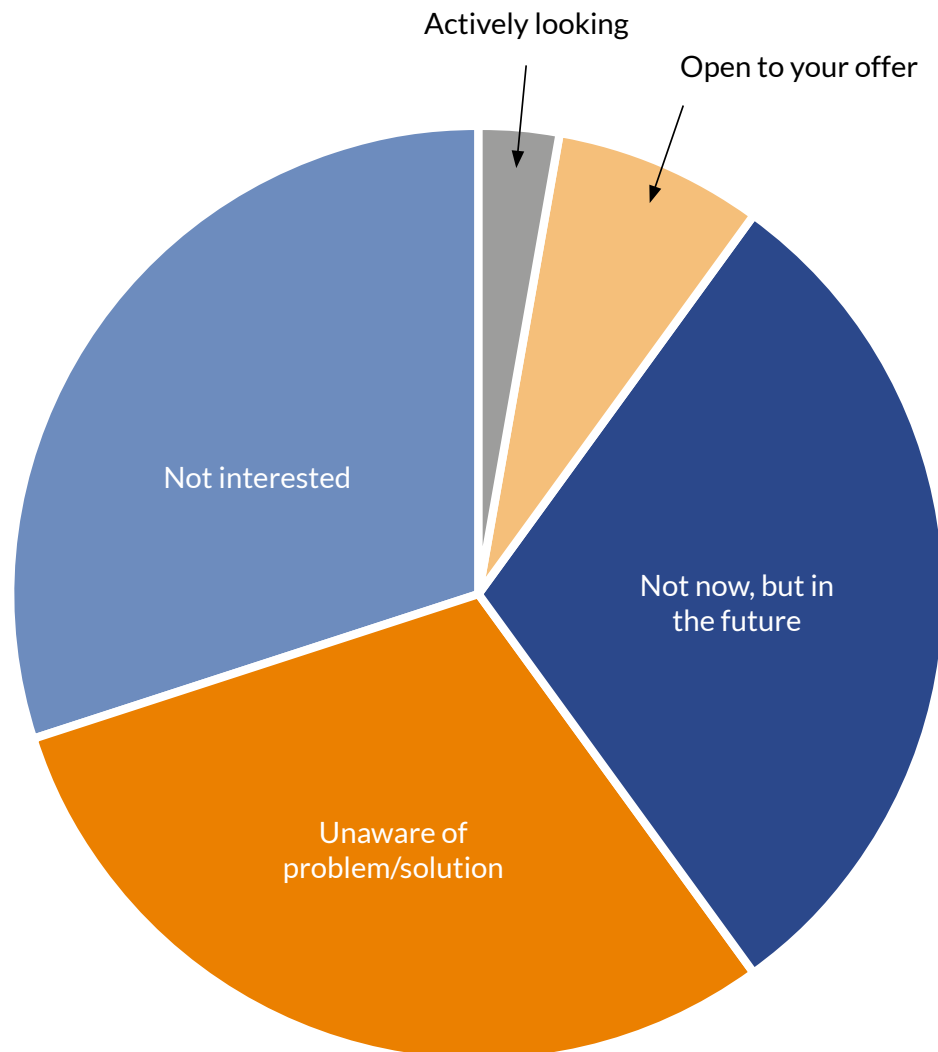
"You" phrasing is an incredibly concept as your readers become the subject of the statement with the consequence that the associated benefits become linked to their requirement.

Writing for a Solicitor's Practice Website

- The "acid test" for copy

If you can't justify every word you write, from your ideal client's perspective, scrap it and start again.

Your idea clients interest in you:



Only a small fraction of website visitors you receive are actively looking for a solicitor. Most will be looking for help or doing some passive research. Their journey requires you to give them quality content. If you give something of value such as guidance that helps them overcome their issue you will have built a bridge to a possible new client in the future.

Always demonstrate the value you offer at every opportunity.



Is your website welcoming your new clients?

In business word of mouth recommendations from a friend or associate are the most reliable and preferable way to choose a new supplier. Solicitors are no different as with such a referral method comes the trust that endorses your practice above all others.

If you're lucky enough to have many positive referrers that's working well for you, but if not the reviews, testimonials and case studies (where appropriate) work in a similar manner as they reduce the perception of risk when engaging with you.

Now you're seeing this from the perspective of your possible new client. Firstly there must be some effective attention capturing engagement on your website which then leads them into considering working with you on their needs. Once here, they have already started their journey through your website.

Referrals and testimonials convince because they are independent and given freely without any vested interest. Also there is an association between the reader and the referrer because they have been on the same journey as you and had a positive outcome. It's an independent endorsement that you should be comfortable choosing the same path to the same outcomes.

Remember that testimonial can also be delivered very powerfully in video as was a text.

The Narrative

Instinctively we list out our services so the clients can pick what they need, but that fails to engage so let's switch from a "Service List" type narrative to more of a "You" narrative.

Traditional Copy

Our practice was established over 30 years, we have a 40 plus team of qualified solicitors offering the full range of legal services

You Narrative

The needs of your business will change as it develops overtime and the help and advice you need changes with those needs. Whatever the future holds, you have the experience of 30 plus qualified solicitors available to you. With specialists in all areas of law our team has helped businesses, just like yours, to grow for over 30 years.

Traditional Copy

We don't charge for telephone support

You Phrasing

When you need advice quickly just pick up the phone and talk directly to your legal advisor. Get the help you need without worrying about a bill dropping on your desk. You will never be charged for telephone support

If the 'You' narrative has sparked your interest and you would like to find out more, I can recommend a fantastic book: 'Conversions That Win the Complex Sale' by Erik Peterson and Tim Riesterer.



I trust you took some value from this brief guide to designing “Client Winning Websites for Solicitors”

If you would like to explore empowering your practice’s website further then please feel free to get in contact with us:

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If you don’t need anything now but would like to learn more gems about building high converting websites, then the series “Keys to High Converting Websites” will be of interest freely available [here](#).

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