1. Key elements of a strong law firm website
2. How much can I do by myself?
3. Examples of great solo or small firm websites
Key Elements of a Strong Site

Basic Sections:
• Services/Practice Areas
• Profile/Bio
• Blog/Industry Updates
• Contact
Key Elements of a Strong Site

A great photo of yourself.
Key Elements of a Strong Site

Be clear about what you do.
Key Elements of a Strong Site

Advanced Elements:

• Testimonials
• Case Results
• Video
• Live Chat
• Mobile Friendly
• Search Engine Optimization (SEO)
Why is SEO important?

• 60% of all organic clicks go to the top 3 positions on page 1
• Average click through rate for position 1 on page 1 is 37%
How do I get onto page one?

- Clean, easy to navigate site
- Proper site structure
- Natural, readable, relevant content
- Citations & links (.edu and .org are valuable)
- Video (YouTube)
- Active social media profiles linked to site
- Online reviews (Google+ preferred)
How much can I do myself?
How much of these resources do you have?

Talent
Time
Money

You will need a lot of talent and time if you don’t have any money.
How much can I do myself?
Do you have a friend with talent and time?

CALL THEM!

Barter for legal services if you have to.
How much can I do myself?

No time?
No talent?
No friends?

Seek professional help.
How much can I do myself?

What to look for in a professional:

• Experience in marketing law firms
• Can work within your budget
• You own and control the final product
• Beware the Big Box!
Examples of Great Solo and Small Sites

- [www.tremainartaza.com](http://www.tremainartaza.com) – SquareSpace
- [www.jeffbrooketeam.com](http://www.jeffbrooketeam.com) – Custom
- [www.chewninglegal.com](http://www.chewninglegal.com) – Custom
- [www.booberglaw.com](http://www.booberglaw.com) – Custom
- [www.stuartlawfirmllc.com](http://www.stuartlawfirmllc.com) – Wix
- [www.normanthomaslaw.com](http://www.normanthomaslaw.com) – Wix
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