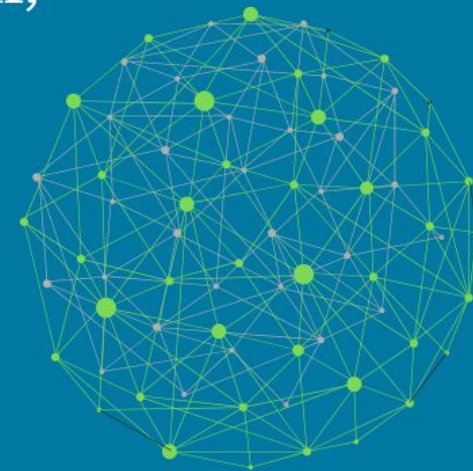


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## Top 10 tips for a super-terrific, helpful, very good, law firm website.\*

Whether you hire us to help with content development, like lawyer bios, practice/industry pages, and messaging – or plan to tackle this with your in-house team, these tips should come in handy. Of course, if you need a hand, there's contact info at the end.



*\* Here are the first five tips. More to follow!*

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service

## Tip #1: Why is Warby Parker's **new branding** on my top 10 list?

Because it looks and feels like them – and lets you know you're in the right place. Warby Parker is hip, fashionable, plus their glasses are affordable. From their ads on Instagram to their website to commissioning [@kylesteed](https://www.instagram.com/kylesteed) for the most fabulous retail mural in Dallas? Such a brilliant choice!

It's about knowing your firm and your brand. And sure, it's a lot to think about. Especially if you're planning your next site.



## TIP #2: Your clients, prospects, and recruits actually care how you are **addressing DEI**.

Get your act together. Don't park the Diversity page somewhere in your "About" section. And just say "no" to those trite stock pics of holding hands or crayons. It goes without saying: it's time to make DEI front-and-center.



## Tip #3: Engage your writers early in the design and development process.

The days of the writer and designer working in silos are over. The best work happens when decisions are discussed upfront, and everyone is in sync.

This example comes from a recent, albeit non-legal project. From story mapping and wireframes to defining headline and copy counts... Together, they made the process very smooth and painless.



**Tip #4: Do you have a realistic project timeline, or are you seeing it through rose-colored glasses?**

You know your firm and how time-consuming it can be to get approvals, let alone the number of 'friendly email reminders' to get your lawyers' attention.

Don't set yourself up for failure by underestimating the time it truly takes for content review. From the lawyers' POV, client work always trumps marketing deliverables.



## TIP #5: Don't shoehorn your **current content** into your new site.

Hooray! You tackled your attorneys' bios, practice and industry pages, and representative matters on your firm's new website.

Did you build in time to tweak the other sections and remove content beyond its 'sell-by date?' Your new tone of voice should be carried over to match your firm's recent message, too.



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Stay tuned for tips #6-10

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