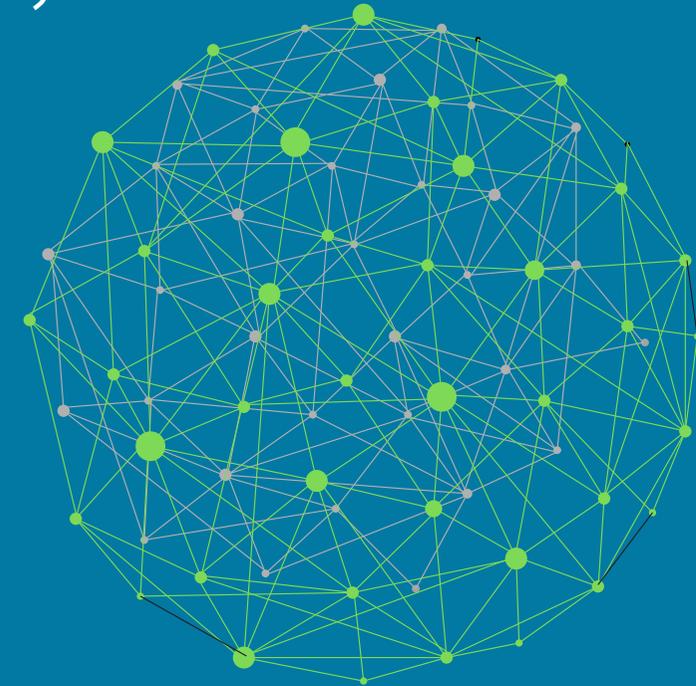


## Top 10 tips for a super-terrific, helpful, very good, law firm website.

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.



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

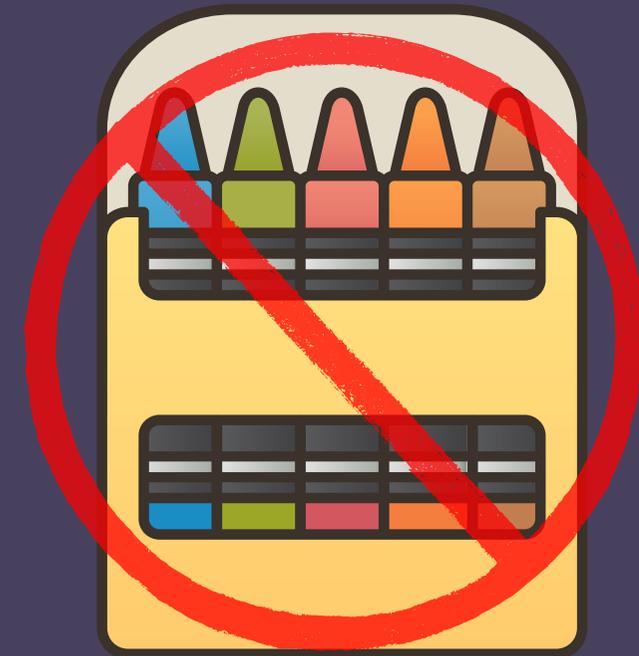
Because it looks and feels like them – and lets you know you're in the right place. Warby Parker is hip, fashionable, plus their glasses are affordable. From their ads on Instagram to their website to commissioning [@kylesteeed](https://www.instagram.com/kylesteeed) for the most fabulous retail mural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



## Tip #6: Think your firm's **web copy is unique?** Google thinks otherwise.

When pairing the term "lawyer" with these phrases, you get some interesting results:

- "... extensive experience" (10,600,000 results)
- "... depth and breadth" (2,830,000 results)
- "... deep bench" (134,000 results)
- "... focuses on" (68,300,000 results)



We develop effective bios, practice descriptions, and compelling content for lawyers and legal marketers.  
You know, the stuff your clients actually care about.

## Tip #7: **Don't bury the lede!**

Whether it's a practice area description or a bio on your website...

Resist the urge to follow the IRAC construct you learned in law school: Issue, Rule, Application, and Conclusion. Even if your clients are lawyers, you still have to grab your audience in the first couple of sentences.

PS: You wouldn't want me writing your brief. So do yourself a favor, and let a marketer help you with your firm's marketing copy.



## Tip #8: What you can **learn from "The Cow Guy."**

See this guy? He's known as "The Cow Guy" and appears each morning on *The Market Daily* farm report on RFD TV.

His real name is Scott Shellady, and top authority in the Ag business. Wearing a wild jacket and funky glasses, Scott is immediately recognized. While the jacket may separate him from the pack, it's his deep knowledge of the markets that distinguishes him from everyone else.



Does your firm's web content stand out from the inevitable sea of sameness?

## Tip #9: What's the difference between a good subject line and one that gets ignored?

Whether you're emailing the perfect thought-leadership piece or client alert intended for your firm's clients, you have mere seconds to grab their attention. Marketing pros recommend 50 characters or less in your subject line, but you know that's not gonna fly with your lawyers.



Clients are too busy to read everything that lands in their inbox, so you need to **stand out and get to the point!** I hope you'll remember this quick tip, the next time you're presented with a subject line that you know is way too long.

## Tip #10: Marketers, beware of **bright & shiny** objects.

When a lawyer in your firm seeks your opinion about a cutting-edge technology presentation they've recently attended or points to another firm's newly launched website, they will turn to you – the marketer.

Before you go down a rabbit hole (by searching Google or polling your peeps), determine if this bright and shiny object aligns with your firm's marketing and business plan. Consider your options: Is this relevant – or just a random query? If you're unsure, try this response: "On a scale of 1 to 10, where do you see this falling on our to-do list?" Once the lawyer replies, you should be able to determine your next move.



[www.lawyersbioservice.com](http://www.lawyersbioservice.com)

## Now, how can we help you and your firm?

If you still need a hand, we can assist you and your in-house team with content development, messaging, practice + industry pages, and of course, lawyer biographies. Give us a holler!

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