Client Conversion: Turning Website Visitors into Clients

In the world of modern business, conversion is everything. And while attracting visitors to your website is a great first step to climbing the ladder of success, that's just what it is—the very beginning. Once they're on your page, you have to keep them interested, engaged, and encouraged to explore.

While that might seem easy, many law firms struggle to [adequately promote their services online](#), whether due to a lack of resources or simply not having the time. If you have a website, converting your website visitors into clients should be your #1 priority. Why? It's a reflection of your firm's value.

Follow our tips to help captivate your website visitors and turn them into clients.

## Your calls-to-action must be value-driven and compelling

The truth is, while visitors likely have a reason to be on your site, they still need guidance on how to take action. That's where your calls-to-action (CTAs) come in.

Your CTAs are how you take your visitors from curious observers to engaged leads. But not all CTAs are made equal. To be effective, a CTA needs the following qualities:

- **Action oriented**: Describe what you want them to do using clear, concise language.

- **Compelling**: Do you want your visitors to download a lead magnet? Don't just say "click here." Use compelling language to prompt action.

- **Benefit driven:** Why should they take action? What are they going to get out of it?

- **Relevant**: Your CTA needs to fit into the context of the content. Don't ask them to follow you on LinkedIn when you should ask them to sign up for a consultation.

- **Visually prominent**: Your CTA should be formatted as a button that uses contrasting colors, bold font, and strategic placement on the page.

The value of your CTAs is clear: using a clear and specific call to action may raise your conversion rates by 161%. If you want your website to be as successful as possible, CTAs work.
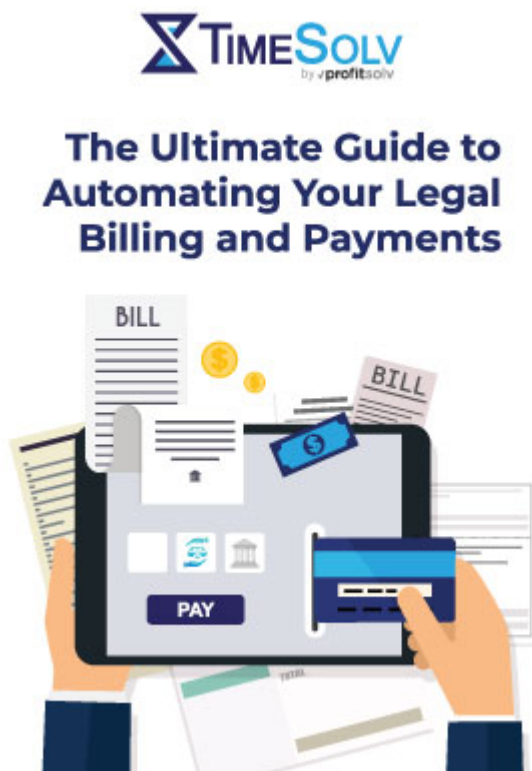
The Ultimate Guide to Automating Your Legal Billing and Payments

To stay competitive in today's legal landscape, law firms must embrace the power of technology, especially when it comes to billing and payments.

The best way to improve your law firm's cash flow while also increasing client convenience is 'Automation'.

Download our free guide to improve your legal billing and payment process today!
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Simplify your contact forms

The longer it takes to complete a task on your page, the less likely they are to convert into a client. Reducing the number of form fields from 4 to 3 can [increase conversion rate by almost 50%](#), according to Quick Sprout.

Instead of overwhelming visitors with a list of questions, collecting the most important information and going from there is a strategy that encourages form fillers to actually complete them.

Pro tip: Using an integrated [legal client relationship management (CRM)](#) software can help you speed up the response to submitted contact forms when you set up automated responses. This helps your leads feel taken care of quickly while moving them down the sales funnel efficiently.

Is your design mobile-friendly?

Everyone's on their phone—all the time. [Mobile devices make up 50.48% of traffic on the web](#), while desktop computers account for 46.51%. This means that roughly half of your website traffic is coming from mobile. If your website has barriers like:

- Dense, overly complicated content
- Unoptimized images
- Too many redirects
- Difficult navigation

….mobile users are more likely to hop off and find another one (i.e., head to your competitors).

The good news is that the right legal web design service will start from a mobile-first mindset, ensuring that you don't miss opportunities for mobile conversions.

Create educational content and blogs

If you search a question online, what pops up? More than likely, you're seeing a lot of blog articles. As law firms modernize their practices, more are using blogs as a way to connect with users on a different level than before.

The first thing most people do when they have a question regarding a legal matter is search on the internet. If that article answers their question and provides value, that's a way for your firm to get noticed.

It's also a way for you to show that beyond the firm, there are people who care. [Fifty-six percent of people](#) say they feel more loyal to businesses that "get" them. As humans, we're all subconsciously looking to feel seen. Users who see more personalized content on law firm websites are more likely to spend more time on your website—and more likely to convert.

Users love instant communication

Even though law firms have rapidly changed their processes to integrate modern technology, many still see them as an outdated sector. One way to challenge that is by improving your communication avenues.

Live chat and instant communication options might make your visitors trust you more. [Forty-four percent of online customers](#) think receiving answers from a live person is one of the best features a website can offer. This is another way to improve your user experience. Imagine having your questions answered almost immediately by a live person (or even a chatbot). It saves everyone valuable time.

Get more detailed with your practice area pages

Everyone visiting your website expects basic information about your firm and the services you offer because it's the bare minimum.

"Wow" them by detailing why what you offer is valuable.

Anyone can find a personal injury lawyer in Tampa, Chicago, or Los Angeles. Why are you *the* personal injury lawyer in your city or county? Do you offer any services that you typically won't find at a firm in your area? Are there any personality or character attributes that you want your clients to note about you?

While law firms value professionalism above all else, showing what your firm stands for will give your visitors a glimpse into who you are beyond your practice. This approach is invaluable because it gives them a chance to get to know you, your story, and your firm's grounding roots. Every legal professional is different and showcasing that could give you an advantage.

Professional law firm websites made simple

It's easy to tell readers about how great your firm is, but showing them is entirely different. However, no one expects you to be a marketing guru and run a law firm at the same time. You're busy enough, so [TimeSolv Websites](#) is here to help you grow your firm without the hassle.

Within one month, we'll create a professional, SEO-optimized, and mobile-friendly website that encourages your visitors to take the next step with you. [Schedule a demo](#) with us today to see for yourself how much a clean, modern site can improve your user experience and your law firm's reputation.

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