How Ongoing Website Maintenance Elevates Law Firm Success

Your website is one of your most important marketing tools as a law firm. It showcases your services, positions your team as experienced legal counsel, and helps convert leads into clients—but only if your website is up to date.

While the largest lift for your website comes from the initial build, it's far from a one-and-done task that you can cross off your to-do list forever.

Strictly speaking, your website doesn't stop working just because your maintenance falls behind. It will continue to operate (most likely). But leaving your website unattended can open your firm up to serious risk. It can also leave you trailing behind your competitors.

Why ongoing website maintenance is so critical for law firms

Website maintenance serves multiple purposes for your law firm, from protecting your firm to improving your search engine optimization (SEO).

1. Outdated websites are vulnerable to malware and security breaches

When your plate is full with client work and office admin, updating your website's security features may be the last thing on your mind. However, missing a critical update could lead to serious security risks for your business.

Updates are often pushed out because someone discovered a loophole or security risk in the current system.

Updates often patch these holes and ensure that your website has the most up-to-date security system against hackers. In other words, if you don't update your website, you're leaving security loopholes that are ready to be exploited.

2. Websites without regular updates see decreased search engine visibility

Search engines are designed to show users the most relevant results to their search queries. To do this, they scan the internet for keywords and metadata and check when that information was last updated on your website.

You might think: nothing's changed at my law firm in three years—we're still the same team, doing the same work. Why bother updating things?

We hear you. But even if your firm's services or attorneys are the same, not updating information on your site can hit your search engine rankings hard. In the eyes of search engines, sites that are less frequently updated are more likely to contain outdated or irrelevant information.

The impact? If your website hasn't been updated in three years, it will slowly but surely decrease in search engine visibility. Fewer people will be able to find your site. Your competitors that do regularly update their site will appear higher up in search engine results; and let's face it, people rarely click over to the second page of search results.

3. Stagnant websites imply a stagnant business

Picture an outdated website.

The last blog post featured a case result from 2015 (almost ten years ago now!). The "About Us" section features attorneys who no longer work at your firm. The site *feels* dated from a design perspective.

Does that sound like an active business operating at peak performance?

Stagnant websites give the impression that your business is also stagnant. It won't appeal to potential leads nearly as much as your competitor, who

updates their blog with the latest news and analysis on relevant legislation in your state.

A stagnant website can even hurt recruitment. Most people on the job hunt look up a business online before they apply for a role. If your firm's website is lackluster, top-level applicants will steer clear of your business and turn toward more attractive firms.

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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How to create a website maintenance routine without creating more work

Website maintenance helps grow your firm, but staying on top of your website can also seem like just one more thing to do on your never-ending list of tasks.

As client case matters pile up, even lawyers who know the importance of website maintenance can find themselves going one or two years without updating their site.

To achieve ongoing website maintenance without creating more work, law firms can save time and money with TimeSolv's done-for-you legal websites.

What is a "Done-For-You" website?

[TimeSolv Websites](#) are a turnkey solution, which means they do everything for you, from start to finish, including:

- Design
- Content creation
- SEO
- Tech support
- Ongoing website maintenance

Our web team builds websites only for lawyers and law firms. We know what works for a legal services website, which means we can get right down to business building your site while you focus on growing your own business.

No muss, no fuss, no months of trial and error and escalating budgets.

But you don't just get a polished website designed for your law firm. With TimeSolv Websites, you also get ongoing services to keep your site performing at its best.

1. Protect your website from malware and security breaches.

TimeSolv's website hosting platform protects your website with bank-grade SSL security, 4-layer spam protection, a robust firewall against cyber-attack, and continuous backups to provide you with ongoing peace of mind.

We even take steps to use tools like an ADA widget and SSAE SOC 2-compliant servers, so you can get the best security and compliance features without lifting a finger.

2. Take advantage of regular SEO updates to optimize your firm's search engine visibility.

Unless you've studied SEO, achieving search engine visibility can feel like magic. With TimeSolv websites, our SEO experts ensure your law firm's website is optimized for your location. We'll provide your website with the content it needs to get noticed by potential clients in your area.

To keep your website optimized for SEO over time, your TimeSolv website comes with free quarterly updates. This way, your site stays current and attractive for search engine rankings.

3. Provide a compelling first impression for site visitors.

You only get one chance to make a first impression. Make your first impressions effortless with a TimeSolv website.

Along with regularly updated content, you'll get:

- A clean, modern design for the best user experience
- Intuitive site navigation
- Mobile-friendly design.
- Client convenience tools like a smart client intake form, secure client portal, and language translation widget

Best of all, you can take your website off your to-do list and achieve great results with a team of legal website experts. Launch your full website just weeks after your start with TimeSolv, and rest easy knowing your law firm's website will stay secure and up-to-date with a team you can trust.

Ready for a fast, easy, and worry-free website?

TimeSolv Websites are designed exclusively for law firms to provide everything you need for a successful legal website. From a fast setup to ongoing maintenance, we've got you covered.

[Schedule a demo](#) of TimeSolv Websites to see how you can elevate your client experience and grow your practice at the same time.