Is it time to upgrade your website?

It took a while for the legal community to embrace the importance of a good website, but the internet is now flooded with law firm sites. Unfortunately, most of them look extremely similar, as if they were created from the same cookie-cutter template. Your website is more than a placeholder on the internet. It is often the first impression that a potential client has of you and your practice.

When it comes to the internet, consumers are sophisticated. They have seen thousands of websites and know how to recognize those that are outdated. According to an article on Open Forum, the average consumer takes less than a minute to decide if he or she will remain on your website and give you their business. During this very brief window, they quickly determine whether they should hire your firm. If your website isn't up to par, you could lose a new client to a more attractive and appealing website.

Take an honest look at your website and compare it to others in your same geographic and practice areas. First, look at its visual appeal. If you were a consumer, would you want to stay and look around for a while? Next, consider your content. Does it provide the information a client would want to see?

If your site isn't up to par, it may be time for an upgrade. There are numerous alternatives out there for building a new site, from the do-it-yourself options to outsourcing options. Regardless of your choice, take a proactive stance to ensure that your new website stands up against the competition by considering the following:

- An appealing design that represents your practice and your brand. Looks are everything on the internet, so make sure your website looks good with attention-grabbing visuals and an inviting organization.
- Make your information accessible. Visitors to your site do not want to search around on your site for the information they need. Put it all up

front, so they can easily learn about your practice and why it is the firm for their legal needs.

- Upgrade your content. What good does it do to wrap a horrible gift in a beautiful package? Don't take the time and effort to make your website look good, but offer visitors no valuable content. Your website's content serves a couple of purposes. First, it provides useful information to your potential clients. Second, it demonstrates why you are capable of providing top notch legal representation. Use blog posts, detailed pages and videos to strengthen your site's content.

Bring your website out of the dark ages by sprucing up its look and content. Take the time to review your site and make the effort to upgrade it.

About Erika Winston:

Erika Winston is a Virginia based writer with a passion for all things legal. As a former domestic relations attorney, she understands the challenge of determining the best fee structure for your practice. Erika is a regular contributor to TimeSolv and a variety of other publications.