

# Why Your Law Firm's First Impression Matters Online

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Will Rogers once said, "You never get a second chance to make a first impression." While this is true for people on an individual level, it's especially true for law firms, and in 2024, your client's first impression will most likely be from your law firm's website.

A [survey](#) for web designers found that most websites have around 50 milliseconds to make a good first impression.

This means that both time and effective website design determine whether a potential client will stay on your site and convert into a paying client...or move on to greener pastures.

## A recipe for a good first impression

Creating a [law firm website](#) that converts isn't just about using flashy design and bolded headlines—it's a mix of ingredients that deliver the kind of experience that leads to conversions.

From user experience (UX) and mobile responsiveness to search engine optimization (SEO) and original quality content and beyond, the following are the ingredients you need to succeed:

### **Polished, professional site design**

The first page of your website is make-or-break when bringing new clients on board at your firm. If your site's first page is messy and complicated to navigate, many leads will look elsewhere for legal services.

Your firm's website should be as polished and professional as your office is essential. Choose a clean, modern design, use high-quality images, and use

consistent color schemes and branding to make the best impression possible.

Make sure your site is easy to navigate by designing it with a clear and intuitive structure so visitors can find the information they need quickly and easily. Your website should feature:

- Well organized menus
- Clear headings
- Logical page hierarchies
- FAQ sections
- [AI Chatbots](#)

### **Make sure your website is optimized for mobile use**

According to recent statistics, over [63% of Google searches](#) in the US take place on mobile devices.

This means that the majority of your potential web-based leads are looking for legal services on their phones. You'll likely miss out on their business if you don't hit the mark on your mobile experience.

When designing your site, your mobile version needs to be as well-designed as your desktop version.

A few points to consider:

- Ensure your "above-the-fold" content loads before content lower on the page so your visitors can quickly access key information.
- Optimize your site for touch interactions, with buttons and links large enough for leads to click with their fingers, with ample spacing between buttons to prevent accidental clicks.
- Add click-to-call functionality onto your mobile site so leads can quickly contact your firm without navigating between apps.
- Simplify mobile navigation so visitors can find what they're looking for quickly (and you won't lose them to frustration).

## Feel the need for speed

The speed of your website is another critical factor in bringing new clients to your firm. In fact, over [40% of visitors](#) will leave a site if it takes longer than three seconds to load.

To ensure that your site loads quickly, make sure your web developer or marketing department follows best practices like:

- Reducing unnecessary design elements on your site
- Compressing your images and videos
- Minimizing the amount of code you use on your site
- Regularly checking your page speeds to identify issues and resolve them



### How to Prevent the 10 Biggest Mistakes Every Law Firm Makes

Are you looking for a simple way to boost your law firm's productivity and increase client satisfaction? Stop committing these 10 common mistakes! watch the webinar now.

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## Create content that differentiates your firm

If you want people to see your site and leads to become clients, you must create quality, engaging content that answers common questions about your practice areas. One practical approach is identifying the most searched-for terms on Google and creating a content calendar around those concepts.

For example, suppose you see that many people are searching for “Lawyers that handle family law,” and your firm has a family law practice area. In that case, it’s worth writing a blog on the subject that showcases your expertise.

As a bonus for creating content that answers these questions, your SEO ranking (which we’ll cover below) can increase over time based on its usefulness.

It’s important how you write this content, though. Focus on an easy-to-understand delivery that highlights how your firm works with clients. This approach gives potential clients an idea of what it would be like to work with your firm.

## **Up your SEO so your site is seen by more people**

Search engine optimization is a term that many people have heard but don’t quite understand.

SEO is all about driving traffic to your website. This is accomplished through several different activities:

- **Keyword research** to identify and target the keywords most relevant to your firm and draw potential clients to your website. These keywords can be implemented on practice area pages, blogs, FAQs, and more.
- **On-page optimization** to make your website easily recognized by search engines by using title tags, meta descriptions, and internal linking. It can also include enhancing user experience with fast page speed, intuitive navigation, and more.
- **Link building** to generate backlinks from reputable websites to improve your site’s credibility and authority.
- **Local SEO** to improve your visibility within your geographic location, typically done through strategies like listings on Google My Business

and obtaining online reviews.

All these factors work together to bring your site to the top of search results. Visitors generally trust high-ranking sites more than those that appear after page one.

### **Find a legal-specific website design solution that delivers fast results**

If you don't know how to build a website on your own—or you don't have the time to do it—you might be tempted to go with a web designer who creates websites from scratch for many different kinds of businesses.

While this might seem like a good idea in theory, there are a couple of issues with this approach:

Building a new website from scratch can take weeks or even months, meaning you could lose clients to firms with a developed web presence.

Aside from this, an industry-agnostic web designer might not understand the finer points of the legal field when crafting your site. This can lead to issues creating impactful content or an SEO strategy attuned to your firm's needs.

They can also add functionality that supports the needs of a busy law firm, like links to a [secure client portal](#), access to [online payments](#), or client intake forms tied to a [legal client relationship management solution](#). This helps create an [integrated experience](#) that benefits your clients *and* your practice.

If you want to get a polished, professional website up and running in weeks instead of months, consider a legal turnkey website that will tick all your boxes:

- A clean, modern design
- High-quality stock photos
- Clear navigation
- Mobile optimization
- Content tailored to your firm
- SEO optimization
- Client convenience tools

## **Make a great first impression with TimeSolv Websites**

If you're looking to up your online game and increase your firm's reach, you'll need a website designed to set you up for success. TimeSolv understands the unique needs of law firms, and we'll help you create a web presence that's appealing to potential clients and better than the competition.

Ready to see what TimeSolv can do for your firm? Schedule a [free demo](#) today.