

6 UX Elements of a Great Legal Website

April 27, 2023



Agenda

1. Introductions
2. Redesigning/Developing a Website
3. The 6 UX Elements + 1 Other Consideration
4. Q&A / Giveaway

Redesigning/Developing a Website

**Don't reinvent
the wheel.**

Redesigning/Developing a Website

Home > Files > WordPress > Corporate > Business

igual - Law Firm WordPress Theme

By **zozothemes**

🛒 36 sales

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Well Documented

Item Details

Comments 3

Support

⚡

igual

SINCE 1988

LAW FIRM WORDPRESS THEME

✓ Professional design

✓ Customization options

✓ Built-in features

✓ SEO optimized + RTL

📋

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🗨️

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SPECIAL EDITION - INTRO SALE

Start the App New Steps, Download Later.

Having 20+ Years of Experience in Legal Service

Our Practice Areas

Blog is a lot

The Legal Advice Need Away.

The Lawyers are Built, Empowerment and Supply, Relief Team.

Let's Call Market With Us.

Live Preview

🖥️

Regular License

\$29

✓ Quality checked by Envato

✓ Future updates

✓ 6 months support from zozothemes

☐ Extend support to 12 months

\$14.88 \$6.38

Add to Cart

Price is in US dollars and excludes tax

🛒

Elite Author

zozothemes

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Chat with us, we are online!

🧠

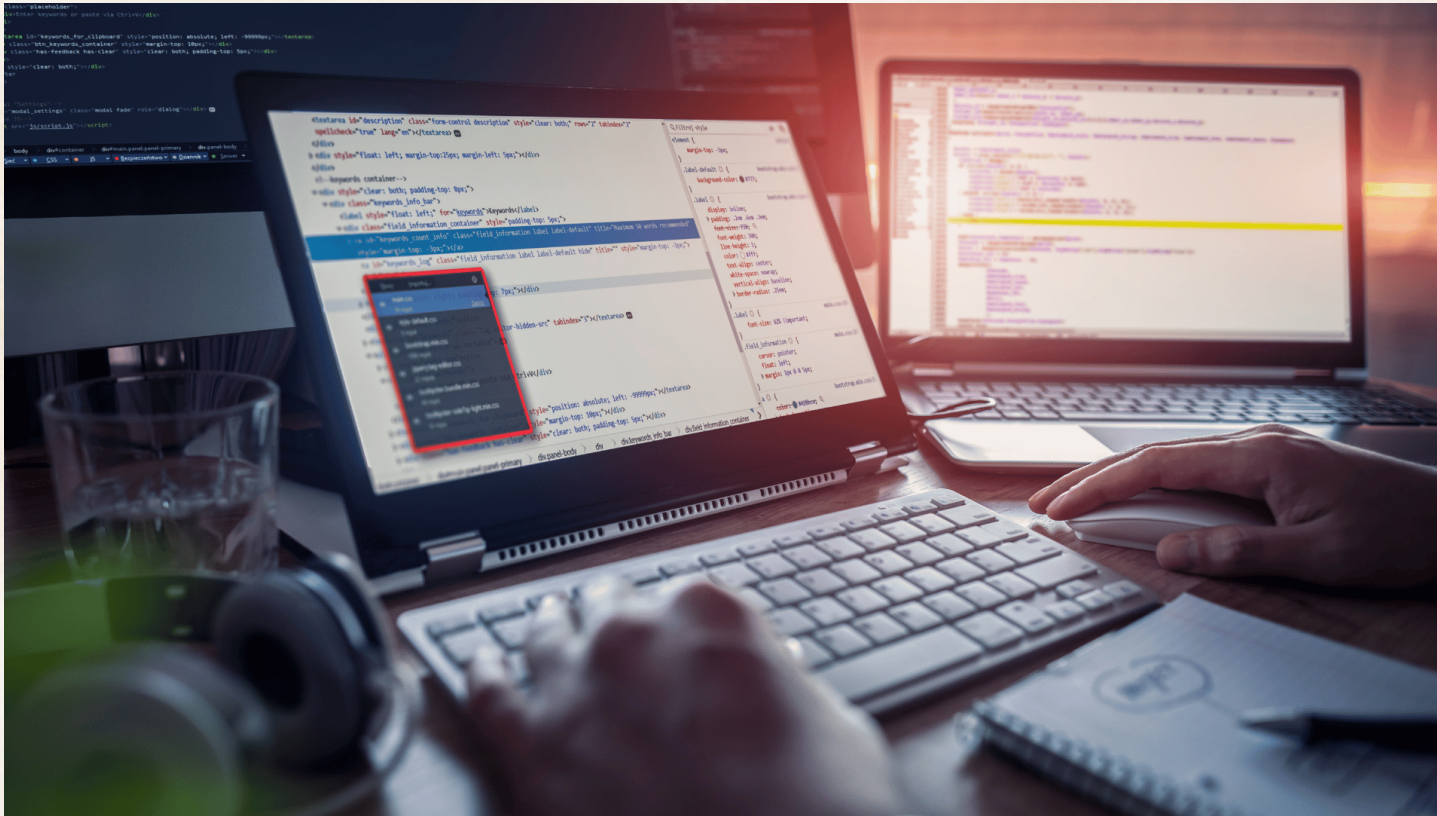
Zozothemes

Core Steps

1. **Secure a domain**
2. **Connect your domain to the CMS** you want to use to develop your website (we recommend Wordpress, Wix, Squarespace, etc.)
3. **Choose a paid theme** so you don't need to do a lot of design or customization. But pay the \$50 per year (Wordpress).
4. **Add core plugins** such Yoast SEO (meta description character counts), Imagify or Smush (for image reduction), Simple 301 redirects)
5. **Add a web page builder (plugin)** such as Elementor to make your life easier.
6. **Design a logo** in multiple sizes.
7. **If you are redesigning, make sure to redirect pages** on a 1-to-1 basis.

mng) marketing nice guys

Redesigning/Developing a Website



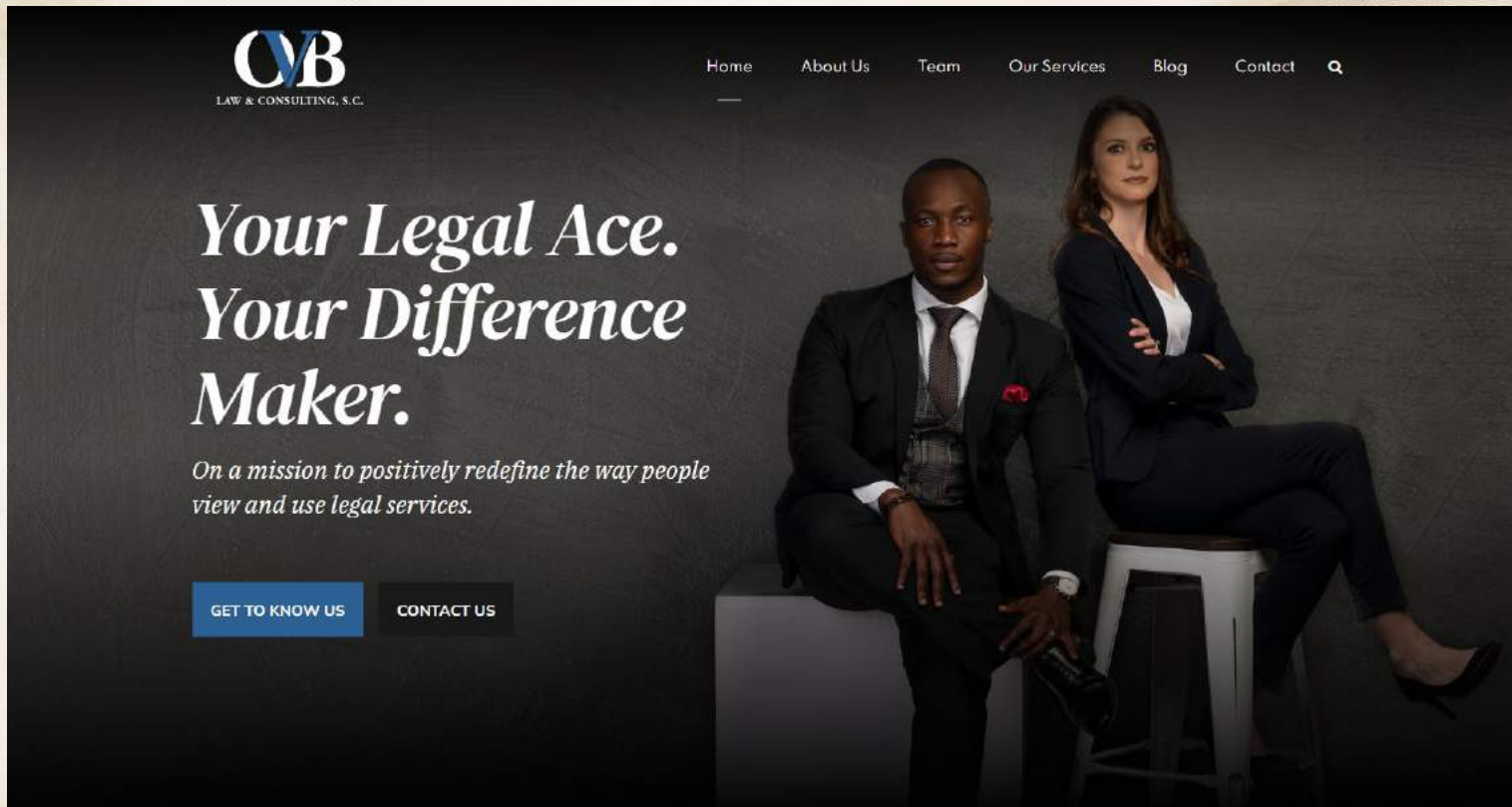
Some Don'ts

1. Don't hire others to develop your website without you getting access to it.
2. Don't use services that will bundle your website with a “lead generation” package – one that has ongoing payments per month. In the end, you'll end up likely getting scammed. And you won't end up owning the website or getting decent marketing. And you're locked into a contract for as long as you need a site.
3. Don't forget to connect your website forms to your email marketing automation platform.
4. Don't forget to add your SSL (secure socket layer certificate)



6 UX Elements of a Great Legal Website

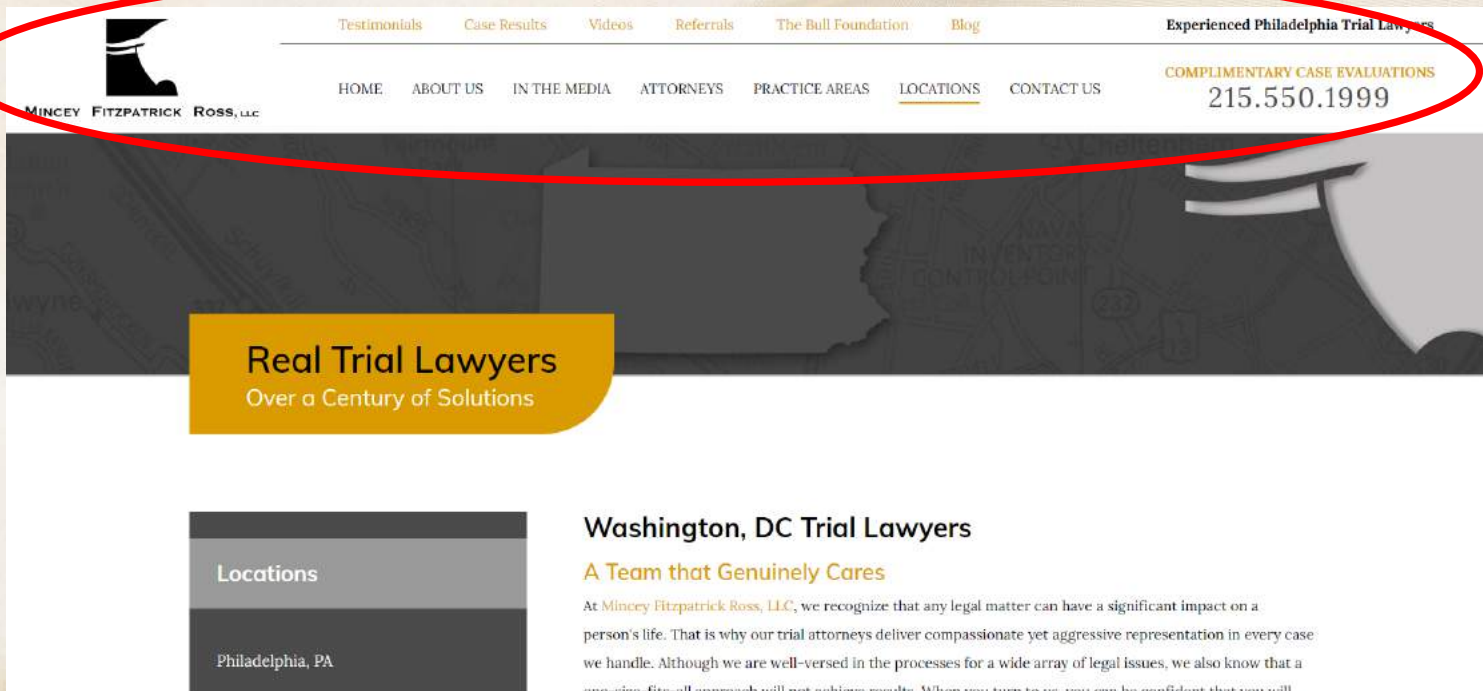
6 UX Elements of a Website



Element No. 1: Visual Design

- Consider visual weight of elements on a page
- No more than 4-5 elements in desktop in any given window. 1 to 2 max for mobile.
- Use professional images, video that fit your narrative (original media is best). Invest in it!
- This is OVB in Milwaukee

6 UX Elements



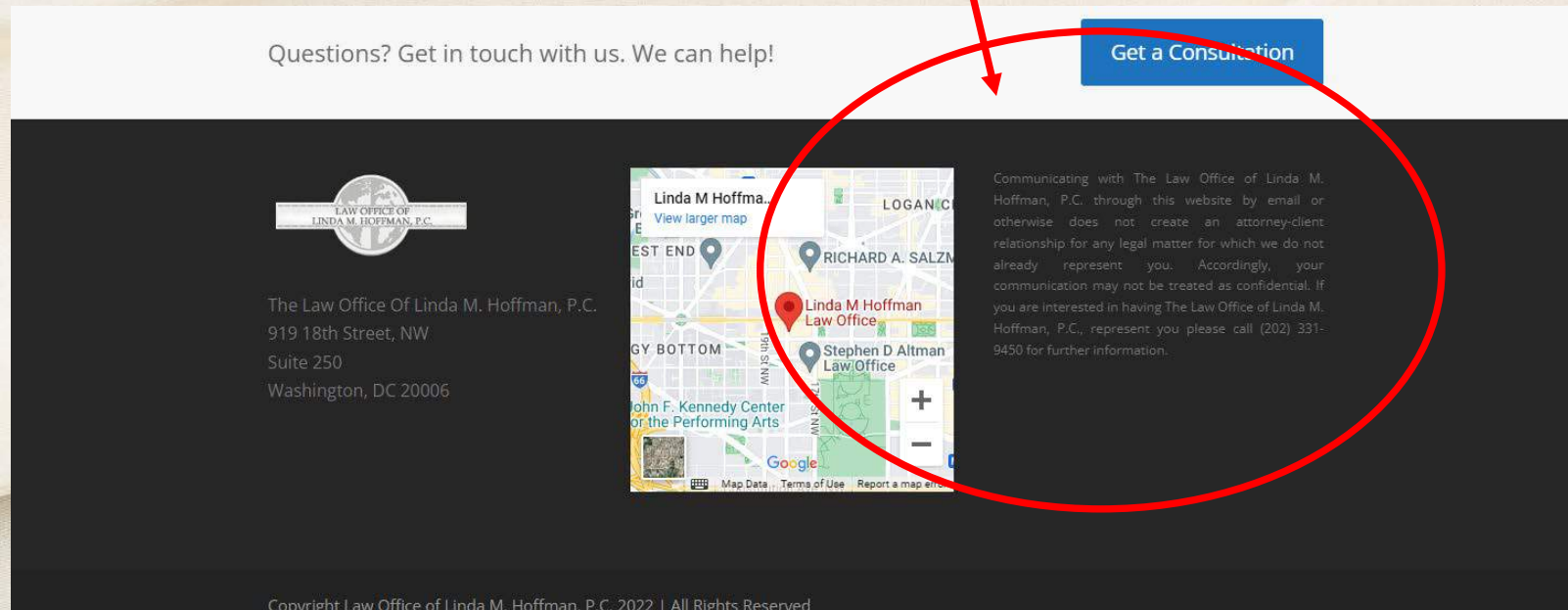
Element No. 2: Navigation

- Don't overwhelm and don't confuse people.
- Too many navigational elements take up too much space on the page. 20 percent of visual space here. Aim for 12 to 15 percent on desktop.
- Use audience-focused labels
- Include contact information. Nice job on the phone number but it's Philadelphia (I'm looking for a D.C. trial lawyer)

6 UX Elements

Element No. 3: Colors & Fonts (Part 1)

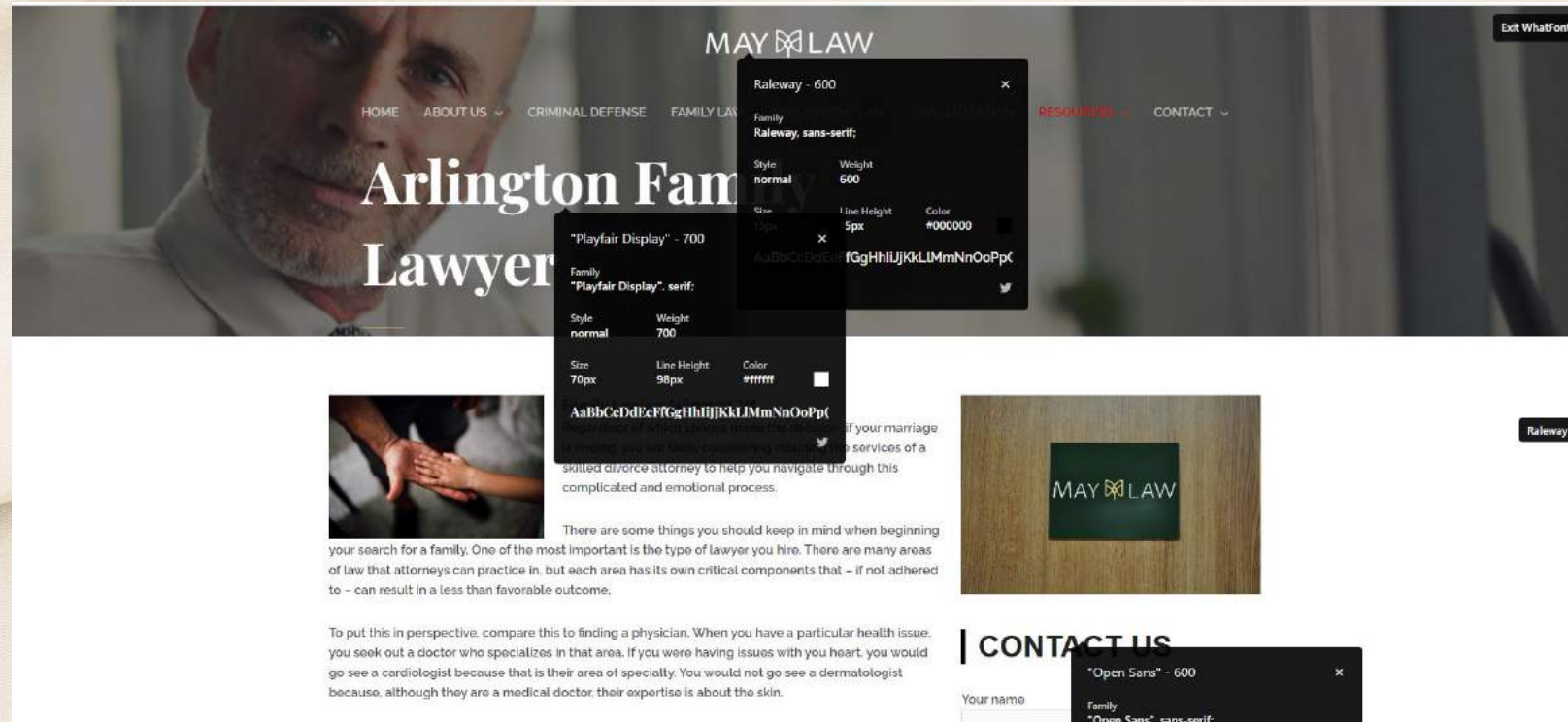
- Make sure to use a font color that has enough contrast with the background. The general rule is a 4:1 contrast ratio.
- Go here to check: <https://webaim.org/resources/contrastchecker/>



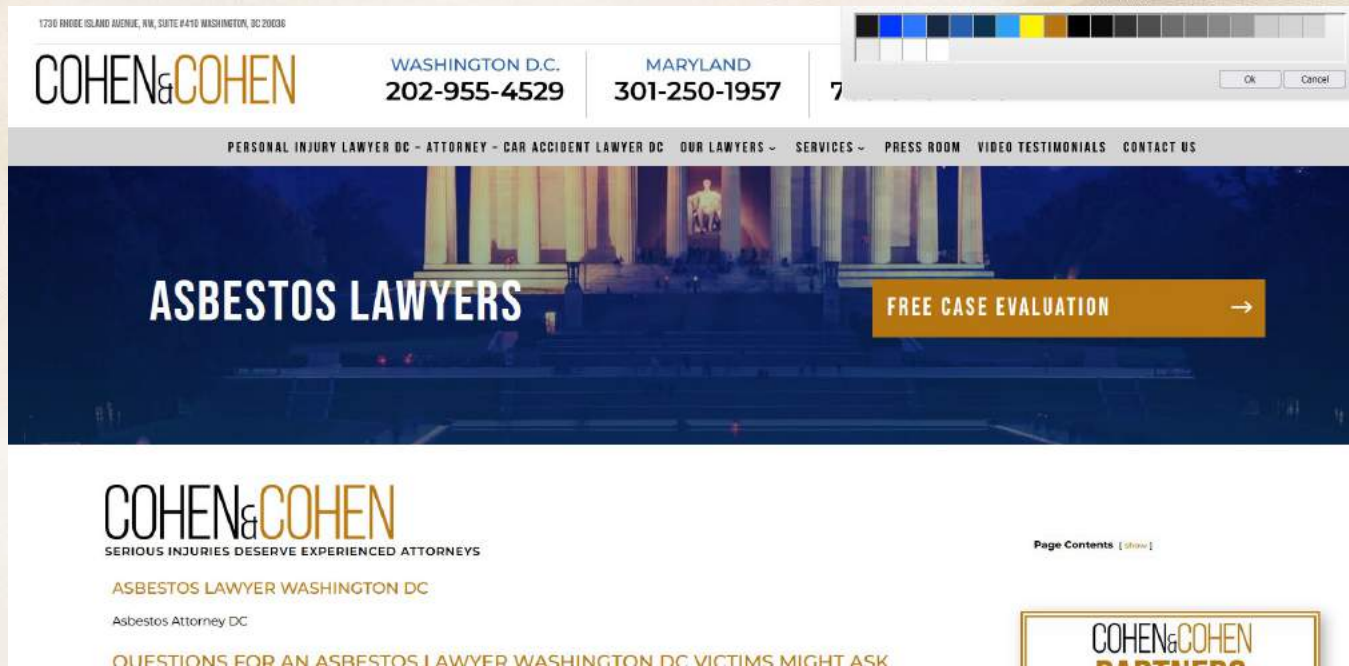
6 UX Elements

Element No. 3: Colors & Fonts (Part 2)

- Generally choose a single font across everything and use it consistently.
- Otherwise, this part of your visual identity will be diluted.



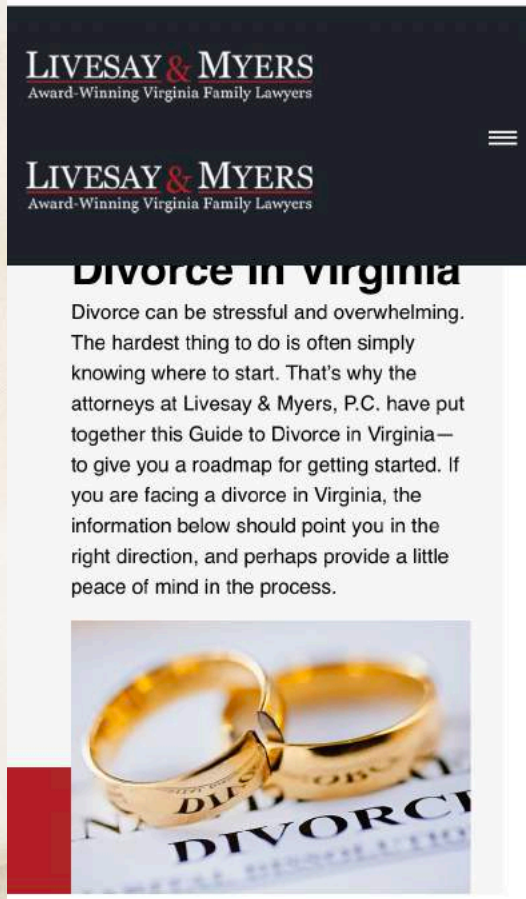
6 UX Elements



Element No. 3: Colors & Fonts (Part 3)

- Limit the colors. Too much color overwhelms the user. Choose a palette and stick with it. Use tints or shades of a core color.
- This site has 24 colors defined in its CSS. Probably too many. Apple uses 12 to 15.

6 UX Elements



Element No. 4: Mobile Experience

On the left is the mobile experience, above is the desktop.

- Most sites use a responsive experience (a CMS that allows for websites to respond to the device used. Sites are basically cut at 3 different breakpoints – one for mobile, one for tablet and one for desktop)
- But you should always, always check the mobile site to look at the experience. This header on mobile site is doubling, obscuring the content and making the firm look unprofessional.
- Also, check the hamburger menu to make sure elements are easy to navigate in mobile too.
- There should be NO horizontal scrolling either.

6 UX Elements

Element No. 5: Speed

Your pages should load quickly. Speed is money. Aim for less than 2 seconds for what's known as “first contentful paint”



6 UX Elements

Element No. 5: Speed

You can go to Google's PageSpeed Insights to check your website speed. This site ends up being a bit slower in mobile but not bad in desktop.

<https://pagespeed.web.dev/>

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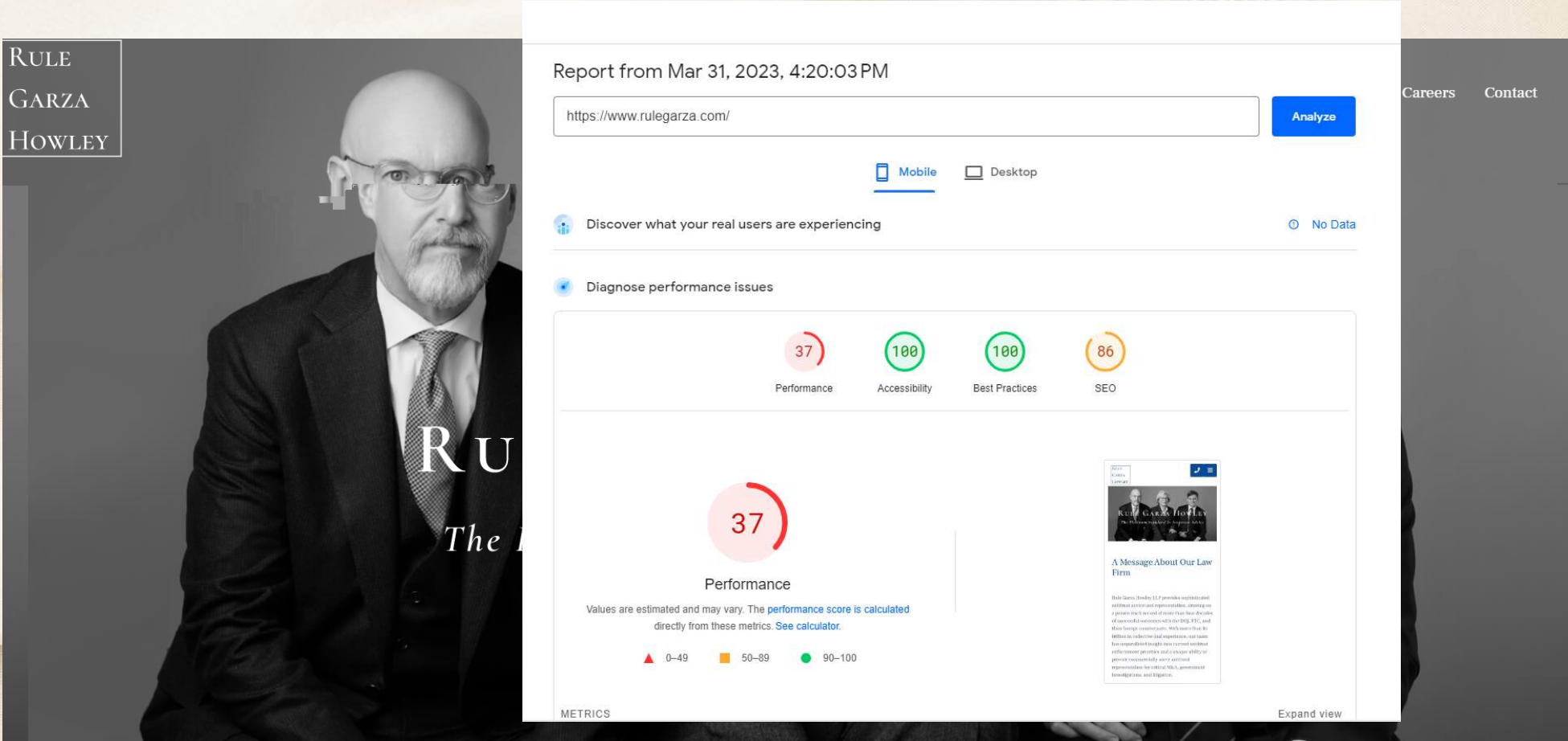
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<https://www.rulegarza.com/>

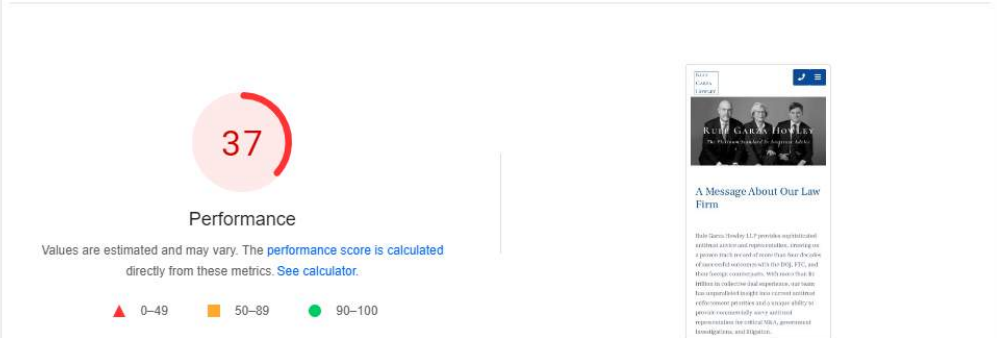
<https://www.rulegarza.com/>

 Mobile  Desktop

Discover what your real users are experiencing 🔔 No Data

Discover what your real users are experiencing 🔔 No Data

 Diagnose performance issues



Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. [See calculator.](#)

Score Range	Color
0-49	Red
50-89	Orange
90-100	Green

The figure shows a large red circle with the number 37 inside it, indicating the performance score. Below the circle, there is a legend with three colored squares corresponding to score ranges: Red for 0-49, Orange for 50-89, and Green for 90-100.

[illegible]

The figure displays a performance score of 37, represented by a red number inside a light pink circle with a red arc. Below the score, the word "Performance" is written. A note states: "Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)" Below this note is a legend with three colored squares and their corresponding score ranges: a red triangle for 0-49, an orange square for 50-89, and a green circle for 90-100.

To the right is a screenshot of a corporate website. The header shows "Duke Energy" and "Company" links. The main image features three men in suits with the text "KIM D. BARKER, CHIEF FINANCIAL OFFICER" and "The 2014-2015 Annual Report". Below the image is the heading "A Message About Our Law Firm". The text below reads: "Duke Energy, through U.S. portfolio sophisticated investment activities and representations, operating as a general partner in one of more than 100 entities of one world's most successful firms, the DGE, LLC, and Duke Energy Investments, with more than \$1 billion in combined fund experience, our team has represented multiple new current and future investment projects and various ability to provide excellent services across various jurisdictions, including the U.S., international jurisdictions, and litigation."

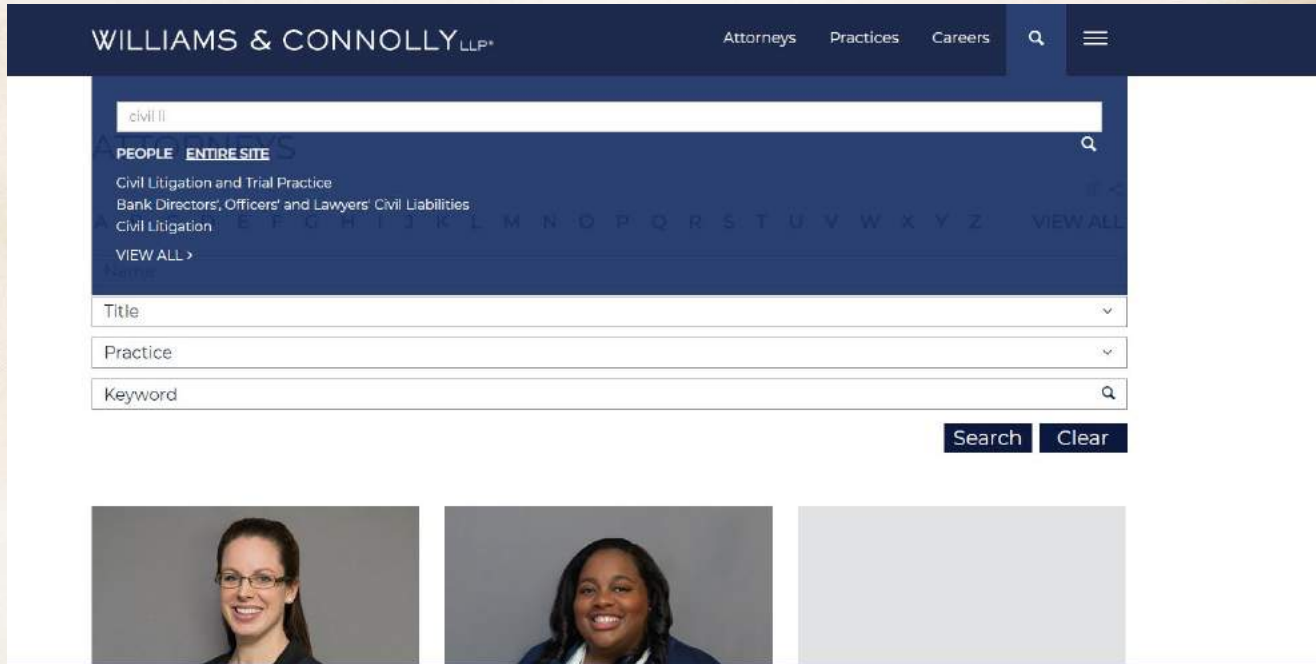
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6 UX Elements



Element No. 6: Internal Search

Hopefully, most of you will develop content on a regular basis. And build out a robust website with content. We would make sure to include a search function. A few tips:

- **Include auto-complete.** Here's an example of Williams & Connolly, not a small law firm. It has a civil litigation practice. It does have autocomplete but inexplicably makes me click another tab to get there.
- **Include some snippets for results.** W&C do. Just not very well. At bare minimum default to a Google-like result. Two line descriptions.
- **Handle misspellings etc. 'liabilities'** Did you mean "liabilities" or "liability"

+1 Consideration

Finally, a General Rule: Make It Easy to Find in Google (SEO)

For most sites, we look at things such as personalization for user experience. But for legal sites, let's include SEO as one important consideration. Some easy things to do:

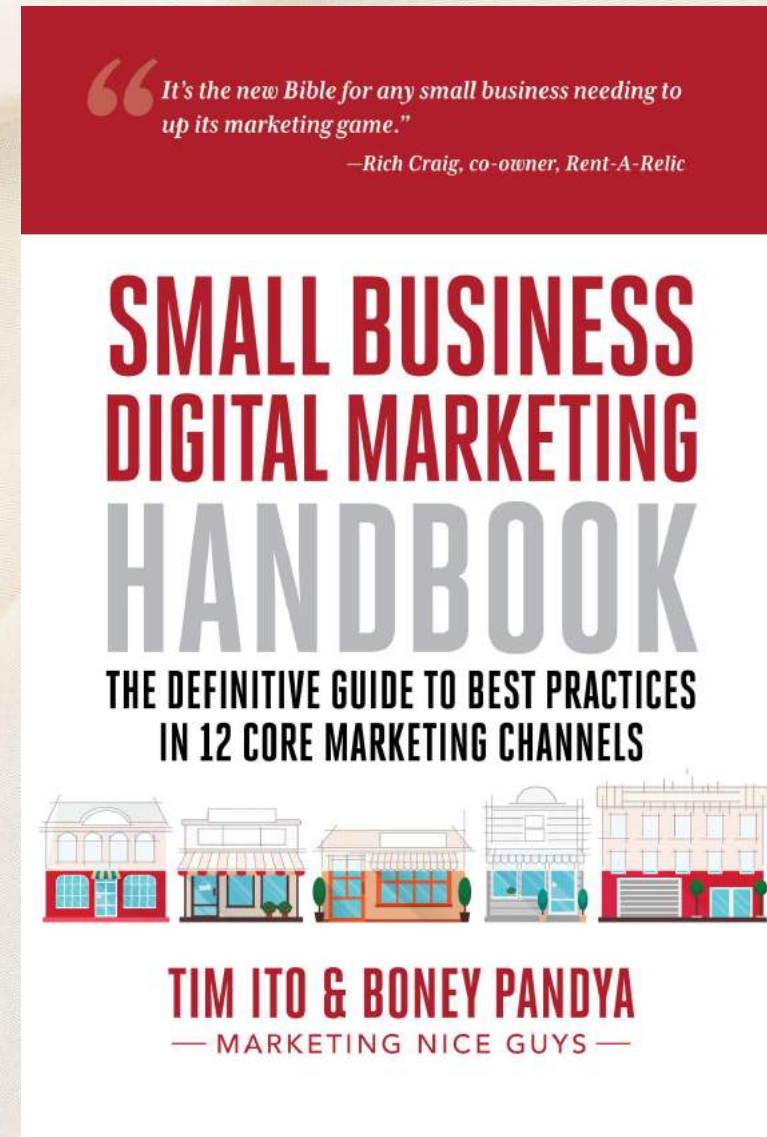
- Create unique localized landing pages for geographic areas
- Cross-link your pages (have at least 5 links pointing to any page of your website)
- Pay close attention to URLs, Page Titles, and H1 and H2 headlines
- Repeat core keywords in the body copy and emphasize them in italics, bold, bullets.
- Use keywords in hyperlinks



Book Giveaway: The Small Business Digital Marketing Handbook

Who created the first pay-per-click model in search advertising?

- A. Excite/At-Home
- B. AltaVista
- C. Google
- D. GoTo.com (Later Overture)
- E. Lycos
- F. Netscape (Later AOL)



Marketing Nice Guys: How We Can Help Private Practice Lawyers



Marketing Agency Management Solutions

- Managed social media marketing & advertising
- SEO and content strategy & development
- Paid search, display and video (programmatic) advertising services
- Email marketing & automation/lead generation
- Website design and development services
- Strategy and narrative development

The Advertising Guide for Lawyers

Our guide to selecting the right paid media for your law firm.

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Q&A

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