

CHECKLIST: HOW TO MAXIMIZE RESULTS USING CONTENT

CONTENT PLAN

Develop a realistic and thorough content plan.

Did you include all of the major elements of a law firm website in your content plan?

Homepage

Case Results

About Us

Bio

Testimonials

Blog

Practice Areas Pages

Did you allot enough time to write each page?

HOMEPAGE

Does your homepage clearly and succinctly:

Identify who you are?

Name

Law Firm Name

Location

Phone Number

Identify the main practice areas you represent?

Identify how you approach your practice?

Identify your brand: what makes you different?

Identify immediately your authority/credibility?

Provide navigational tools (links, menus, contact form)?

CASE RESULTS

Do you have cases to include on your website?

Are the cases consistent with your brand?

Are the cases up to date?

Do case summaries explicitly identify how you helped the client?

BIO/ATTORNEY PROFILE

Is there a bio for each attorney?

Did you choose a proper point of view?

First person

Second person

Third person

Is your bio style consistent with your personality and character?

SUBSTANTIVE PAGES

Do you have main (parent) pages outlining the practice area(s) and informing the client of relevant, basic information?

Do your main pages have sub-pages that inform the visitor of specific, related information?

Do you have local pages — especially if you practice in a specific city or region — that provide information like courts or other institutions or local information relevant to the practice area and of interest to the visitor?

Do you provide other related pages (e.g., criminal process page, tax protest appeal timeline, etc.) that further provide information the potential client needs?

Do you provide internal links for ease of intuitive navigation?

Do you provide external links to credible sources?

Do you provide substantial, valuable information that answers most questions your potential clients may have?

Do you provide that information in an easily understood manner by using:

Short sentences

A style that's easy for a reader to scan information

Bullet points

Quotes

Examples

BLOGS

Do you avoid sounding too salesy in your blog posts?

Does your blog:

Provide real answers to real questions?

Discuss real cases and stories and apply them to your targeted audience?

Discuss trends or changes in the law and apply them to your targeted audience?

Do you provide internal links when appropriate?

Do you provide external links when appropriate?

Do you write blog posts to a length long enough to cover the topic adequately and accurately?

Do you consistently publish quality blog posts?

BRAND

Did you distinguish yourself from other like law practices via your brand?

Your niche?

Your experience?

Your approach to law?

Your payment plans?

Any packages?

Other?

Have you implemented your brand on the website?