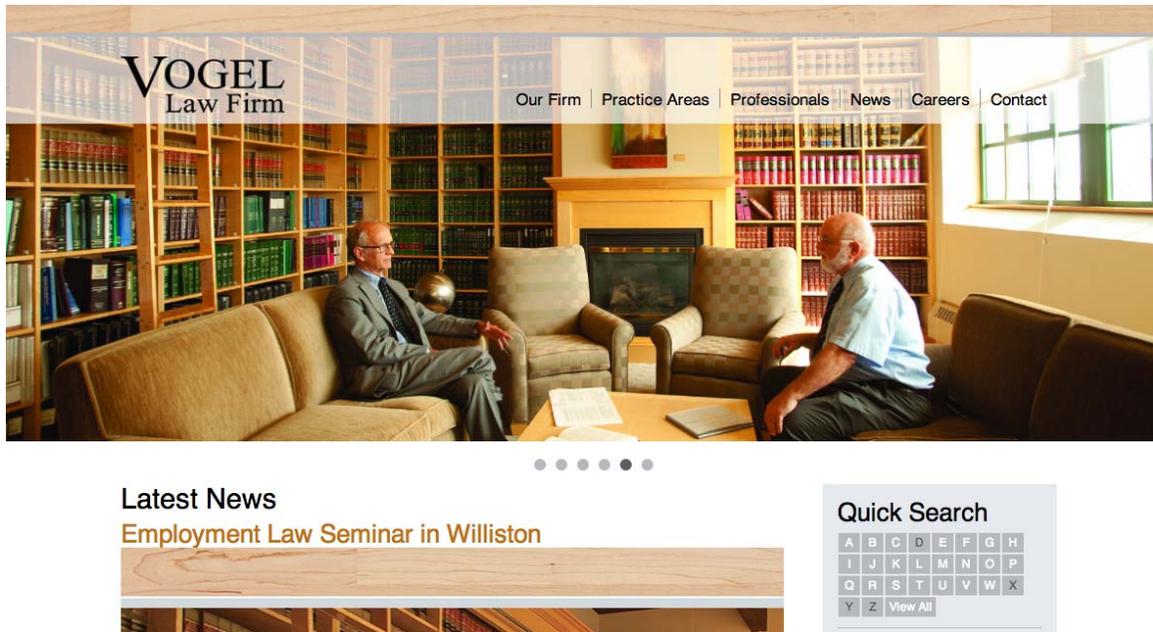**5 Ways to Make Your Law Firm's**
Website More Effective

By Sarah Greesonbach

#1: Include Photos of Real People

The quickest way to personalize your website is to include professional photos of your team or stock photos that include images of real people. It is important to have photographs of real people on your website to create a welcoming and humanizing feeling for a prospective client's first visit. Websites comprised of 100% text can be overwhelming, confusing, and worse--forgettable. Photos of people provide a sense of comfort and familiarity, both important parts of making a connection and closing the business. In the example of North Dakota's Vogel's Law Firm, one of the first images is a large, welcoming picture of two people talking in a relaxing way, a very strong image for a client seeking legal help.

#2: Clearly Display Your Contact Information

Visit your website yourself and try to find out how many ways it is possible to contact you. Is your phone number clearly stated on every page? Is it easy to send an email or to submit a contact form?

In this example, there are several ways to engage with a real person from the homepage of North Dakota's [Larson Law Firm, PC](#)'s website: several social media links, a contact form, phone numbers, and a live chat option. This ensures that once a prospective client is finished reading, it will be clear how to get in touch with your firm.

#3: Give Something of Value for Free

In all relationships, we build trust by providing gifts to each other. In this case, your website should provide a free gift of information as a show of good faith. This is an opportunity for you to show your firm is welcoming, approachable, and generous. Boleman's Legal Solutions in Virginia provides free information in the form of advice on bankruptcy. It include topics such as "Chapter 7 or Chapter 13" and "Foreclosure Glossary." This approach draws relevant search traffic, answers common questions, and demonstrates your expertise.

#4: Provide Clear Instructions

When a prospective client visits your website for the first time, what is it you want them to do? Sign up for your newsletter? Submit a contact form? Call your office? First decide what your desired outcome is, then organize your website to drive towards that one goal.

In the example of [Hook Law Center in Virginia](#), the clearest instruction given is constantly to call or contact the law office. The "Speak with an Attorney" button and the clearly identified phone number at the top of the page provide a clear call-to-action for the site visitor.

#5: Use Analytics

You don't need to be an SEO professional to utilize analytics on your website. Head to Google Analytics for instructions on installing tracking information on your website, then check in monthly or quarterly to learn more about your customers and your web traffic.

Google Analytics can give you information regarding the location of your website visitors, as well as keywords searched to reach your website and whether the visitor used a mobile device or desktop computer to access your site. This is information you can use to further customize the website experience for prospective clients.

You can also track particular days of web traffic. If you launched a new local commercial on TV or radio, or ran a social media campaign, it is possible to zero in on a particular day or set of days to see whether or not your marketing efforts generated more traffic, and how much more.