DO YOU NEED A NEW WEBSITE?



Websites are essential to staying in touch with and relevant to your client base, expanding brand awareness, and leveraging greater exposure to potential clients.

Law firms without websites, or those with websites lacking certain stylistic and practical elements, suffer from lack of exposure and legitimacy. A website that was created even two or three years ago may be outdated, especially with the emphasis on mobile browsing and e-commerce, which have greatly changed how prospective clients find an attorney.

You may need a new website or may be due for updates. Sometimes, even newly designed websites aren't adequate to meet your firm's goals. Consider when deciding whether you need a new website:

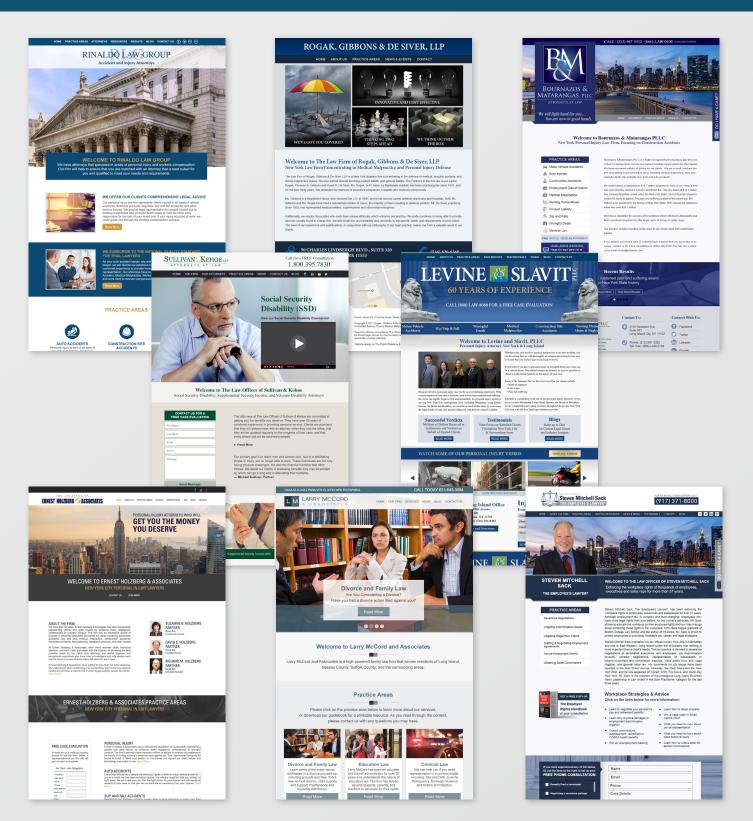
- Poes it look outdated?
 Your website should look fresh, enticing, and easy to read. It should clearly reflect your brand so visitors can easily tell what the firm does and what makes it unique.
- Poes it load slowly?
 A website that loads slowly is one of the major reasons for a high bounce rate. If your images, graphics or text aren't sized correctly, your site may look unprofessional.
- Is it unnavigable/hard to find information?
 Information that potential clients will search for on your website, such as About the Firm, Practice Areas, Hours, Location and Contact, should be easily found.
- Is it low-ranking on search engines?
 When a firm appears on the first page of search results for keywords, whether the consumer is actively searching for that firm or not, it can directly result in leads. The key to ranking highly on results pages is having an optimized website.

- ? Is your website unresponsive?
 Your website should be mobile-friendly and responsive. With the popularity of mobile devices, a website that is easy to navigate on mobile devices is more likely to attract potential clients.
- ? Is your website broken?
 A website must have updated functionality. There should not be compatibility problems when switching between browsers or devices.
- Po you have a high bounce rate?
 A high bounce rate occurs when visitors leave your website after visiting only one page. Your website should inspire action, including spending additional time on site pages and contacting the firm.
- Is your content outdated?
 Up-to-date web copy is a vital part of site maintenance. If your current hours aren't listed, you may miss out on potential clients who rely on that information from your website. A blog that hasn't been updated in months or years will leave your clients wondering why you no longer invest in it.

If you said yes to any of these questions, you will need to update your site or consider a website redesign.

PR4Lawyers is dedicated to providing integrated marketing solutions for lawyers and law firms, including website development and optimization. We offer a free website analysis, including a Search Engine Optimization Audit and keyword ranking analytics, which will report on where your business ranks on search engines and how you can improve.

SOME OF OUR RECENT WEBSITE DESIGNS:



CALL TODAY FOR A FREE WEBSITE EVALUATION AND FIND OUT HOW A NEW WEBSITE CAN BENEFIT YOUR FIRM!

FOR MORE INFORMATION, CONTACT JOHN ZAHER AT: 1-866-PR4LAWYERS (1-866-774-5299) • INFO@PR4LAWYERS.COM