

The logo for LawPromo.com, featuring the text "LawPromo.com" in a white serif font centered on a dark gray rectangular background.

## Law Firm Website Design and Development

### Lawyer & Law Firm Web Design

Not all legal industry website designers are created equal. This couldn't be more true of website designers who specialize in designing web sites for attorneys and law firms. Unlike many "law firm web design" firms that claim to have experience working with the legal industry after only creating a handful of sites, Law Promo is an industry leader with a large client list of lawyers & law firms ranging in size from solo practitioners to large full service law firms.

#### - Choosing a Law Firm Website Design Company

For attorneys and law firms embarking on the venture of creating or redesigning their website, the decision of choosing a specialized legal web design company is an important one. With the steady decline of print marketing success, law firms are becoming more aware of the role their website will play for the future of their businesses. Moreover the legal web design company must be proficient in a variety of roles including search engine optimization, legal marketing, technical support, and web site maintenance, among others. Perhaps even more important, the company must have a solid understanding of what attorney's and law firms need in a successful website. This experience fosters an understanding of your profession and the aggressive marketplace that you are competing within.

- Creating a professional, high end web design that reflects the quality of your law firm can be a difficult and frustrating process when working with amateur or limited experience website designers. With so much at stake, attorneys and law firms know that they need the

trust and knowledge of a professional custom law firm website design team on their side. Law Promo has been helping lawyers & attorneys create custom legal website designs since 1997. Our expertise in the law firm market, our design quality, and our affordable pricing can't be matched anywhere in the industry.

## Niche Marketing

As the internet expands and is saturated with new legal websites, specifically targeted websites become essential to your web marketing. Attorneys who create websites which highlight their niche practices (eg. Tax Law) are able to capture those potential clients who are seeking more of a specialist and less of a generalist.

### - Targeted Internet Marketing

There is a growing trend of educated consumers searching for a specialist that focuses on their specific need. For example, rather than finding a full service law firm that handles a wide range of practice areas, many people prefer to know that the lawyer handling their case is a specialist in their field. Websites built, copy written, and optimized for a single practice area, or target market have proven to be infinitely more powerful than those with a broader scope. Moreover, these websites typically perform better in the search engine results because of the focus of the content and optimization efforts. If marketability is the primary goal of your website design, Law Promo recommends this approach during the development process.

### - Professionally Created Designs

Capturing your viewers immediate attention is crucial. The visitor will judge the professionalism of the firm by the design of the website, making it mandatory to have a professional, captivating look. A poor appearance combined with a confusing approach will have your potential clients surfing elsewhere. All of our niche marketing websites are

professionally designed and developed with the visitor in mind.

#### - Focused Content

The specific content regarding your practice area will play a large role in the achievement of your natural placement within search engines. Centering a website around everything to do with one practice area shows not only your viewers that you are a "specialist", but the search engines as well.

#### Professional Design

Visitors to your website will immediately judge your company by the look of the website alone. Potentially, this is possibly the first time they have seen or heard of you. Law Promo understands the importance of visual appeal. With many custom website designs to our credit, our designers know how to create the right look and feel for your business.

- Elements of Flash, paired with the appropriate colors, image selection, and page layouts result in a visually intriguing graphic design layout that is second to none. Our designers blend sophistication with uniqueness resulting in a professionally designed website that conveys your message with a professional visual appeal.

#### - Law Firm Website Design

Attorneys and law firms from around the nation have utilized Law Promo for their successful custom legal web site designs. The seriousness of the legal industry demands a specific website environment that Law Promo has been able to perfect. Our client list ranges from small, single attorney practices to large, international law firms. We have had the pleasure of maintaining long-term relationships with our clients, resulting in an incredible percentage of return business and referrals.

#### - The Website Design Process

Law Promo begins the website design process with personalized consulting. Our designers devote the necessary time to learn about your specific area of work, whether it is within the legal industry or another type of business. Once we have assessed your needs, we begin working at building you a web site that can successfully represent you for years to come. From posting sample website design work on our server to publishing, hosting, maintaining, and promoting your website, Law Promo is devoted to your long-term online website success.

Below are some of the steps in the custom web design process:

Our consultants are trained to ask pertinent questions to examine your overall online marketing campaign from multiple angles. Your website project will be more complete, as all components are considered and incorporated from the beginning.

Once we have defined your website project direction, the creative process begins. Sample pages of custom website designs tailored toward your specific company mission will be posted to our server for your review.

We encourage and value your feedback. Law Promo wants your website to reflect your unique business and encourage your participation. All design changes will be made according to your preferences.

With our custom website design packages, pre-designed templates are never used. All website designs and content are original and innovative.

Optional Flash animations can be utilized to create the captivating visual appeal you need. From small elements, such as taglines, slogans, navigation menus, and logos to full Flash presentations, websites are tastefully designed keeping in line with your overall objective.

All HTML code, is written by hand. Many companies use computer-generated HTML code from software packages, which produces more code than needed. The benefits of Hand-Written HTML Code are:

Efficient use of server space for better performance

Faster website loading time so visitors don't wait

Website will work on all types of browsers, platforms, and operating systems to ensure proper viewing by all visitors

All website design work is completed in-house and we guarantee customer satisfaction. No part of your website design is outsourced. Maintenance and support are available upon request.

#### Search Engine Optimization

Search Engine Optimization is the process of setting up your website to increase the number of visitors. This is an ongoing, time consuming process, which is why a majority of companies hire Search Engine Marketing consultants to perform this task. A Search Engine Marketing firm frees you up to focus on your core competencies.

Search Engine Optimization includes:

Creating professional, easy to read, keyword-rich copy

Proper coding of the Title tags of each page

Proper coding of the Meta content of each page

Proper use of alt tags for images

Proper use of link building campaigns

Proper use of page names, titles, & content specific pages

Submission to the internet search engines

Inclusions into business related directories for strong in-bound links

Properly providing these services is almost never done by most amateur optimization consultants, yet it is extremely important to do each one correctly.

## SEO – Content is King!

Search Engine Optimization truly starts and ends with the content of your website. Creating unique content which is correctly written is one of the best ways to increase your ranking. Search engines crawl billions of web pages every month, and from those billions of web pages they need to determine, through their complex and proprietary algorithms, which sites are going to rank near the top. While there are a number of things that factor into this, content is the most important part. After writing the targeted content, the need to perform the other optimization steps take place. This includes properly coded Page Title & META tags, inclusion into quality directories, submissions to the top search engines, and sensible keyword optimization will help your website increase rankings.

### - Pitfalls of Search Engine Optimization

Search Engine Optimization is an extremely important part of your website, but remember that it is not the only thing to care about. Your website must still be able to communicate a strong message, and should not confuse viewers with additional optimized content for the sake of gaining a few ranking spots. Visitors now a days are smart; they will see that type of a website more as spam than a legitimate source of information. Notice that there are some websites around the internet that have high ranking, but the second you visit the website you have a strong desire to click away. Some of these sites are known as "over-optimized". Beware of going down this path. You may obtain nice search engine rankings, but no one will bother reading your site or contacting you, as you have successfully made an incredibly confusing, yet high-ranking site. If you receive a lot of traffic, but very few leads, this is potentially what is happening to you. It can't be said enough, content is king online.

- At Law Promo, we believe in doing the right things when it comes to Search Engine Optimization, and with tens of thousands of internet searches to our clients, what we do works. We use ethical tactics – not spam tactics, and if you stay the course and stay involved with us, your rankings will follow.

## Copy Writing

The creation of an online presence extends far beyond the immediate visual stimulation the visitor encounters when entering the website.

Intriguing graphical design is essential, as it establishes a specific corporate image associated with a particular attorney or legal group. However, shortly after your visitor has been wowed by your professional design elements, they will naturally begin reading your website content to determine if you could potentially address their individual legal needs.

As website owners have instinctively known that hiring a custom designer was the most professional way to present oneself on the Web, they are now beginning to realize that content requires as much attention as visual design. After all, it is the content that will determine whether or not your visitor will continue to read your pages or exit the website altogether.

Website copywriting is a skill in and unto itself. Written content must exceed the task of describing the practices that surround the law firm or particular attorney. The visitor must be left with a sense of professionalism, intrinsically trust the words conveyed by the pages, and be inspired to contact the lawyer or legal group for services.

Copywriting shares the task of boosting search engine rankings. When executed correctly, the writing is then considered SEO copywriting. Keyword phrases are gracefully woven into your legal content writing to serve the purpose of combining clarity with functionality. The incorporation of SEO copywriting will help to organically bring your website to higher rankings everywhere. It's an investment with the potential for an unlimited ROI.

An exclusive service for law firms, attorneys, legal groups, and website clients, Law Promo offers website content writing and SEO copywriting as part of your custom design process. Having your pages written by a professional website copywriter will not only improve conversion rates and visitor readability but could provide favorable long-term SEO results. Additionally, it will assist a busy lawyer or professional to get their website up and running in a timely manner.

#### Internet Legal Marketing:

As use of the internet expands, website owners are seeking additional marketing avenues to attract the attention of web surfers. With the myriad of strategies, products, and companies offering to boost traffic and visitor conversion numbers, it can be difficult to determine what decisions need to be made when promoting your website. Often times, simply finding out who has your best interests in mind can be frustrating. This is precisely what sets Law Promo apart. Our number one priority is offering and implementing internet marketing strategies that will be most effective for your business and budget.

Below is a brief overview of the options we offer in internet marketing:

#### Search Engine Optimization "SEO":

As many website owners now know, search engines such as Google, Yahoo!, MSN, and others are the most important means of delivering high quality traffic to your website. Obtaining top rankings under relevant keyword terms will ensure that your website garners the most targeted visitors possible. Law Promo takes the optimization of your website very seriously. Every website we build is properly and ethically optimized for search engines. This service also includes consultations, and if necessary, editing of your website copy to produce the best search results possible.

#### Search Engine Marketing:

Ever wanted top rankings and immediate visibility for your firms website? This is the result achieved by the search engine marketing campaigns offered by Law Promo. Together with the highly successful keyword advertising campaigns offered by Google AdWords and Yahoo Search Marketing, our experts can drive the most highly desirable visitors to your website at a fraction of the cost you may currently be paying for other marketing strategies. This program allows even small businesses to compete against larger entities while delivering outstanding results at low costs.

#### Professional Content Writing:

For many firms in the process of building a website, the formidable task of writing content for the numerous page sections can be daunting. Additionally, the challenge of writing your content for the purposes of search engine optimization may be uncharted territory. For this reason, Law Promo offers professional, on staff copy writers to help develop content that will be both engaging for your visitors and targeted for specific search engine results. In the end, this will save you countless hours of time while having peace of mind that your content was written by an expert.

#### Niche Website Marketing:

In today's oversaturated marketplace, there is a growing trend of educated consumers searching for a specialist that focuses on their specific need. For example, rather than finding a full service law firm that handles a wide range of practice areas, many people prefer to know that the lawyer handling their case is a specialist in their respective field. Websites built, written, and optimized for a single area of practice or target market have proven to be infinitely more powerful than those with a broader scope. Moreover, these websites typically perform better in search engine results because of the specificity of the content and optimization efforts. If marketability is the primary goal of your website design, Law Promo recommends this approach during the development process.

#### Law Promo Internet Legal Marketing / SEO

#### Hosting & Email

Law Promo offers industry leading website & email hosting via our partner site [www.web499.com](http://www.web499.com). Our hosting is consistently at 99.99% uptime, and comes complete with every feature which you will need.

When you choose Law Promo to host your website, you get much more than simply web hosting. Included in every website package we offer are the following solutions:

15,000MB of disk space – Enough space to hold 15 average websites.

Email Setup – We setup all your email addresses for you.

Should you decide to want to set it up yourself, you have your own Admin Console that allows you to add email addresses, change settings, view bandwidth and more.

Spam Protection – Watch spam levels drop dramatically! You can also configure your own safe-sender list.

Industry Leading Website Reporting – You will have access to comprehensive, yet easy to follow, web reports to determine traffic, keywords, and more.

Multiple Ways to Check Email – Access your email online from anywhere in the world, or set up your email to be checked with Outlook, Outlook Express, Eudora, and more.

Unlimited Email Addresses – While most companies don't need 100 email addresses, our hosting offers as many email addresses as you need.

Free Technical Support – We help walk you through setting up checking your email, and ensure everything is working all the time.

## PPC Campaigns

Of all the means to promote your website, none could be more important than creating top level positioning in the search engines. Google, Yahoo!, MSN, Ar

cost for every "click" incurred by the visitors who searches, finds, and clicks on your ad to visit your website. To clarify, these costs are only applicable to new website visitors and are only charged once per day, and only when a visitor is delivered to your website via these specific keyword placements.

## Benefits

The benefits of operating a keyword sponsorship campaign with Law Promo far outweigh the costs involved. Read below to learn about the specific advantages to creating a campaign with us.

Immediate first page placements

Unlimited keyword placement potential

Lowest cost marketing with the highest ROI anywhere

Deliver extremely detailed and relevant visitors to your website

Only visitors in your geographic location can view your ads

New protection from overcharges and fraudulent clicks

You determine how much you are comfortable spending

No minimum spending requirement

No long term commitments

## Players

The two major entities that operate the keyword placement campaigns in nearly all of the internet's search engines are Google AdWords and Yahoo! Search Marketing. Though there are only 2 companies that operate keyword marketing placements, they each have thousands of affiliate search engines, portholes, and content network partners that deliver ads to various locations throughout the web. In essence, Google and Yahoo comprise of nearly all of the search related advertising that your potential visitors are likely to use. By opting to utilize both campaigns in your search engine marketing, you will give your website the maximum amount of exposure possible.

Secure Document Sharing Would you like to share your documents with your clients and employees in a secure and user friendly environment? Law Promo Law Firm Documents is a centralized and secure repository for law firms who wish to share documents and information across the web.

Law Promo Law Firm Documents features a secured login, upload and download features, and rights management. Law Promo Law Firm Documents allows you to create, edit and disable users, and specify which folders and documents they can see and access on the system. You can share calendars with your clients and notify them of appointments and future meetings. Law Promo Law Firm Documents allows you to keep everyone involved on the same page, saving you valuable time to do what you do best?win cases.

With Law Promo Law Firm Documents, your law firm can rest assured that important legal documents are backed up securely, and all latest software versions are being used.

#### Website Maintenance

Creating brilliant and engaging websites is the passion that drives our company. However, we equally value the long term relationship that follows the completion of your Law Promo built website. Part of our commitment to being your website development team is being there for the simple things. Most often this will involve basic updates and edits to your website.

While most website design companies exploit this as a chance to charge additional fees or j°up-sell± you into expensive maintenance plans, Law Promo provides a basic maintenance and technical support plan for a small fee. Why? For two primary reasons. First and foremost, we don't believe a healthy working relationship between Law Promo and our clients is furthered when nickel-and-dime charges are shoved onto our clients' faces?especially when our help is needed. Second, we strongly encourage our clients to add and/or update their website as often as possible. By doing so, the website is kept up to date with new content and helps to promote better search engine exposure while giving

return visitors fresh information to read. Furthermore, providing an open door website maintenance policy creates an opportunity for our staff to present new ideas and confront problems that would normally go unaddressed.

## Content Management Solutions

Does the information your law firm must to deliver to clients change more frequently than your current website allows for?

If so, our content management system may be just what your organization needs. Updates to content & images are performed by you. Wherever you are, whatever the change, take back control of your website from your webmaster. With the skills required for programs such as Microsoft Word, you can quickly and easily make changes to your firm's website, keep your content fresh, and you can do it from anywhere!

## Blawgs

One of the most exciting developments in website marketing and branding is the growth of law blogs, or blawgs. The internet and media have been "buzzing" over the unique benefits offered to companies employing blawgs for both marketing to, and interacting with, clients and potential clients alike. A Law Promo Blawg is an easy-to-use tool that integrates seamlessly with your website and provides a powerful method for reaching targeted audiences.

Using simple tools, you can take control of the content of your website and make it your own. If you think new content is necessary, just spend a few minutes and post it up to the website. The change will be reflected immediately. Or, schedule it for later and the system will automatically post the change when you specify.

Blawgs may also be one of the best weapons you can use when competing for natural search engine rankings. Because a blawg is chock full of content pertaining to your

business or practice area, search engines such as Google and Yahoo! will often rank your website higher on the basis of relevance to search terms. This can be leveraged to increase the traffic to your website and draw in clients or customers.

Blawgs also allow you to showcase you or your firm's expertise, and share your opinions on current events.

### E-Newsletters

Have you ever wanted to keep your firm on your clients' minds? Have a monthly publication that you'd like to send out to the masses?

Email marketing is still one of the most cost-effective methods for reaching an audience and marketing your business to potential clients or customers, but, unfortunately it has been abused by many companies. Our unique approach can help your firm develop an ethical strategy that provides improved ROI through real results.

Your email newsletter will be a piece of marketing material sent from your company, and it should be as professional as you are. Law Promo will help you design a professional newsletter template, allow you to manage & add the subscriptions to your newsletter, and make the whole process productive and enjoyable. With an e-newsletter, you can keep in contact with potential or existing clients and customers, promote new services or products and keep your company consistently in the forefront of people's minds.

### E-Payment Billing Solutions

What if there was a way to enable your clients or customers to pay their invoices or bills online? What if you could quickly and easily make changes to the services or products you offer on your site? What if you could set up recurring?or repeat?billing on a monthly or periodic basis?

Using our online payment solution, you can take payments online via credit card or check. Our payment solution isn't limited to product or inventory only business. Many of our service oriented clients have found that accepting online payments has improved their cash flow and made it easier to collect outstanding money. This has become increasingly popular with lawyers and law firms. You can now create a payments page on your site where a client can be directed to make their payments.

### Logo/Branding

Whether determining a new company's essence or refreshing the image of a well-established brand, Law Promo provides both research and strategy consultation on a full range of identity issues.

As part of our strategy development process, we first explore how your brand comes to life in the minds of your audiences. We then identify opportunities for reshaping those perceptions around a powerful new brand value proposition – one that will inspire customers to buy, investors to invest, and employees to support organizational goals.