

SCORE KEY

0 You either do not have this item, it was too difficult to locate, or it was not done to a high enough standard of quality.

1 You have this item, but it's missing some elements or could be improved upon. It is okay, but could be better.

2 You have this item and it is high quality, thorough and you are getting out of it what you should be.

Using the score key and the criteria under each item, rate these elements of your website. Refer to "What It's Worth" and your total score to conclude your website's value.

ITEM	SCORE	WHAT'S IT WORTH?
Contact/Call to Action		
Your website should make it very clear how to contact you, and what options visitors have to get in touch. This starts with displaying contact info such as a phone number and/or email address prominently on the site, and is improved upon with a Contact button in the main menu, and other contact methods such as contact forms.	2	Without this, it is difficult for people to contact you or know what the next step is. This could easily prevent potential business from contacting you. It also discourages people with questions from contacting you, which could have also led to business.
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Free Resources		
Something of value should be offered to your visitors. Most commonly this is done through the availability of a complimentary report, e-book or resource that can be downloaded. If you require contact info such as an email for such a resource, then this becomes a conversion tool as well.	2	Giving away information is a quick way to establish credibility. More credibility means an easier time closing with prospects. Additionally, when used as a conversion tool, free resources will add more people to your contact list who who would not have otherwise been added to your marketing funnel.
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Social Media Links		
Social media links should be featured on your website in a place that is easy to find (not only at the bottom of the site). For a law firm, the most common social media links are Facebook, Twitter, LinkedIn, and Google+.	2	A social media presence can be used both to reach new prospects, but also as a relationship marketing tool to maintain touch points between your firm and past clients and referral sources. Additionally, having social media links makes website visitors aware that you have a social media presence which establishes a level of credibility that you are current and “up-to-date.”
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Blog		
Your blog should be located within your website. Blog topics should focus on adding value to your visitors by sharing practical information, guidance and insights to your areas of law, in a way that will benefit your readers. Blog topics and titles are most effective when following the lines of something like “How to.....” or “What to do when.....” or “4 Tips for....”	2	First, blogs help website visitors get a better idea of how you can help them. Not only does this establish further credibility, but it will help make sure your website is weed-ing out the wrong kind of clients. Additionally, all blog content is indexed by search engines - meaning prospects could find you simply if they were searching for an answer to a question you have blogged about.
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Videos		
Many website visitors are more willing to watch a video than read content. Your website should feature video that demonstrates your expertise and showcases the types of problems you solve. This is best done through something like FAQ style videos. In many cases, your video should be personable and natural, making it easier for someone to connect with you and feel comfortable with you.	2	Video makes your website much more engaging, meaning visitors are likely to stick around a little bit longer. Video has proven to establish credibility faster than any other type of content, which can result in bringing in higher value clients, and higher quality clients. It is also a great way to create a connection with a prospect, making them feel more comfortable about contacting you.
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E-Newsletter Sign Up		
Much like the option to download free resources, an e-newsletter sign up is an invitation to get more information. An option to sign up for your e-newsletter should be featured prominently on your website, and perhaps even available from any page on the site.	2	An e-newsletter sign up creates another conversion option for prospects visiting your website. They may not be ready to contact you, but signing up for your newsletter puts them into your communication pipeline. Additionally, simply having the sign up option on your website showcases that you have an e-newsletter, thus furthering your appearance as a credible source.
	1	
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ITEM

SCORE

WHAT'S IT WORTH?

Self-Promotion

These are the personalized credibility elements of a website. Your website should feature your credentials and experience as well as awards and recognition. Additionally, find a proper way to share client feedback via your website, such as testimonials.

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People prefer someone they know, like and trust. Sharing your background and credentials gives visitors a sense of your credibility and qualifications, and furthermore getting to see client feedback creates further trust and comfort. This usually results in prospects who are more convinced by the time they talk to you.

Professional Design

While design quality is typically a matter of opinion, there is a level of professionalism and quality your website should display. Was it professionally done, does it look current, and is it laid out nicely? Or does it look amateur and outdated?

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The design of your website creates the first impression someone gets when visiting your website. It's not okay to have a website that just looks "average" or "good enough." Why? Because then you are representing your practice as just "average" or "good enough." Your website design creates the first impression of your firm for many people and sets the tone of the quality and value of your services, aka...branding.

Clarity of Services

Your website home page should clearly answer the question of what you do. Someone should not have to look at a menu drop down list or dig through your website to get this question answered. While you should dedicate further website pages to this, a website visitor needs to be able to answer this question quickly upon looking at your website.

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Clearly communicating what you do and who you help means your website will create more of the right kinds of prospects and leads, and less of the wrong kind. This saves you time by weeding out the wrong kinds of prospects, and increases revenue and sales efficiency with more of the business you are looking for.

SEO for Your Name

Search Engine Optimization of practice area keywords is something most have heard they should be doing, but before you worry about that, start with making sure those that are looking for you specifically can find you. When you Google your name, does your website come up first or at least close to it?

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Referrals, personal connections and repeat clients will always be the best kinds of leads. Therefore, it's important to make sure these people can find you. Don't assume they will remember your phone number or website address. Having your website show up in Google when someone is looking for you results in increased referrals and repeat business.

MY SCORE

SO WHAT IS MY WEBSITE WORTH?

0 - 9

Your website is likely not helping you grow your practice - and it may even be harming your brand. You are likely missing out on potential leads and referrals. Additionally, your website is likely not filtering and educating prospects like it should be, meaning you may be spending too much time either with the wrong kinds of clients, or spending too much time having to sell yourself and your services to them, because your website did not help you do it. The good news is that enhancing your website should dramatically improve your marketing process!

10 - 15

Your website is doing a handful of the things it needs to be doing. However, the question is more about where you are missing out. There are probably elements of your website that could be improved upon, or added, that would result in either a higher rate of conversion or a higher quality of client (or both). Your website educates prospects and gives them some sense of whether you are the right fit for their needs. However, improvements could result in more leads, referrals and increased overall value per client.

16 - 20

Your website is a huge part of your marketing process. It is both helping you create leads, but also increasing referrals. Furthermore it is positioning you as an expert in your practice area, which results in higher quality prospects coming through the door. Your website is doing the large majority of what it should be doing, which is building your brand and credibility, converting website visitors into leads, and educating prospective clients. Your website is not only enhancing your online marketing efforts, but your offline efforts also.