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# Marketing in the 21st Century

**It's 2016, and our businesses live online more than ever. A properly designed website can help elevate your business or practice to the next level of success. So, are you looking for the best website design for your law practice?**

It may seem intimidating, but I'm about to disclose the secrets to making the most out of your practice's website design. There are some key components to making sure the design of your site is fluid and interacts well with the content. A successfully crafted website can be the difference between losing and signing a new client.

**You are about to learn:**

- The past methods for marketing without the Internet, and why they aren't as effective anymore.
- The most important components when considering how to design your website.
- The most efficient use of your time and money, as well as the most efficient use of aesthetic and white space.
- And lastly, why it's necessary to create a website with a fluid design, and how it can help your clients interact with your business better.

**If you knew that having a high quality, streamlined website design would increase your client base, would you do it?** Technology has made it easier than ever for anyone to have a proper functioning, aesthetically pleasing website, so let's discuss how you can get there, too!

# So, Why Create a Website?

**The internet has become such an ingrained part of our daily lives in the first part of the 21$^{st}$ century that it makes more sense to ask, 'why *not* a website?'**

Every day, Google has more than 90 million searches fueling its success. While not all of them are going to be related to your law practice, there are millions of chances for your firm to pop up on a Google search at any given second.

Technological advances have made it vastly easier for us to communicate with one another than in the past, elevating businesses of all sorts to a new level of the marketing game. Not only do many lawyers have the reputation of having a boring website, but sometimes they don't seem to invest in one at all. Or, if they do, it's not level of efficiency is not high enough to generate a clientele.

Google reports that there are approximately 1 billion websites on the World Wide Web, which means that yours should be one of them. The Internet reaches more people now than our face to face communications, and while we would like to think we can continue to use the bootstrap methods of marketing our law practices, the reality is that the internet is a much more efficient way to do so. If you simply rely on word of mouth and paper advertisements, your chances of increasing business are minimal in comparison to designing a virtual law firm that your clients and leads can access anytime, from anywhere.

# What Matters When You're Building Your Website?

You've made the decision to build a website for your practice, but what is the best way to go about it? There are virtually limitless possibilities for how you can build and design your site, so how do you know which one is best for you?

To begin with, it's crucial to develop a mission statement for yourself — **an idea formed in a single sentence that sums up what your practice is all about. You can't know possibly how you want to portray yourself via the World Wide Web if you don't know what you want to portray.**



First, take into consideration what kind of financial budget you have to work with. While there are many ways to go about designing and building your own website, it pays to work with a professional who knows the tricks of coding and designing in order to make your site as streamlined as possible.

Once you decide what you are willing and able to spend on your website design, you can move forward with searching for assistance that will fit your budget. Regardless of your budget, do your research! Just because you have a lot of money to work with does not guarantee the best service if you don't do your research.

After you decide what type of budget you are willing and able to work with, you must then consider the type of law you practice. You might think that the type of law you practice doesn't or shouldn't impact the design, but it absolutely does! An estate law practice will present itself differently than a civil rights law practice. One is private, and the other is incredibly public. In a practice that is widely talked about in the national and international news, such as civil rights, it would make sense to have a more eye catching design, with the aesthetic focusing in appropriate places to draw clients in. For subtler practices, a firm could get away with a more minimalist design on the possibility that people will feel more inclined to do more digging through the site.

**Consider, also, your audience**. Not all audiences will be receptive to all types of design and marketing, and it's important to design so that you will build and maintain the existing and future client type base you cater toward.

Once you factor these three big things into your design, you're ready to make a choice with a designer and focus on your aesthetic.

# What's a Waste of Space, Anyway?

You can set up your website just fine, but it won't do you any good if it takes up space on the Internet without getting the hits. So what's the secret to building and designing an attractive website? To put it simply: **simplicity**.
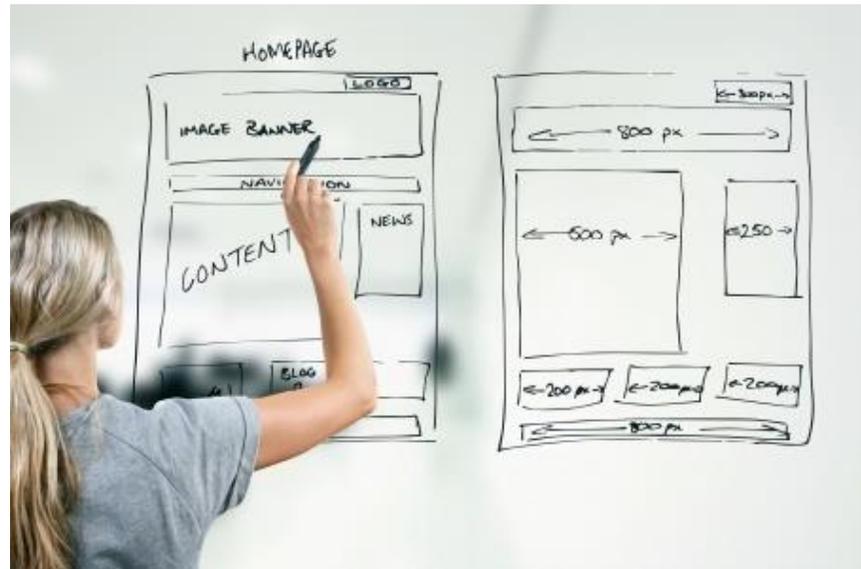
While you should have all information pertinent to your practice ready and available, organized in a logical manner, you must also have the appropriate amount of whitespace on the design as to not confuse your potential clients. You could be thinking, "but shouldn't I use the maximum amount of space on the page?" and the answer is...yes! However, use of that space does not (and should not) always be in the form of content.

When it comes to web design, it is generally best to remember the 'less is more' approach. For example, think of Google. Their home page is specifically designed with a lot of whitespace, urging the user to focus on what is most important — the search bar. This use of negative space helps the brain to zone in easily on the content.

When there are too many blocks of graphics, photos, or words on a page, it tends to confuse the user and causes them to shut down and focus their attention elsewhere — usually a site that is easier on the eyes and mind.

Not all whitespace has to be white, however. It's simply referring to the space surrounding the content and graphics that is strategically left 'empty.' It's preferential to think, though, that this space is not empty but rather serving a function in its absence of content — because it is! What's important on your site? Is it important that they

know who is who at your practice? Is it important that they know your past experience? Maximum use of your whitespace will help the user to easily focus in on what you want them to focus in on, helping them along the path of transforming from a user to a client!

## So, How Will Your Clients and Practice Benefit from the Proper Website Design?

According to Pew Research Center, 84 percent of American adults use the Internet. If you take into account the more than 1 billion websites in the world, the chances of your new website turning up on a Google search for a specified law practice is high.

Until the Internet age, we relied on word of mouth, television, or print advertising. They may have been effective, yes, but there is no way we will ever know for sure as much as we do with marketing your law practice on the World Wide Web. With sure fire ways to track your click through rates, hits, and email lists, it's easier to eliminate the fear of wondering if anyone read your flier, listened to your current client's recommendation, or actually took the time to absorb your television advertisement. A smooth functioning, logically designed website is absolutely essential to the success of your law practice in today's Internet era.

A properly designed website can help you keep your clients up to date on your practice and any changes surrounding it, as well as offer your clients the ability to stay current on your whereabouts, research, and contact information. It is simply not feasible to be available 24/7, but by providing answers concerning specialties or commonly asked questions on your website, your clients can benefit from your services at virtually any moment that is convenient for them. Not only will it keep your clients organized, but it will help you to track and organize your own practice, enabling you to focus on areas that need strengthening, drop areas that don't work, and curate areas that people keep

coming back to. Having the best website design for your law firm is the difference between successful marketing in the 21st century and getting left behind in the virtual dust.

# In Conclusion

Can you see the value in creating a quality and efficient website design for your law practice? Do you want to be a step ahead of the website game by having the best design for your firm? If you're looking for a mediocre website that's a dime-a-dozen, look elsewhere. If you're interested in taking the next step to the most premium website for you, we would be happy to have a free consultation with you.  We'll get to know you, understand your business, and discuss a potential investment in plugging in our proven system to generate new high quality leads for your law office.

CLICK HERE to schedule your free consultation.