consultwebs

The Consultwebs Approach:

SEO & Web Design Edition

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When it comes to choosing the right legal marketing firm, we know you have options.

That's why we believe in being as transparent as possible about our services, so you can be confident you're making the best choice for your law firm. After all, we're confident in what we offer, but we want you to be too!

This guide will discuss the significance of search engine optimization and web design for your law firm, illustrating their interconnected nature and the impact they have on a comprehensive marketing strategy.

Furthermore, we will examine Consultwebs' approach to these essential components and how it differentiates us from other marketing companies.

With a clear understanding of our methods, you will be better equipped to make an informed decision that's right for you!
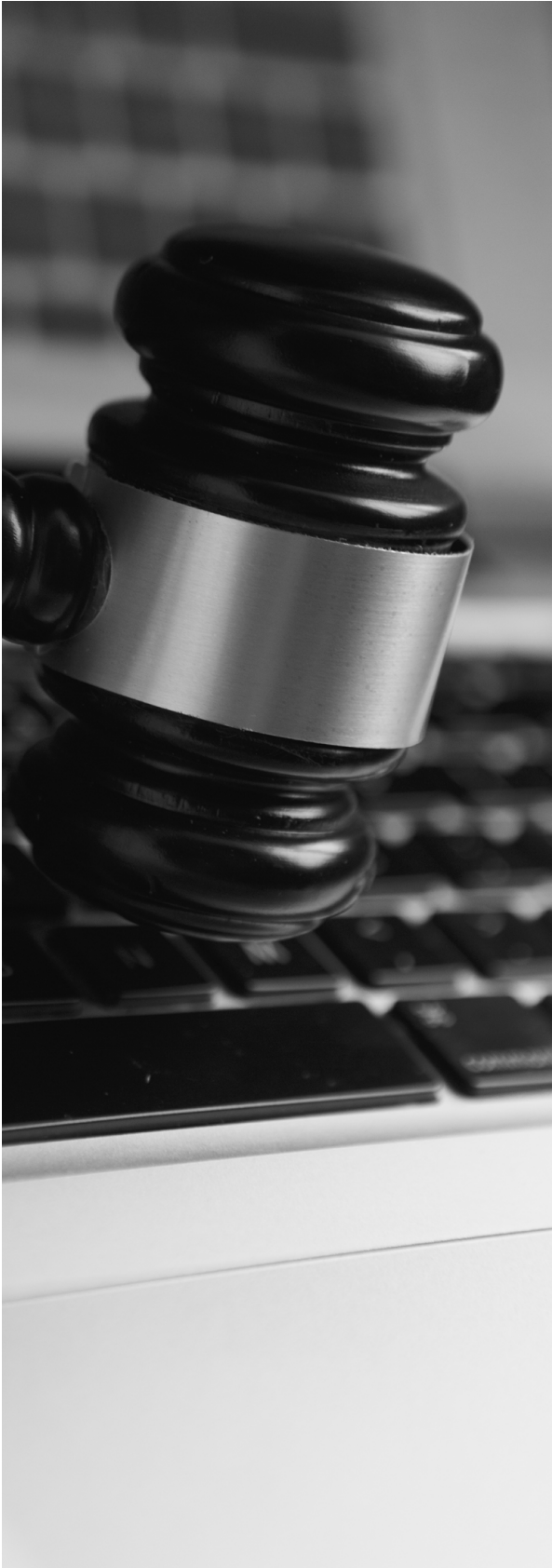
What is
Law Firm SEO?

Have you ever questioned how Google manages to sift through the billions of web pages on the internet and display the most relevant results?

The answer lies in **law firm search engine optimization (SEO)**. SEO is the process of optimizing a website's content, structure, and technical elements to improve its ranking in search engine results, such as Google's.

Imagine the internet as a vast library, and search engines like Google are the librarians. When someone looks for legal services, they approach the librarian and ask for the best resources. SEO ensures that your law firm's website is one of the top recommendations given by the librarian, making it more likely for potential clients to find and choose your firm over competitors.

By focusing on optimizing your website's content, structure, and technical elements, as well as creating valuable and relevant content that search engines and users find helpful, SEO increases your law firm's online visibility, driving more traffic and ultimately generating more new clients for your practice.

Why is SEO so
important?

The importance of SEO to law firms can't be overstated.

Focusing on SEO can
pay off big time.

Organic search generates 66% of the call conversion in the legal sector

[Source: https://www.ruleranalytics.com/blog/reporting/legal-marketing-statistics/]

If you think about it, the vast majority of potential clients now turn to search engines like Google when looking for legal services. By ranking higher in search results for relevant keywords, your law firm becomes more visible and accessible to those in need of your services.

Suppose, for a moment, your law firm is located in a bustling city and there are countless other firms nearby, all competing for the same clients. To stand out among the competition and attract more clients, you need to make your office more visible and appealing to potential clients walking by.

In the digital world, your law firm's website serves as your virtual office, and SEO works to make it more visible and attractive to prospective clients searching for legal services online.

When you invest in SEO, you're not only improving your website's visibility in search engine results but also enhancing the user experience, making it easier for potential clients to find the information they need (and ultimately choose your firm).

The consequences of failing to leverage SEO as part of law firm marketing cannot be ignored. Some include:

Low Search Engine Rankings

As the saying goes, "If a tree falls in the forest and there's no one around to hear it, does it make a sound?" Similarly, if your law firm boasts a fantastic website but remains hidden on the 10th page of Google search results, is it even relevant? (Given that **75%** of individuals never go beyond the first page of search engine results, the answer is a resounding no). Without SEO, your law firm's website may not rank well in search engine results. This means it will be difficult for potential clients to find you when they search for legal services online. Your competitors who invest in SEO, on the other hand, will have a significant advantage in capturing the attention of prospective clients.

Ineffective Marketing Budget Allocation

SEO plays a crucial role in overcoming ineffective marketing budget allocation by ensuring that resources are strategically invested in driving targeted organic traffic. **With Consultwebs it is proven that firms of all market sizes (small, medium and large) see their case increase** by an average of 266% after a continuos month to month investment in SEO. offering a higher return on investment in the long run.

Inefficient Content Marketing

SEO-optimized content has a better chance of reaching its intended audience.

Thus, by investing in SEO, you're also boosting the effectiveness of other marketing components, creating a more successful overall strategy.

Negative User Experience

SEO isn't just about improving your search engine rankings; it also involves optimizing your website for a better user experience. As we'll discuss more below, by neglecting SEO, your website may suffer from slow loading times, confusing navigation, or poor mobile optimization, which can lead to frustrated users and lost potential clients.

To avoid mishaps like the ones mentioned above, the vast majority of law firms today Outsource SEO Optimization with Marketing Experts.

Most commonly outsourced marketing activities	Least commonly outsourced activities
56% SEO marketing	28% Business website
51% Paid digital advertising	37% Email marketing
47% PPC	41% Social media marketing

[Source: https://www.callrail.com/learn/2022-marketing-outlook-for-law-firms]

What is the relationship between
SEO and website design?

So, you worked hard on your **law firm website**. You focused on all the right things: visual appeal, mobile-friendliness, and uploading relevant content that speaks to your firm's practice and values. However, **without SEO, you can't guarantee that clients will even get to see the fruits of your digital labor.**

As any of **our marketing experts** will tell you, **SEO and web design are the twin pillars of successful online legal marketing. Although they may seem like separate disciplines, they are, in fact, deeply interconnected.** While web design emphasizes crafting an aesthetically pleasing website that users can navigate with ease, SEO concentrates on channeling the maximum number of potential clients towards that site.

Further, your website design will not be effective without implementing key SEO principles. Say, for instance, you've never done anything with SEO before, and you approach a marketing company and ask that they build you an efficient SEO campaign from the ground up. They'll immediately advise you that your website should be the foundation of your SEO strategy.

Why?

Well, it's because even the most brilliantly orchestrated SEO campaign would fall short if your website is not optimized to provide users with a seamless experience and present search engines with the necessary information to rank your content effectively. In essence, a well-designed website is the bedrock of any successful SEO endeavor.

To give you a better idea of their interconnectivity, here are some key aspects that showcase how SEO and web design can work together in your marketing strategy:
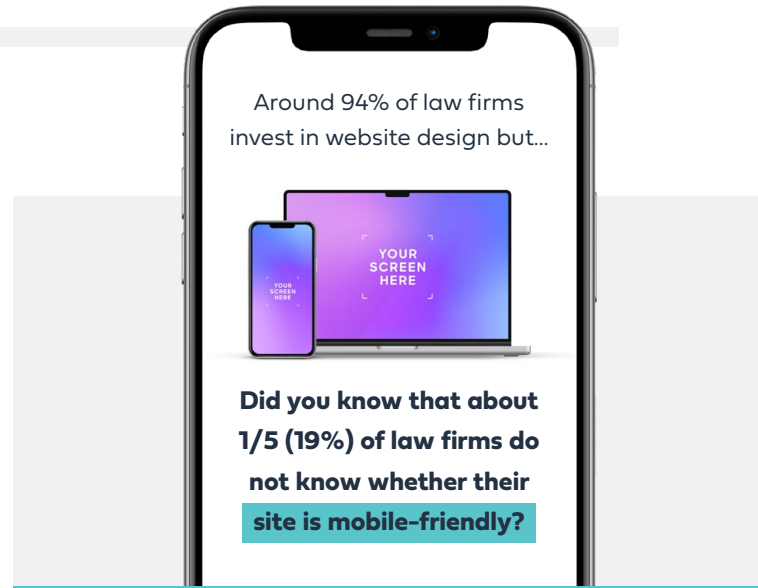

Mobile
Friendliness
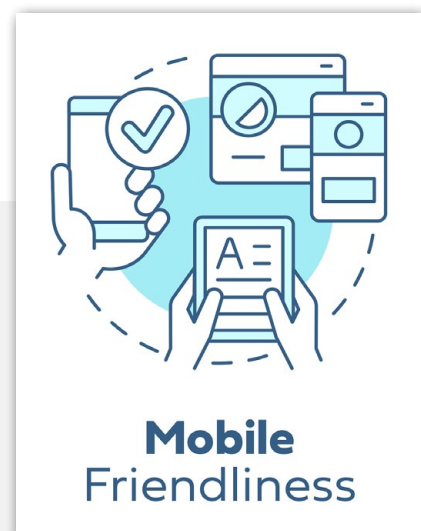
Mobile-Friendliness

The majority of users accessing the internet via mobile devices. Given this, you need to ensure your web design adjusts to various screen sizes and resolutions.

Search engines like Google, in turn, prioritize mobile-friendly websites, meaning that a well-designed, mobile-optimized site will rank higher in search results.

Around 94% of law firms invest in website design but...

YOUR SCREEN HERE

YOUR SCREEN HERE

Did you know that about 1/5 (19%) of law firms do not know whether their site is mobile-friendly?

[Source: https://www.americanbar.org/groups/law_practice/ publications/techreport/2022/web-marketing/]

User Experience Design

A well-designed website should provide an intuitive and enjoyable experience for users. When users find a site easy to use and navigate, they are more likely to stay longer and explore its content, which can lead to higher rankings in search engine results.

Site Speed

A website's loading speed directly affects Google's search engine rankings, and users are more likely to leave a site if it takes too long to load. Good web design involves optimizing images, using efficient code, and leveraging caching to ensure fast loading times, which in turn improves your site's SEO.

Internal Linking

A well-designed website should include **internal links** that connect relevant pages and improve site navigation. This helps search engines understand the structure and hierarchy of your website, resulting in better indexation and higher rankings.

Readable and Well-Structured Content

Web design plays a significant role in organizing and presenting content in a user-friendly manner. By using headings, subheadings, and proper formatting, you make it easier for both users and search engines to understand and navigate your content. Search engines prioritize well-structured content, leading to improved SEO performance.

The interconnectedness of SEO and web design is the reason why Consultwebs frequently packages both services together. We understand that in order to do our job effectively and deliver the best possible results for our clients, we need to merge these two critical elements.

By integrating web design and SEO from the very beginning, we create a harmonious online presence for your brand, while simultaneously maximizing your visibility on search engines. This comprehensive approach not only streamlines the process, saving time and resources, but also ensures that every aspect of your online presence is working in tandem to drive traffic, improve user experience, and ultimately convert visitors into clients.

And does a partnership with Consultwebs pay off? Take a look at the facts:

On average, all firms working with Consultwebs see:

+ Cost per case decrease by 56%

+ Case intake increase by 266%

[Source: https://www.consultwebs.com/wp-content/uploads/2022/11/SEO-ROI-by-Market-Size.pdf]

The Consultwebs' Approach
to Web Design

What makes the Consultwebs' approach different?

| We customize the design around your brand

Some law firms we work with already have an established **brand identity** they want to see incorporated into any new web design. We ensure their brand identity is at the forefront of the design process. We know the right questions to ask to ensure your voice is heard and your established identity is incorporated into the web design.

> During the design review, I try to convey that **the web design is the face of the firm for most users looking at who to hire. It needs to be:**
>
> 1. Professional
> 2. **Show a lot of trust with the different trust elements** we display so, e.g., reviews, awards, case results, and things like that are critical.
>
> **The main thing is a website has to look good so it translates into professional** and that there are no questions that it's a legit site.

Todd Marcinkiewic
Lead Designer at Consultwebs

We cater design options to your price point

Consultwebs is mindful that different firms have different needs and price points. That's why we provide two options:

+ Custom designs
+ More affordable theme-based designs

Our theme-based designs are carefully crafted website templates that prioritize accessibility, mobile-friendliness, and a modern aesthetic.

Starting with these templates, we can tailor your website to your preferences, incorporating personalized elements such as photos and your chosen color scheme.

Explore Our Theme Homepages
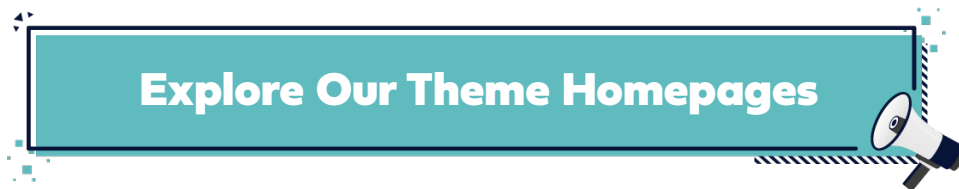
We make sure your website exclusively belongs to you

Did you know that many [legal marketing agencies](#) do not give their clients full ownership of their websites?

In other words, if a law firm ever chooses to switch providers, they need to give their web design back to their marketing agency. These policies are not just unnecessarily restrictive, but downright destructive for attorneys attempting to evaluate the best long-term decisions for their firm.

At Consultwebs, however, we respect your autonomy and ensure that you retain full ownership of the website design we create for you.

We want to give you the flexibility to make future decisions in the best interest of your firm without any loss of your digital presence.

Our web design and SEO teams work closely together

As we discussed earlier in this guide, good website design requires aesthetics and functionality.

That's why our design team works closely with our **legal SEO team** to ensure that our clients' websites are not only visually appealing but also optimized for search engines. We concentrate on crafting your website not merely as an attractive façade, but as an effective, search-engine-optimized platform.

We screen for elements that date your website

The average website can begin to look outdated in as little as three years!

This is because web design is a constantly evolving art, affected by changing trends and updates to the Google search algorithm. Think of it as the fashion industry; once-popular design techniques can quickly fall out of style in favor of the newest, modern trend.

At Consultwebs, we're not just building a website for today; we're also anticipating future trends and developments. We meticulously screen for elements that can prematurely age your website, ensuring its design remains fresh and relevant for years to come.
Some website elements we screen for include:

Accessibility

We ensure that your website has qualities that make it inclusive and easily navigable for all users, regardless of their abilities.

Mobile-friendliness

We prioritize designing websites that are intuitively navigable on a range of devices, ensuring an accessible user experience whether your potential clients are browsing on a desktop, tablet, or smartphone.

Ample white space

Our designs embrace clean layouts and ample white space, enabling your content to stand out without feeling cramped or overwhelming.

Font size

Modern websites avoid smaller font size in favor of the Google-algorithm approved minimum font size of around 16 pixels.

| We provide ongoing support and optimization

Every Consultwebs client is supported by a team of dedicated marketing specialists. These specialists serve as an extended part of your team, providing continuous support at each stage of your marketing journey.

And our partnership doesn't end at the completion of the design process. We believe in nurturing a lasting relationship with our clients, providing enduring support and optimization services long after the initial web design is completed.

The Results

One of our clients, Cardoso Law, PLLC, contracted with us to produce a new, custom web design for their firm. After discussing their vision with our design team, they indicated that they wanted to retain some semblance of their old brand identity, namely in their chosen red-and-blue color scheme.

Based on our conversations with Cardoso, we made a few design-specific changes. They included:

+ More strategic color selection
+ More supporting photos
+ Incorporating web page layout variety
+ Putting more emphasis on their 'Case Results" and 'Client Testimonials' pages.

Of these changes, one major but subtle adjustment was in how the website used color. While we aimed to keep the firm's red-and-blue color brand scheme, we thought color could be more strategically leveraged to attract the user's attention where we most wanted it to go. Our color adjustments included:

+ Redesigning use of the firm's dominant brand color, red, focusing it on primary CTA buttons
+ Ensuring secondary buttons featured less prominent colors and styles
+ Subduing overuse of bright blue and red from previous design, introducing more muted colors to enhance the site's more professional tone.
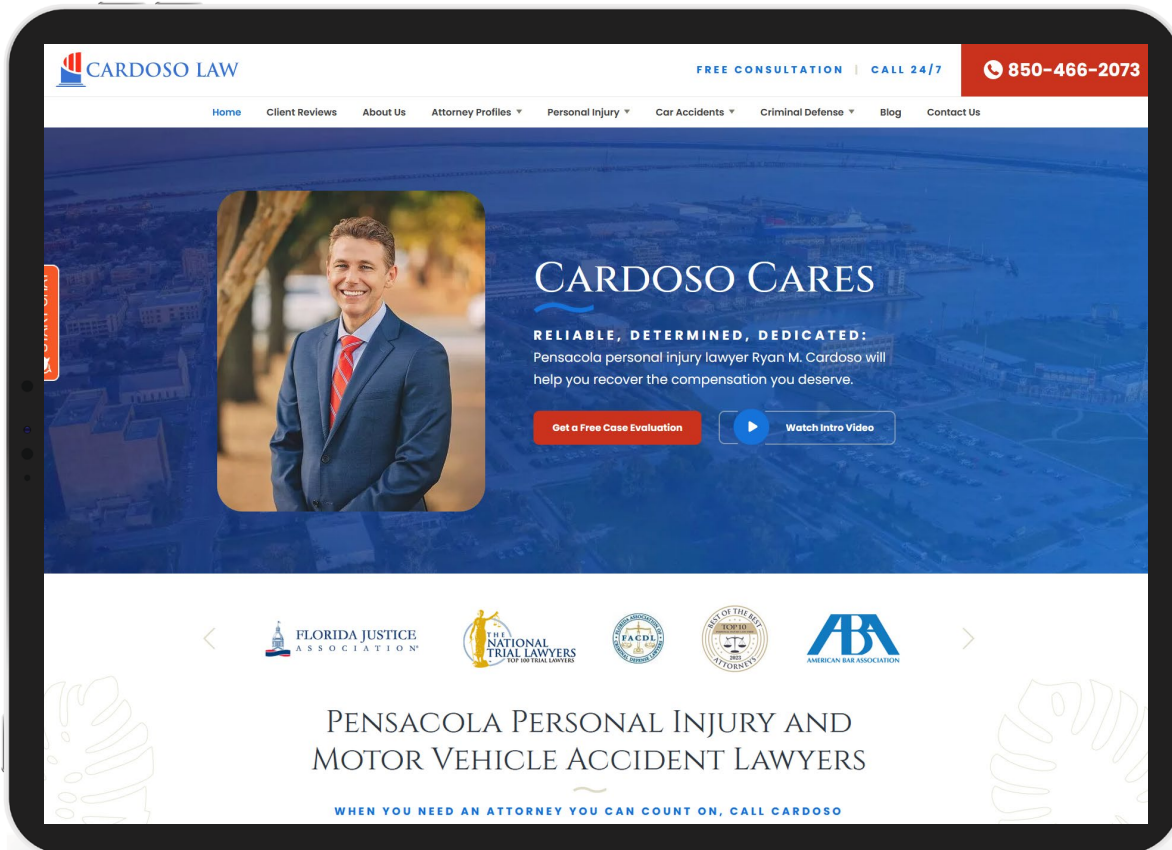
Check out Cardoso's final web design here!

And, if you're interested in seeing more examples of our custom web designs, check out our portfolio:

Explore Our Web Design Portfolio

The Consultwebs' Approach to SEO

What makes the Consultwebs' approach different?

Many marketing firms boast about their top-notch SEO offerings. So what makes the Consultwebs' approach unique?

Let's review.

| A Focus on the Legal Sector

Website optimization is among the most significant challenges that law firms encounter in their online marketing strategy.

However, we know and understand the industry.

Where other marketing firms need to scramble to learn about industries that might be foreign to them, **Consultwebs exclusively specializes in legal marketing.**

With 23 years of experience in the business, we've had the opportunity to customize and refine our SEO approach specifically for the legal industry.

[Source: https://www.callrail.com/learn/2022-marketing-outlook-for-law-firms]

What are the biggest challenges your firm faces when it comes to online marketing strategy?

51%
Website optimization

49%
Mobile optimization

37%
Social media management

33%
Choosing the best analytics tools

28%
Competing with larger firms' SEO budgets

22%
Measuring ROI on marketing initiatives

22%
Attribution

20%
Keeping CRM data clean

20%
Getting clients to leave reviews

Customized SEO Strategies

Every firm is different. We understand that each law firm has its specific goals, target audience, and practice areas - and that's okay! Consultwebs creates custom SEO strategies tailored to each firm's unique needs and objectives, ensuring the most effective, results-driven approach.

Content Driven by Licensed Attorneys

We're proud to say that any public-facing content produced for our clients is reviewed and managed by a licensed attorney.

This ensures that the information we provide is accurate, up-to-date, and in line with the latest legal developments. Our attorneys undergo a thorough screening process to guarantee their expertise, professionalism, and commitment to delivering high-quality content that meets our clients' needs.

A Committed and Thoughtful Marketing Team

At Consultwebs, every client is assigned a dedicated team of four marketing professionals, ensuring personalized attention and tailored strategies to meet their specific needs. Our teams consist of a:

+ Digital marketing manager
+ Digital marketing specialist
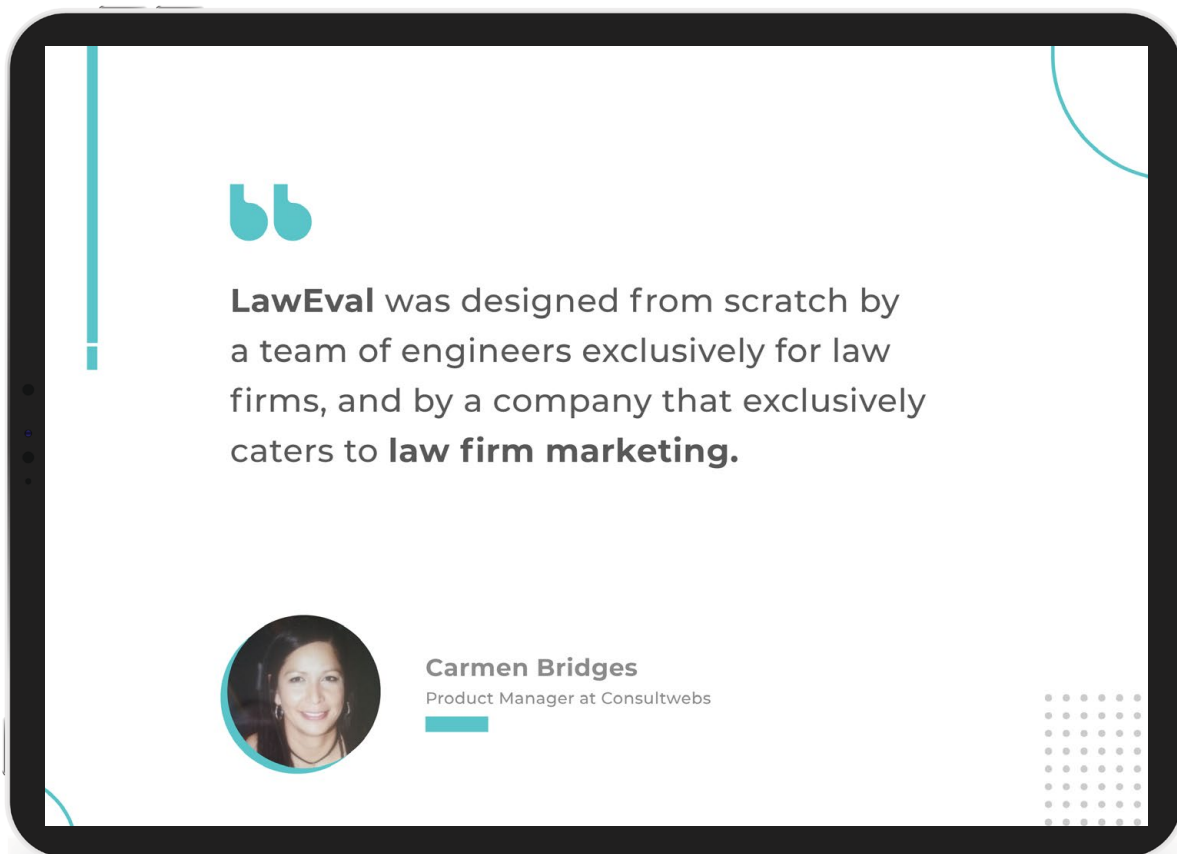+ Digital marketing strategist
+ SEO specialist
+ SEO analyst

Together, this team works tirelessly to craft custom quarterly roadmaps that outline the path to achieving each client's goals.

To maintain transparency and ensure we're on track, we meet with our clients every 30 days to discuss deliverables, review data on cost per lead and cost per case, and analyze the sources of leads and cases. Based on these insights, our team fine-tunes the roadmap and adjusts the strategies as needed.

With this committed and focused approach, Consultwebs ensures that every client receives the specialized support they need.

▎Data-Driven Decision Making

At Consultwebs, we're firm believers in letting numbers guide our choices. To support this approach, we've developed an advanced analytics and data tracking system called **LawEval**, specifically designed to monitor leads and cases. **LawEval** enables us to keep a close eye on campaign performance, spot trends, and make well-informed decisions that encourage continuous improvement.

LawEval was designed from scratch by a team of engineers exclusively for law firms, and by a company that exclusively caters to **law firm marketing.**

Carmen Bridges
Product Manager at Consultwebs

[Source: https://www.consultwebs.com/blog/law-firms-new-secret-weapon-laweval]

What sets us apart is our commitment to total transparency with our clients. Every month, we review the hard metrics together, ensuring our clients stay informed about their campaigns' progress.

Additionally, **clients have unrestricted access to this data whenever they wish to review it themselves.** This way, they can always stay in the loop and have a clear understanding of how our data-driven strategies are working to achieve their goals.

As a member of the Consultwebs community, you can access the Analytics Module for free if you have an **SEO** or **Digital Advertising contract.**

Explore LawEval

| Exceptional client retention and results

Our commitment to delivering outstanding results is reflected in our impressive **97% client retention rate.** We're proud of this number because it shows that clients aren't just loyal to our services, but they're also genuinely happy with their outcomes.

And it's no wonder they're satisfied – **our typical client experiences an incredible 266% increase in new cases coming from their websites within the first 12 months.**

We take pride in these achievements, knowing that our strategies and personalized approach have a direct and meaningful impact on our clients' success.

A Step-by-Step Peek into the Consultwebs' SEO Process

Consultwebs is all about transparency.

And, while you've heard so far what makes us unique, we'd also like to take this opportunity to walk you step-by-step through our typical SEO process.

| Research and Analysis

Our process begins with in-depth research and analysis to understand your law firm's:

+ Target audience
+ Practice areas

+ Competitors
+ Current online presence

From our over 23 years of experience, we understand that every law firm and legal market is different, and we know we can't make quality decisions without ensuring that we have all the possible information.

Our research helps us identify opportunities and areas where we can make the most impact with our SEO efforts.

Topical Keyword Strategy

Based on our research, we then develop a targeted topical strategy that focuses on relevant and high-converting topics related to your practice areas.

Want to know another secret that sets the Consultwebs' keyword approach apart?

Rather than just concentrating on individual keyword phrases like many of our competitors, **our focus lies in becoming authoritative on a topic.** This approach allows your website to rank for various related keywords associated with the subject matter, as opposed to simply targeting a limited number of specific phrases. In doing so, we send a clear signal to search engines like Google that your firm possesses the expertise and authoritativeness required to rank more highly in search results.

Content development

Next comes the content development phase.

In case you missed it earlier, we have a team of legal content experts **led by licensed attorneys** who are entirely devoted to creating the most high-quality, relevant, and engaging possible content for your practice area and target audience.

Every piece of public-facing content is either produced by or filtered through a Consultwebs' attorney who screens for accuracy, ensuring a relationship of trust and credibility is established between you and your potential clients before they even pick up the phone to schedule a consultation.

On-Page Optimization

Our optimization process for your website involves refining its structure, content, and metadata to comply with search engine best practices and enhance its search engine friendliness. This comprehensive approach includes optimizing title tags, headings, URL structure, internal linking, and schema markup, among other elements.

However, we don't stop there. We also pay close attention to the user experience, ensuring that your website remains visually appealing, easy to navigate, and engaging for your visitors.

By striking the perfect balance between SEO optimization and user experience, we not only improve your website's chances of ranking higher in search engine results but also create a positive impression on your potential clients.

Off-Page Optimization

We also implement off-page SEO strategies to improve your law firm's online authority and visibility. The goal is to build a strong backlink profile through strategic outreach, fostering relationships with authoritative websites, and optimizing your local search presence, such as your Google Business Profile.

Technical SEO

We also ensure your website adheres to technical SEO best practices. These include:

+ Fast load times
+ Mobile optimization

+ Fixing broken links
+ Proper indexing

This helps create a seamless user experience and improves the search engine's ability to access, analyze, and index the content of your website.

Continuous Monitoring and Improvement

We don't just structure an SEO campaign and let it run unchecked for months at a time. **Your personal marketing team is constantly monitoring your campaign's performance using advanced analytics and tracking tools like LawEval.**

We firmly believe that cold, hard metrics are the best indicators of your campaign's performance, and we use this information to make ongoing, data-driven adjustments and improvements to your campaign.

Transparent Communication

At Consultwebs, we want to be held accountable for producing the results you're looking for. That's why we strive for open communication every step of the way.

How do we keep our lines of communication regularly open?
We provide updates to our clients every thirty days to discuss what worked, what didn't, and what needs to be adjusted. We regularly discuss LawEval data results, address any concerns you may have, and make ourselves available any time, all week to discuss strategy.

And, if you're interested in looking at the numbers yourself, clients are free to view your data at any time. Like this:

[Source: https://www.consultwebs.com/blog/never-lose-a-lead-with-laweval]

This is all to say, **we don't want our process to feel like a black box.** We want to hear from you, get your input, and give you any and all information you need so you can make informed decisions moving forward.
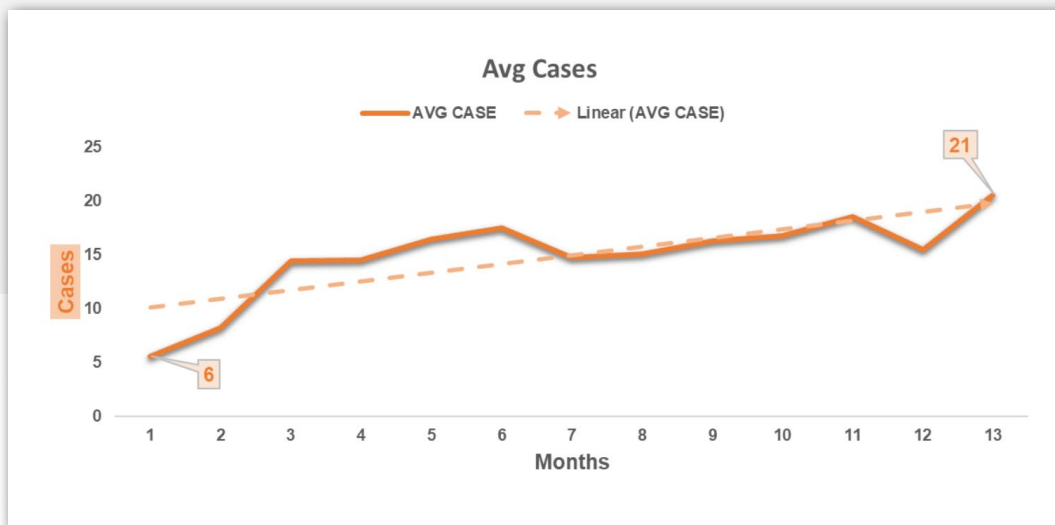
The Results

You've heard about what makes Consultwebs' SEO unique and our general approach to SEO. But what about the results the average firm sees?

As the saying goes: the proof is in the pudding. We compiled data from 137 of our participating clients to evaluate the performance of their SEO campaigns over a 13 month period. Our study compared the baseline metrics from the first month without an SEO campaign to the results after 13 months of regular updates.

Here's what we found:

Firms investing with Consultwebs have seen a 266% average increase in the total number of signed cases over the course of 13 months:

(Source: https://www.consultwebs.com/wp-content/uploads/2022/11/SEO-Leads-and-Cases-Intake-by-Market-Spend.pdf)

Further, we also see a significant decrease in the average cost per lead as well as huge increase in the average number of leads generated over the course of the same 13-month period.

What is a 'lead' and 'average cost per lead', you may ask?

+ A lead is simply an individual that expressed interest in using your legal services. In any marketing campaign, your goal is to maximize the number of leads.
+ The average cost per lead (CPL) refers to the amount of money a company spends, on average, to generate a single potential customer for their product or service. This is a measure of your campaign's cost-effectiveness. For this metric, the lower the CPL, the better.

With these definitions in mind, consider the following chart:

(Source: https://www.consultwebs.com/wp-content/uploads/2022/11/SEO-Leads-and-Cases-Intake-by-Market-Spend.pdf)

As you can see, the average cost per lead decreased by nearly 70%. The average number of leads also increased by almost 100% over the 13-month period.

And, keep in mind: **these results aren't just based on a couple one-off, cherry-picked cases.** This is the collective data we pulled together from all 137 of our clients. Our goal in putting this data together is so that you could have the most accurate picture possible of the results that you should expect over a similar time frame.

If you'd like to read more about this case study and its methodology, check it out **here.**

Conclusion

Consultwebs takes a thorough, thoughtful, data-driven approach to its web design launches and SEO campaigns. Our methodologies are underpinned by an understanding that these two aspects are intricately interconnected. We strive to create visually appealing, user-friendly web designs that seamlessly intertwine with our SEO strategies.

We aim to put the client first, embracing transparent communication and having frank discussions. Above all, our approach simply works - and we have the numbers to prove it! Through various key performance indicators, we track and quantify the impact of our unique approach, providing proof that our strategies yield success.

If you're looking to learn how to develop your firm's marketing plan and succeed in your local market, we have a resource for you.

Claim Your FREE Law Firm Growth Blueprint Here!

And are you interested in understanding how our unique blend of web design and SEO can transform your legal firm's online presence?

Book Your 1-1 With a Legal Marketing Advisor