

# Digital impressions



## Gary Shaw at Accesspoint on crucial website strategy priorities to boost business for SME law firms

The legal marketplace is certainly crowded right now and, with every firm offering a great service to clients, standing out is becoming increasingly hard – especially for SME firms. It's been clear for all to see over the last year that just having a good website is no longer enough and that simple-yet-effective methods, such as word-of-mouth marketing, won't give your firm the boost it needs to thrive in today's legal industry on their own.

With the workplace moving into a 'virtual office space', your website should be a well-functioning, client-centred and effective tool for finding opportunities and winning new clients, and should also provide a high-quality, joined-up approach to work. The big question is: where does your firm start?

First, the overall look of your website is very important and it needs to represent your brand, communicating what your firm is about. Then, it also needs to capture the attention – instantly. Think about how your site could be aesthetically pleasing without being cluttered and also incorporate colours and images that reflect your overall brand.

Furthermore, the functionality of your website is just as crucial. We often see SME firms shy away from the many possibilities an innovative, modern-day website could offer, and they instead opt for a traditional and sometimes outdated website layout, which acts merely as a 'shop window' for clients.

This could perhaps be a result of having a static, rigid website template, which is usually much harder to customise on-the-go and adapt in future. An effective website should have a flexible template that can be moulded to suit current market demands and host the various integrations clients expect, providing them with a seamless online experience – from fast payments to quick responses.

Once an adaptable template is in place, we encourage firms to establish new ways to maximise marketing opportunities and minimise the time spent on manually following up on website leads. Effective web forms and tracking software that take a joined-up approach to your workflow and that can optimise cross-selling opportunities should instantly be integrated to your site.

For example: forensic tools are currently available which allow your firm to monitor and track the digital journey of a client, from clicking on a Google advert or Facebook post right through to the completion of their case – providing your firm with valuable insights and demographic data that can all be delivered straight into your practice management system.

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