

Client's-eye-view



Virtual may transform our approach to client-centricity and competitiveness, says Scott Brown at Accesspoint

Although practices are now able to return to their offices and continue working as they once did, many firms have opted for the new normal of remote working, as they quickly realised the benefits of the virtual world and the opportunities it can bring. However, with changing demands from clients on their online journey, many firms are still finding their feet in this new era – resulting in costly delays and inefficiencies that could hinder growth. Perhaps now is the time to re-evaluate your firm's position in the online world, and explore how to stay competitive.

The number of prospects visiting a firm's website has surely risen as the legal workplace goes virtual. Practices no longer have the luxury of going back and forth with prospects as well as having face-to-face meetings before a decision is made. As the world shifts towards digital and most new business is conducted through a website, critical decision-making happens in a few seconds. Within a short amount of time, clients need to choose your firm over others, and your website is its best shot of doing that.

So, ensuring your website has been designed around the client experience is a necessity. Take a look at your website through your clients' eyes. Does it appeal to you? If not, consider making the following changes. Firstly, ensure your site layout is equipped with a clear menu structure, strong headlines and clear branding with complementary colours – plus user-friendly page layout to ensure your firm's message and services are well covered, while also pleasing the eye.

Secondly, use time-saving content management systems (CMS) such as WordPress. These platforms can instantly provide your firm with a flexible template that can be seen effectively in the right format on various devices, as well as the ability to add new features to your site as you go. Finally, make sure search engine optimisation (SEO) is factored in and the content on your site is effective – buzzwords can no longer be thrown into the mix without careful consideration and strategic thinking. Popular search engines are now looking for precise wording, as well as expertise, to rank highly.

Seeking help from marketing experts who can help keep your website fresh and review it frequently can speed things up. Leaving it too late could cost a prospective client. Likewise, integrating payment methods into your website can offer a quick and efficient method to keep up with client expectations and demonstrate the forward-thinking direction of your firm. [Continue reading about client-centred thinking here.](#) **LPM**

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