

# Law Firm Web Design; Before & After

## CASE STUDY



## Overview

# Law Firm Web Design Strategy

### Top reasons law firms pursue a website redesign...

1. Your website design is out-of-date
2. Your site is not mobile-friendly
3. Conversions are way down
4. You recently updated your branding and/or logo
5. You're not ranking well on Google
6. Pages take too long to load

# Before & After Case Study

## Legal Web Design Beyond The Campaign

### Clients looking for website redesign to...

- Increase conversions on page
- Increase traffic
- Increase leads
- Local SEO + Google My Business (GMB) boost
- Incorporate video

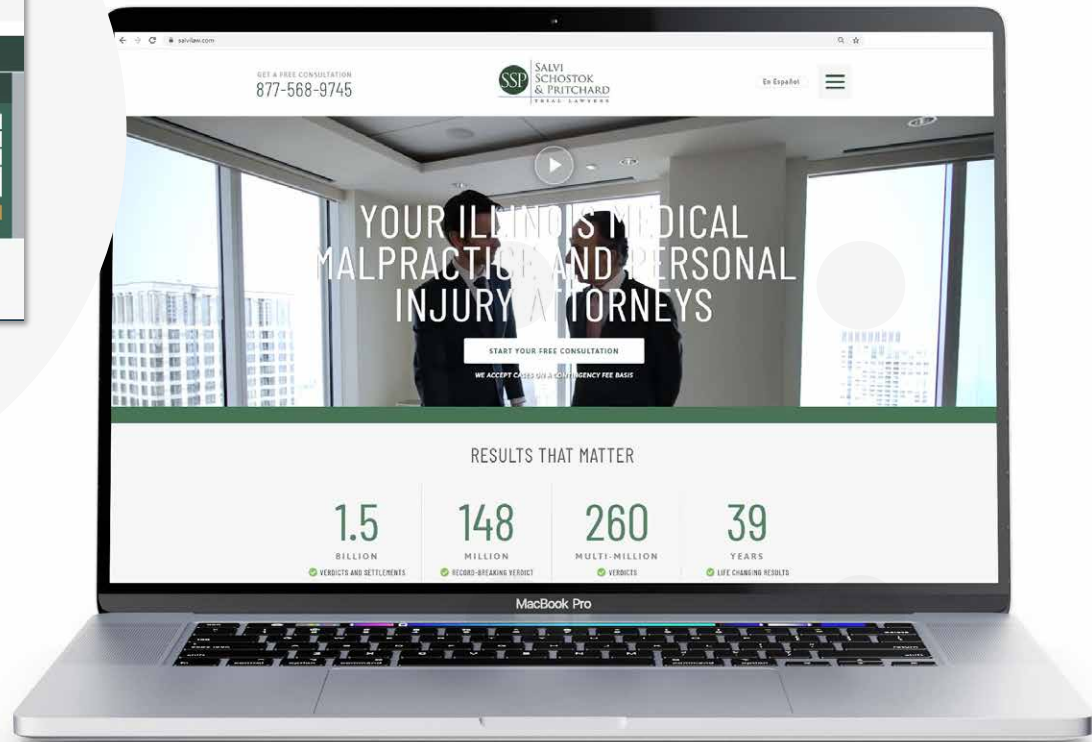
**ENOUGH TALK... LET'S SEE THE RESULTS →**

## BEFORE



## AFTER

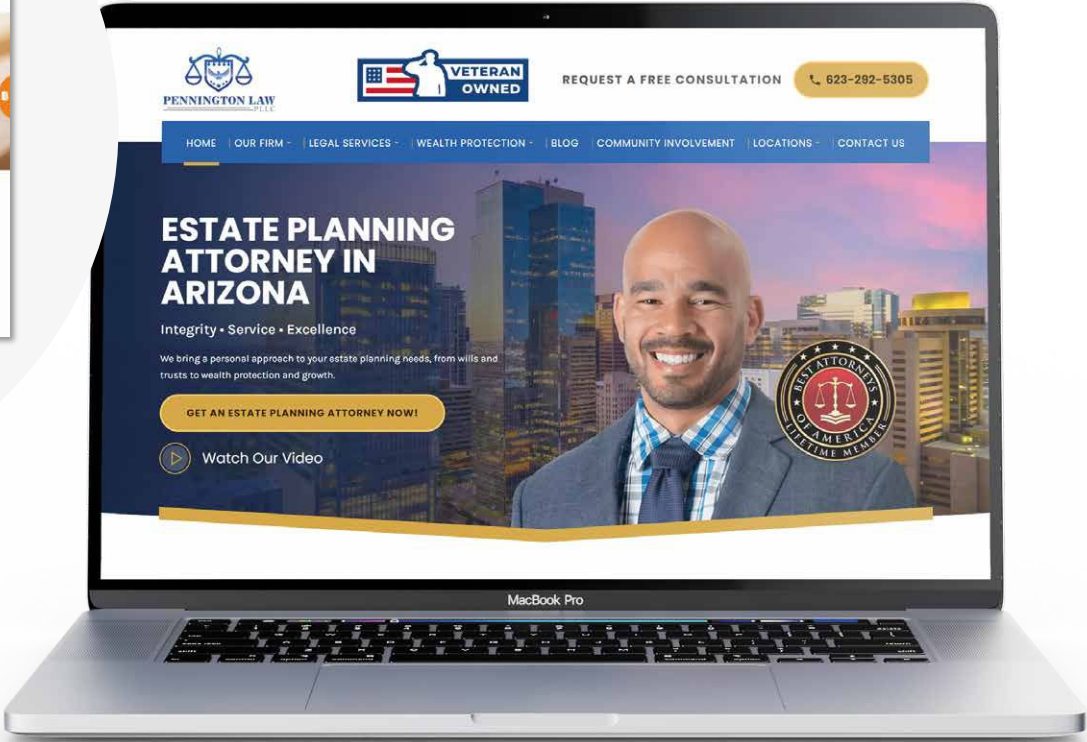
## BEFORE



## AFTER



BEFORE

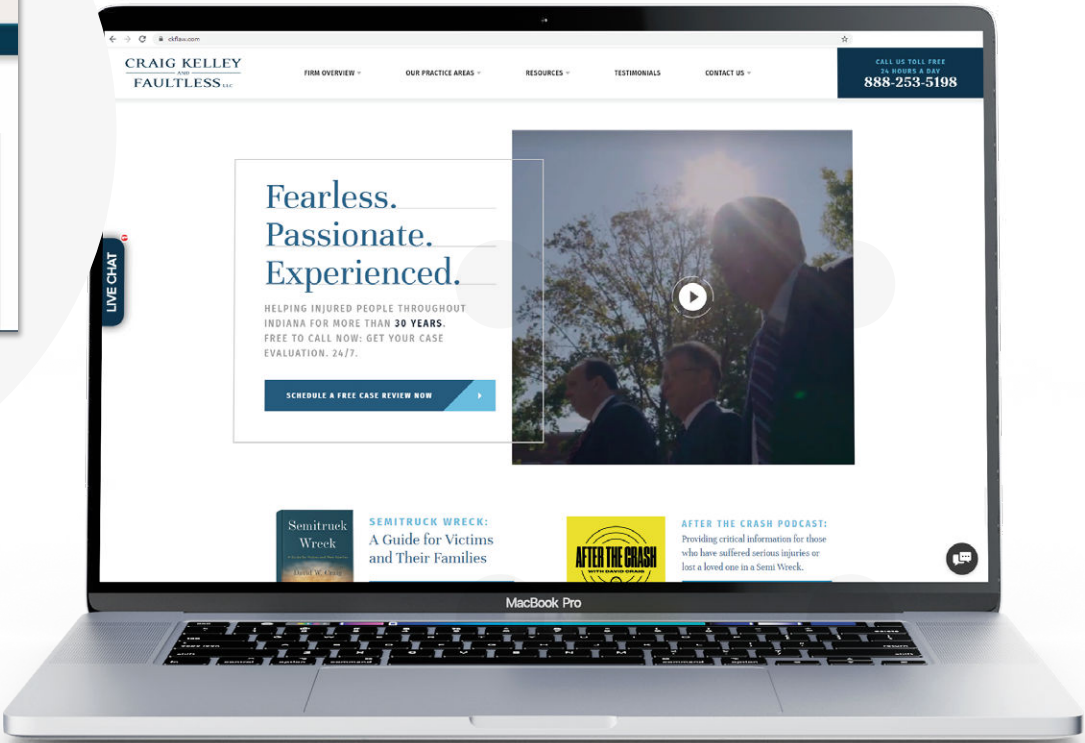


AFTER





BEFORE

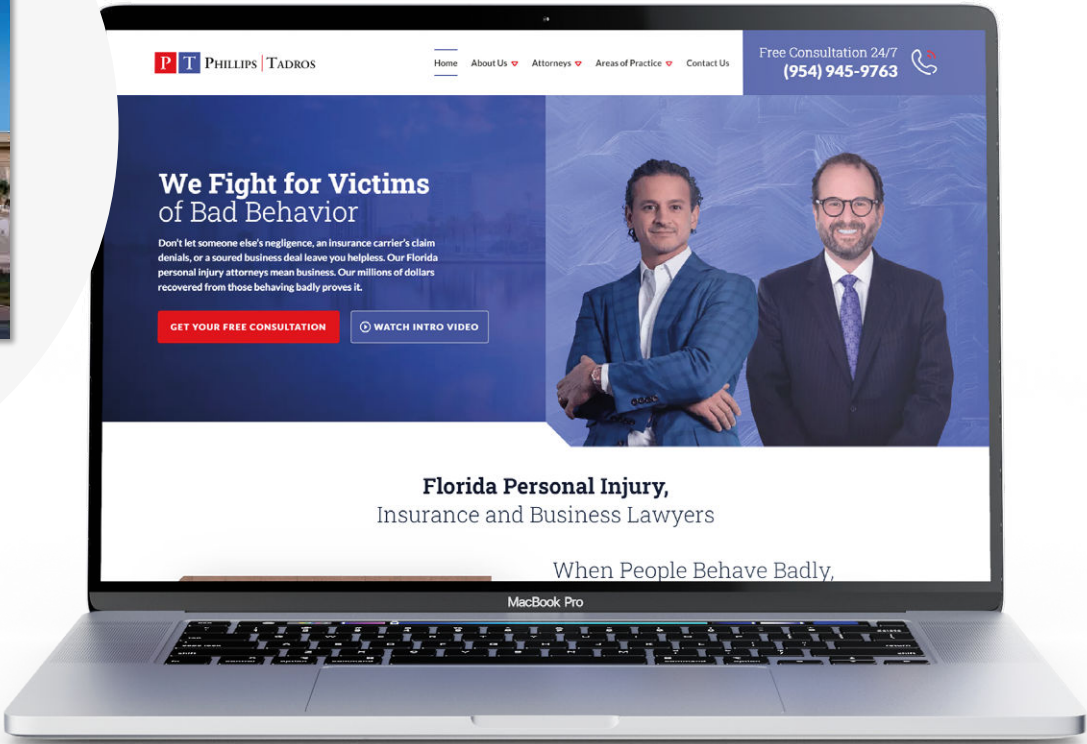
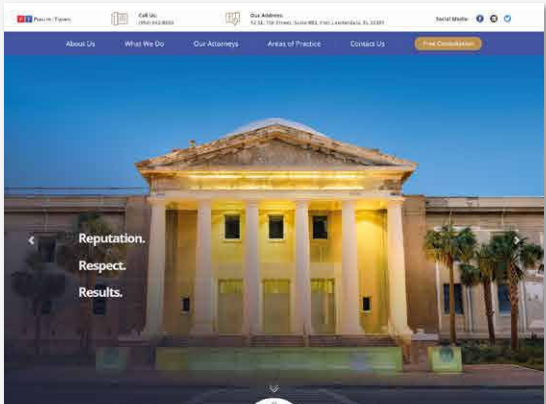


AFTER





BEFORE



AFTER



## Design For Conversion

**“It’s Not What Moves Us; It’s What Moves The Needle.”**

**A sleek design isn't everything; when it comes to law firm websites, Consultwebs aims for...**

- Increased conversions on page
- Increase traffic w/higher quality leads
- Increase leads w/decreased CPL
- Deep integrity of structure & links
- Keyword optimized, cornerstone content
- Boosting Local SEO + Google My Business activity

**ENOUGH TALK... LET’S SEE THE RESULTS →**

# Large Market Averages for Personal Injury

CONVERSIONS FROM GMB	AVERAGE COST PER CASE	AVERAGE COST PER LEAD	AVERAGE LEADS PER MONTH
+19%	\$2,742	\$113	139

90 DAYS POST LAUNCH

# Mid-Size Market Averages for Personal Injury

CONVERSIONS FROM GMB	AVERAGE COST PER CASE	AVERAGE COST PER LEAD	AVERAGE LEADS PER MONTH
+15%	\$870	\$212	41

90 DAYS POST LAUNCH



# Does Your Law Firm's Website Need An Update?

## ASK THESE QUESTIONS...

- Are you happy with your website conversion rates?
- Is your website design more than four years old?
- Does your site function seamlessly across all devices?
- Have you recently updated your logo or branded assets?
- Is your site showing up for selected keyword searches?