



# Law Firms Boosting ROI **Through Web Design**

A Case of 10 Law Firms Unlocking Web Design Mastery

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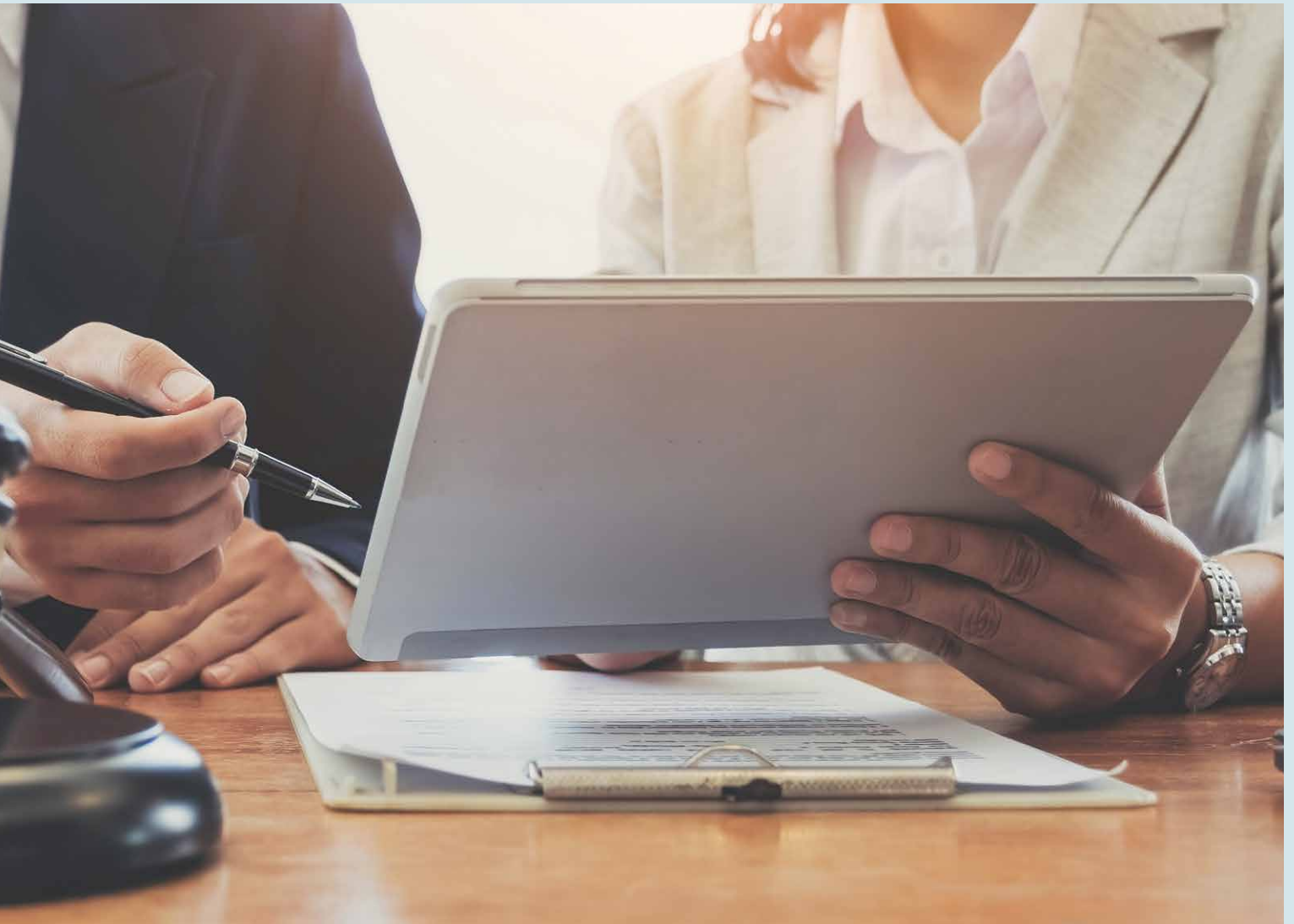
In this case study,  
we will reveal  
how **10 law firms**  
boosted their  
bottom-line results  
with one common  
strategy  
**- Web Design!**

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### TLDR:

- ◆ Uncover the significant impact of superior web design on law firms' ROI.
- ◆ See 6 months of data showcasing the before/after site launch. Discover how firms reap outstanding results after launching their website strategy with a 238% increase in organic leads and a decrease in cost per case by  $\approx 71\%$  from the 1st to the 6th month of site launch.



### **Before we dive in, let's first explore...**

- A** Why is improving a traditional website into one that is innovative a must?
- B** How are the shifts in digital advertising affecting law firms today and in the future?

# Prioritize Great User Experience (UX) Above All



***Your law firm's web design represents your firm.***

***It is your 24/7 salesperson.***

When prospective clients search your firm online, your website is the initial representation that can make a positive or negative impression. **Does this matter? Absolutely! You only get one chance at a first impression.**

What's more, their navigational experience determines whether they will engage further with your content or leave your site.

That is how crucial having a superior website is... and that is just one of the main reasons why law firms opt for innovative websites and redesigns.

**Did you know the  
average website  
can begin to look  
outdated in as  
little as three  
years?**



Now, let's look at the other side of the coin. Here are the  
**top website mistakes many users hate the most...**

# Common User Frustrations With Websites

According to [Medium](#), users tend to abandon a website when they experience these common challenges:

- ❌ Slow loading times
- ❌ Poor navigation
- ❌ Outdated layout and design
- ❌ Websites that are not mobile-friendly
- ❌ Inconsistent branding

No wonder website optimization is the biggest challenge for firms nowadays.



The rise of the digital era and the quick shifts in the way potential clients search for lawyers have a significant impact on law firms today more than ever.

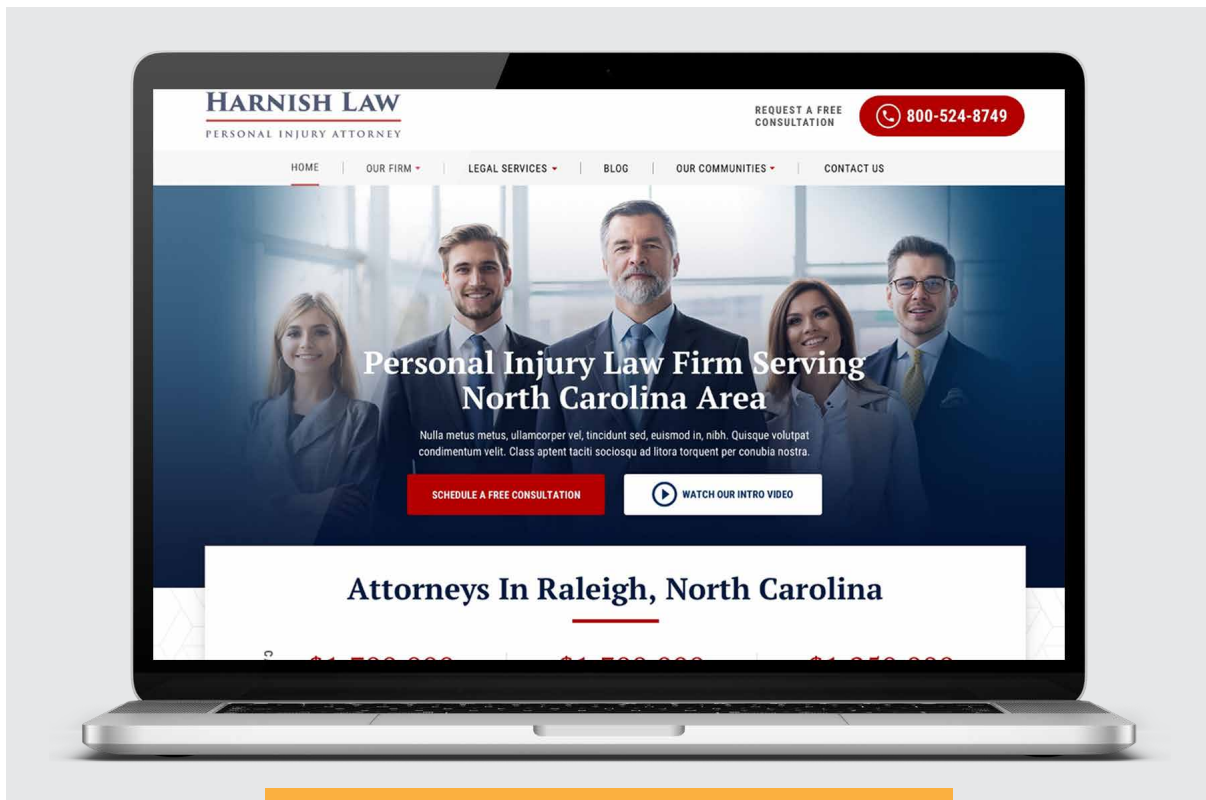
**This is why many law firms are future-proofing their business by enhancing their website before it's too late.**



**Because potential clients today are:**

- ✓ Focused on websites with easy navigation
- ✓ Preferring mobile-friendly sites
- ✓ Attracted to sophisticated website layouts with modern aesthetics
- ✓ Appreciative of a site with a clear message that resonates with them

Like this:



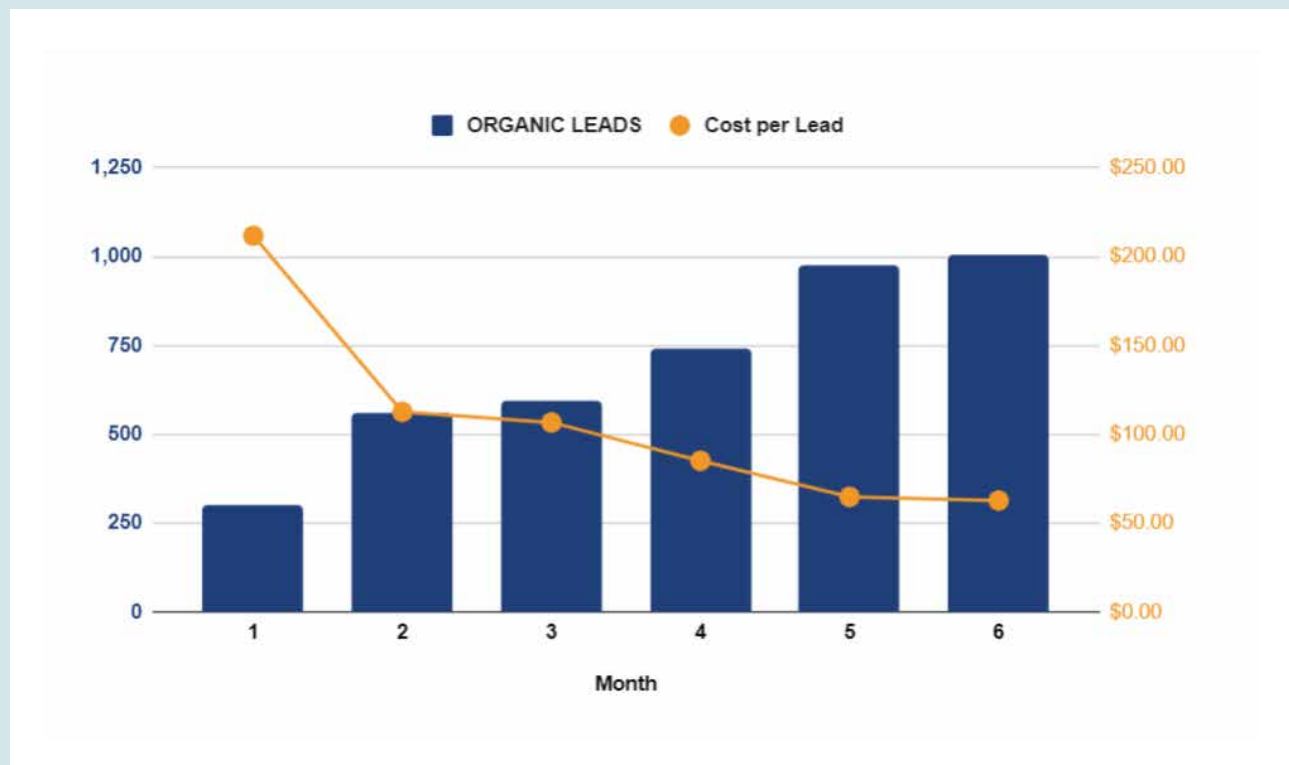
**Download the Most Profitable  
Web Design & SEO Strategy**

Now, let's see the proof.

# 10 Law Firms Investing in Web Design With Consultwebs

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**Organic leads increased by 238% from the first and sixth month of the site launch, while the average monthly increase in leads is about 28%, and the cost per case is down by  $\approx 71\%$  from 1st to the 6th month of the site launch.**





## 2

**There is a 92% increase in visitors from the 1st to the 6th month of the site launch and an average monthly increase of 14%, while the conversion rate is up by 2.5% from the 1st to the 6th month of the site launch.**



We understand no two firms are alike, which is why our digital marketing agency for law firms offers:

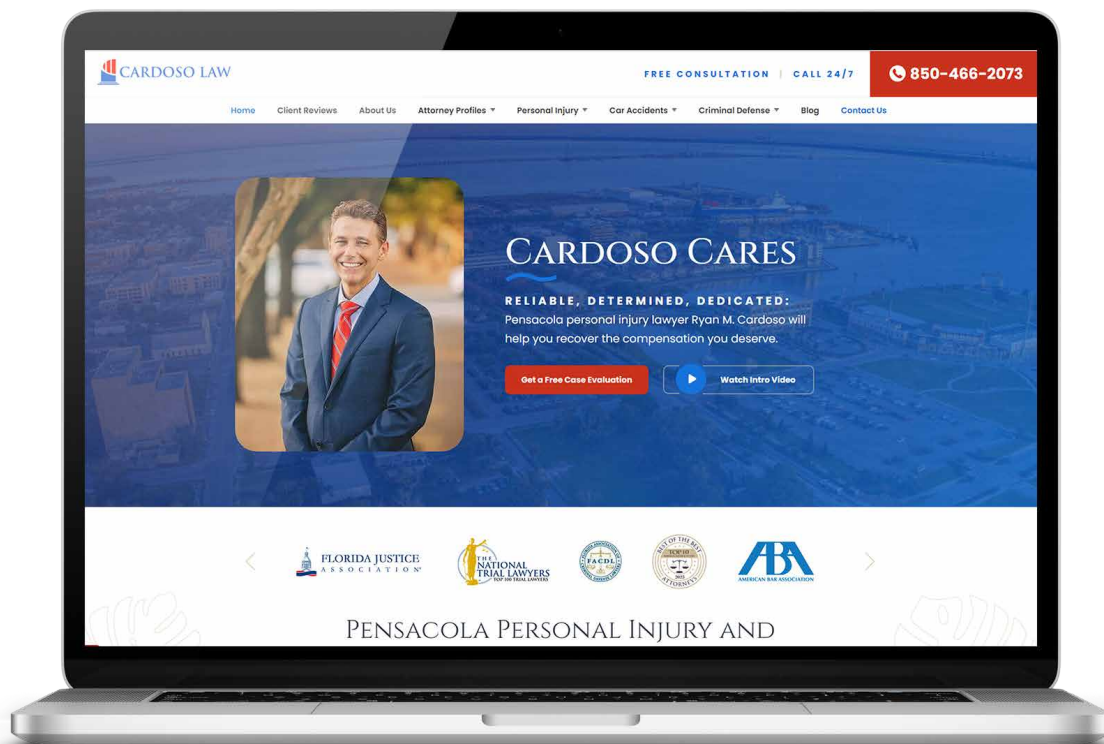
- ◆ Custom designs
- ◆ Theme-based designs

**Get Inspired By Theme Web Designs**

# Consultwebs Designs Websites Based On What You Love and What Works

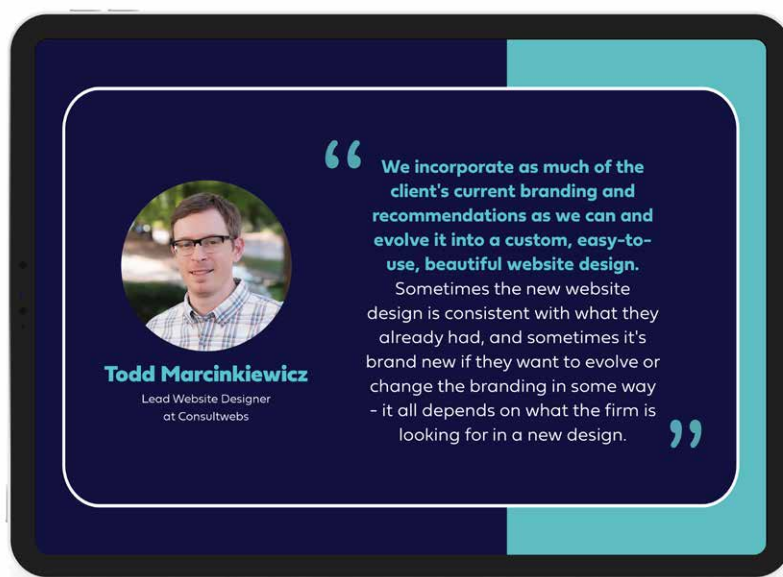
We make sure your website exclusively belongs to you, looks like you, and speaks how you want your audience to perceive you.

Here is an example of a website made by Consultwebs:



## Benefits of Investing in Web Design With Consultwebs:

- ✓ **Robust** site optimizations that aim for excellent user experience
- ✓ **Clear** visual representations of your unique traits as a firm.
- ✓ **Continuous** SEO optimizations
- ✓ **Extensive** involvement of logos, content, visuals, and social proof pieces in your overall marketing strategy.
- ✓ **Continuous** updates of security measures throughout your website.
- ✓ **Ensure** that your website is an **ADA Compliant website**, meaning it has qualities that make it inclusive and easily navigable for all users
- ✓ **Prioritizes** websites that are intuitively navigable on a range of devices to ensure great user experience for audiences using smartphones, desktops, laptops, or tablets.



Following best practices, we build all our sites from the ground up.

We ensure that all websites does not only look great but also rank well organically and can convert visitors into clients.

**Check Website Designs That Will Make Your Standout Here**

# The Consultwebs' Approach That Makes Us Unique

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Consultwebs is a law firm marketing agency with 20+ years of experience in the legal sector— *we know the industry well and focus on this exclusively!*

Our approach to web design is not just a one-time engagement but a continuous partnership.

Of course, we want you to come to your own conclusions and see which law firm digital agency is your best fit. To help you out in this process, we've compiled a FREE resource that will help you get the most out of that initial first call. For example, do you know how and what to ask about website ownership?

**Discover The Best Vendor That Fits Your Law Firm's Needs**

And if you prefer, we can sit down for a 1-1 so you can discuss your goals further.

**Book Your 1-1 With a Legal Marketing Advisor**