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Set your law firm apart with custom attorney Web site design

You only have a few seconds to capture the attention of a visitor to your Web site — and the proper site design ensures you do more than just look good. Effective site design components will give your Internet visitors a positive first impression of your law firm. Similar to your office lobby, a well-designed Web site conveys your unique professional image to potential clients.

Each Web site we design for lawyers is carefully constructed and engineered, leveraging our years of Web design and legal industry experience. FindLaw's design strategy combines your business content and ideas with our expertise in navigational structure, site optimization and law firm marketing. Whether you select a custom design that fully integrates your brand and image or a template design that offers the convenience of a ready-to-implement solution, the result is an Web site that represents your firm well — and reaches your target audience.

Presentation Pack

Presentation Pack helps your law firm's advertising message achieve its full impact. It allows you to polish your online image with a custom attorney Web site design or a fresh color scheme as well as make your site pages come alive with our Flash[®] Package and interactive JavaScript features. Additional features, such as bookmarks and on-site search engines, increase the usability of your site and encourage new and repeat online visitors. The reason your law firm has a Web site is to get your marketing message across — make sure you are presenting it in the best possible light.

Flash

Flash adds an element of motion and sophistication. It allows your law firm to advertise a key page or section within your own Web site, informing a viewer and producing follow-through. It is also effective at creating the recognition and awareness that are so important in making a lawyer Web site stand out from the competition. Animating a logo, tagline, or phone number draws attention to who you are, what you do and how to contact your law firm.

Cascading Menus

Cascading Menus are a design feature that allows online visitors to navigate your law firm Web site more easily. The menus appear when a user hovers over tabs on the Web page. Cascading Menus make it possible to go from the home page to almost anywhere on the site with only one mouse click.

On-Site Search Engine

On-site Search Engines provide the ability for prospects and clients to perform indexed searches for content on the firm's Web site. Including an On-Site Search Engine on your law firm Web site increases the usability of the site and creates a positive user experience.

Streaming Media (Audio/Video)

Streaming Media provides another way to engage potential clients and reinforce the marketing messages that they see on the law firm's Web site. If your law firm is running an ad on radio or television, putting the ad on your firm's Web site can reinforce the message and leverage the cost of production. Media can be used for education, news about the firm and its legal practice, or to introduce visitors to individual attorneys. It enables a lawyer to make a personal connection with online site visitors.

Controlled Access

Controlled Access is a valuable feature for any law firm that only wants to share certain information online with existing clients or known individuals that have been approved for access to the information. Controlled Access allows for pages of the attorney FirmSite to be password-protected. A visitor to the Web site simply must supply a user name and password to view the pages.