



The Dos and Don'ts of Motion on Your Law Firm's Website

Ready to explore motion on your law firm's website? Work with your designer to ensure that you stick with the following dos and don'ts.

DO: Keep it short.

Ten to 15 seconds is plenty. No one wants to watch a promotional video that is too long. If your video plays automatically when your homepage loads, set it up so that the video loops on a continuous feed.

DO: Make it look professional.

No cell phone videos, please. Select for wide-screen resolution, and make sure your footage is high-def so that it presents well on retina screens.

DO: Use video clips from stock companies like Getty.

High-quality imagery is available at a relatively low cost. Your designer can edit clips as needed to create the intended effect.

DO: Consider "kinetic typography" and motion graphics.

These elements are more commonly seen in entertainment or music. However, it's possible to leverage these technologies in a way that is appropriate for the legal space.

DO: Tell a story.

Use editing to weave together multiple, carefully selected video clips and use them to create a narrative arc. Just like a story, your video montage should include a sense of pacing with moments of crescendo rest.

DON'T: Include sound.

Unexpected audio intrusions are almost always perceived as just that: intrusions.

DON'T: Cram too much text on top of a video.

If you want to include a text overlay (in the form of a positioning statement or testimonial), keep it short and sweet.