



The Top 5 Legal Website Worst Practices — and How to Avoid Them

Legal websites fall prey to all manner of web design no-nos. But the following list of legal website worst practices represents the most common heavy hitters.

1.) A Third-Party Logo Free-For-All.

Law firms naturally want to share well-earned accolades and name-drop their most impressive clients. But doing so by slapping other brands' logos all over your website is more distracting than helpful. If you overuse third-party logos, you'll only water down your own brand as you promote others. Remember, your website is your brand's front door. It should unmistakably and consistently reflect your brand — not others'. If you do want to share logos, confine them to a single space on your website. Elsewhere, continue to cite awards, positive reviews, and high-impact clients by name (sans logos).

2.) Copycat Design.

Too many law firm websites look more or less like carbon copies of their competitors' sites. A copycat website will never be as impactful or meaningful as one that is carefully tailored to capture your firm's unique positioning and difference-making factors. Don't just ask your designer to "make our website look like McKinsey's." Start instead with strategy. What does your firm's brand represent? What are the authentic characteristics that set your firm apart from the competition? How can your unique positioning be expressed visually? Those are the questions that will push your website design in the right direction.

3.) Shoddy UX.

It doesn't matter how striking your website looks. If it's difficult to navigate, your users will walk away frustrated. And "walk away" really is the right way to put it. Your website represents the first experience most of your potential customers and hires have with your brand. If your website's user experience (UX) lacks clarity and easy functionality, those pain points will reflect poorly on your law firm overall. If your website's UX is bad enough, you may lose business without ever getting the chance to make a more personal connection. Most law firm websites are fairly straightforward. [There's typically no need to drop six figures on a specialized UX firm.](#) But do make sure that you partner with a web designer who understands and prioritizes current UX best practices.

4.) Unflattering Bio Pictures.

We get it. Staff photo day makes most everyone cringe. But the truth is that your legal staff's bio pages are likely your website's most visited pages. And if your bio photos look unprofessional, your audiences' perception of your firm will suffer. Bad lighting, unflattering cropping, and inconsistent image quality are three of the biggest bio photo offenders. To ensure that you have high-quality bio photos, invest in a session with a professional photographer. Hire a hair and makeup artist, and pay for image retouching. Then, commit to updating staff photos frequently enough that your staff actually looks the same age as their photos.

5.) Poorly Written Content.

The success of your website's design has as much to do with your written content as its visual components. First and

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foremost, make sure your copy is written to reflect your brand's personality. Too many firms leave content creation until the very end and attempt to write it all internally. Your better bet is to begin working on your site's content first — with the help of an experienced writer. And make sure to tell results-oriented stories. This is especially important in the context of case studies and client stories. How did your representation in a matter concretely help your clients achieve their desired results? Don't just say you won. Tell why it mattered.