

## Beyond Awards: How to Demonstrate Your Firm's Value on Your Website

Awards and accolades are an important way to communicate your law firm's value on your website. But not all awards are created equal. And law firms that display the logo of every award they've ever won often end up cheapening their brand, not strengthening it.

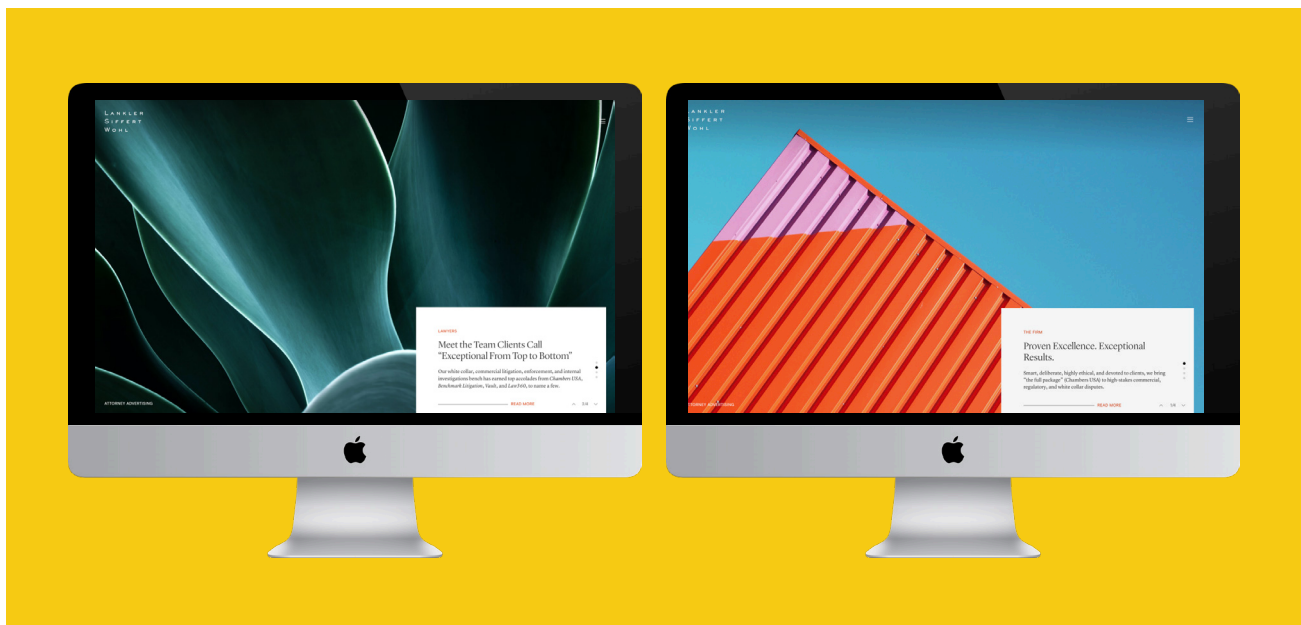
Any well-designed legal website makes judicious use of awards and accolades. But in order to build a truly compelling case for your law firm, you must go beyond awards and accolades. Every aspect of your website should reinforce [your unique positioning](#) and support your value proposition.

Specifically, you should demonstrate your firm's value by:

### Investing in an Expertise-Based Content Marketing Strategy

Thought leadership articles and case studies effectively show (rather than "tell") your expertise. In addition, by crafting an intentional content marketing strategy, you can:

- Clearly showcase your perspective on a variety of topics
- Demonstrate your firm's results
- Target specific personas and industries
- Increase inbound organic traffic
- Fuel your email marketing and social media campaigns



# Decker Design

Of course, content marketing is a challenge. To do it well, your team must commit to regularly producing articles and case studies, month in and month out. Lawyers tend to be good writers, but many don't have the time to regularly produce content on top of client matters. If that describes your firm's partners to a tee, consider hiring a skilled ghostwriter to produce content for you (with your partners' input, of course).

Finally, keep in mind that thought leadership content doesn't always have to be written. Video content is both attention-grabbing and SEO-friendly. For example, you might consider producing a series of videos on a timely legal issue (such as industry-specific regulatory changes). Another option? Create a short video about each of your primary practice areas.

## Display Testimonials

Client testimonials are, in many ways, more powerful than awards in communicating your firm's value. Just make sure yours are attributed to specific individuals at specific organizations (not anonymized). As you consider who to approach for testimonials, try to get at least one for each of your key practice areas. And, if you are in the process of embracing a new, more refined positioning in the market, you'll want to prioritize accolades that reflect your capabilities in that area.

## Leverage Smart Design to Showcase Your Talent

A strategy-driven design partner will design your website in a way that underscores your brand's unique positioning and value proposition.

For example, they might design [thoughtful animations](#) to display your accolades and testimonials. Or they could shine a spotlight on your testimonials by giving them arresting typographic treatments.

In general, every decision your designer makes should be informed by your firm's business goals and brand strategy. Each detail on your website, down to the colors you choose, can be used to tell your firm's story and prove your value. Taken together, these tactics add up to a sophisticated, business-driving website that leaves no question about your law firm's expertise and ability.

