

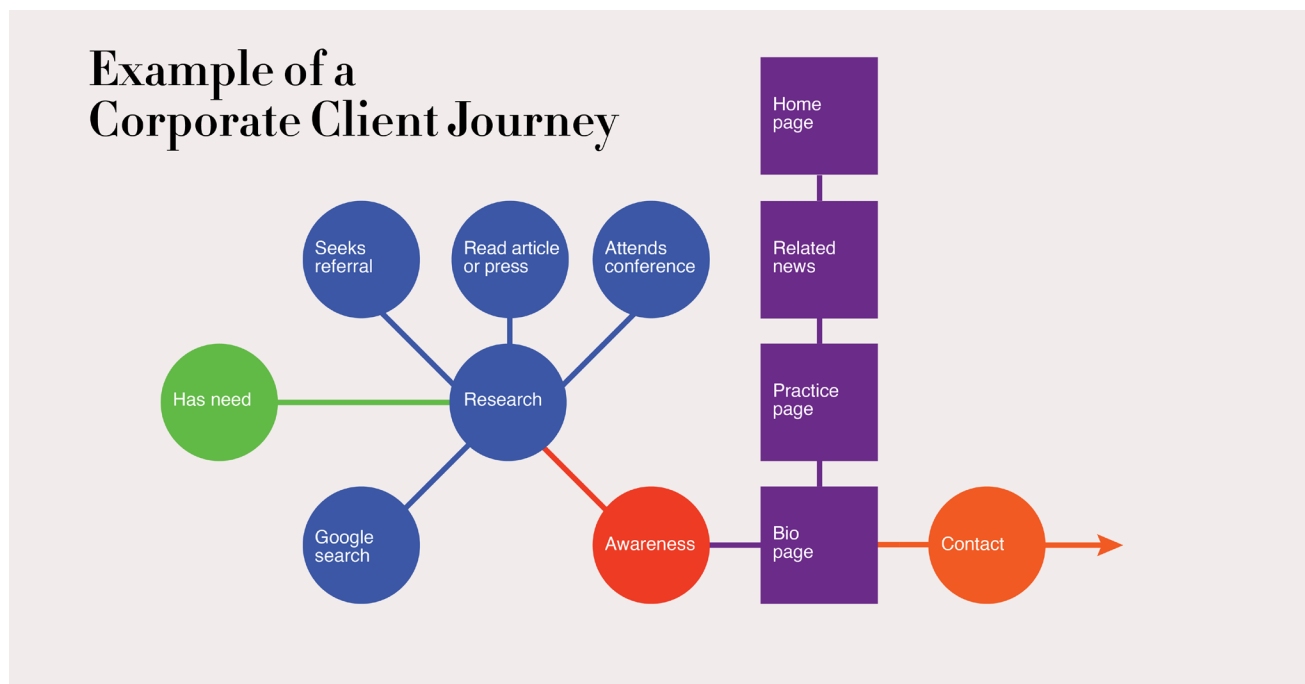
How to Use Customer Journey Maps to Design a User-Friendly, Business-Driving Website

If you want your law firm's website to be [effective as a business development tool](#), you must design it so that it is built as much around your users' needs as your firm's strengths. And to do that, you must first understand what it is your users are trying to achieve and learn when they visit your site. A customer journey map is one way to uncover those all-important details.

What is a Customer Journey Map?

A customer journey map is a document that plots your customers' interactions with your brand. It shows how your prospects actions change as they advance through the stages of the buying cycle—from awareness to conversion and beyond. The map itself includes:

- Each of the branded touchpoints your prospects are likely to interact with as they advance through the buying cycle. This can include everything from paid digital ads to your thought leadership content and case studies.
- The website pages your prospects are most likely to interact with—and in what order.



Why are Customer Journey Maps Important?

Charting your prospects' activities on a customer journey map is incredibly useful. Doing so:

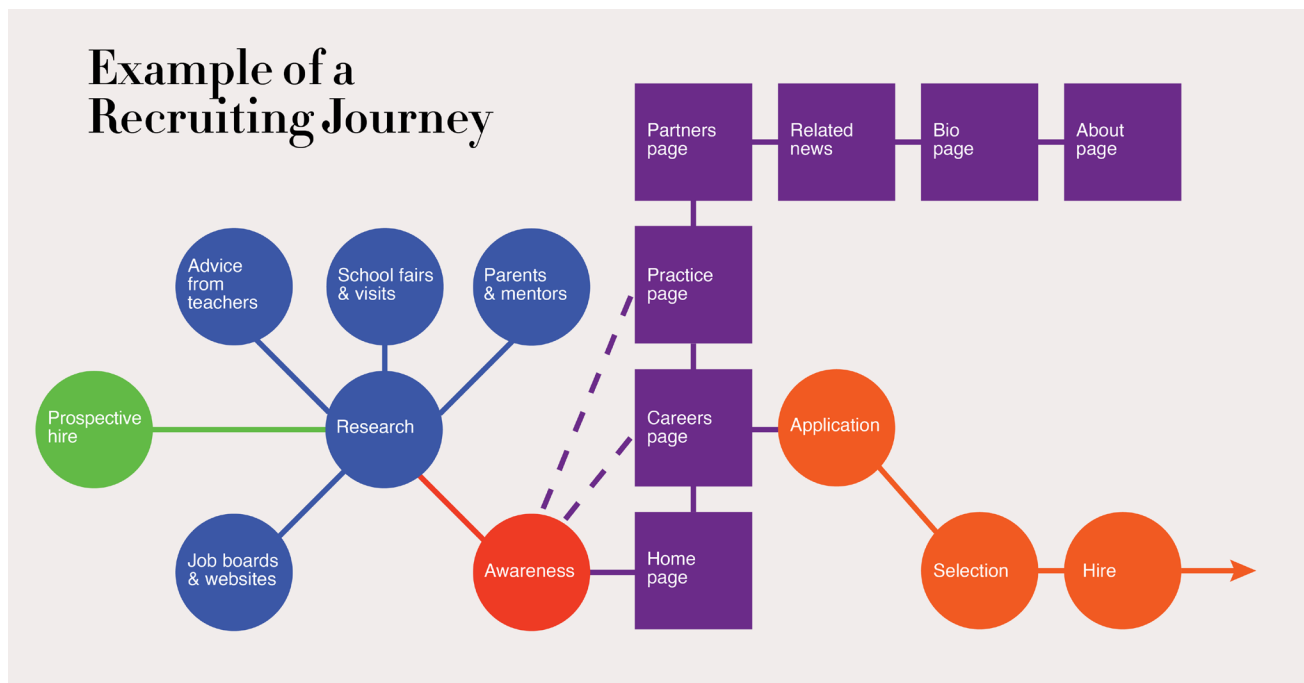
- Gives you fresh insights into how your prospects interact with your existing website.
- Helps you understand what your users are most interested in learning about your firm.
- Tells you which touchpoints and website pages play the biggest role in a prospect's path to becoming a customer.
- Helps your [website design partner](#) know which pages to prioritize—and how to design them so they are as effective as possible.

Getting Started With Customer Journey Maps

If your law firm serves more than one persona type, you'll want to create a unique customer journey map for each one.

For example, your customer journey map may reveal that your corporate law prospects don't typically enter your website through the homepage. Rather, they Google the name of a particular partner they've heard about from a colleague or friend. Then they enter your website via that partner's profile page. From there, they may peruse the partner's thought leadership articles and practice area pages before deciding to get in touch via phone or email.

A prospective hire, on the other hand, may start with an online search of your firm's name and enter your website via the homepage. From there, they might check out your career section, about section and profiles of the partners who lead particular practice areas.



By completing a customer journey map, you can start to hone in on your users' activities and needs—and design a user-friendly website that is custom-built to nurture them along the path to becoming customers.