

## Is Your Firm's Website Out of Date? Find out with This Inventory Checklist

Did you aim to deliver a suboptimal website experience for your law firm's prospects? Probably not, but you may be doing just that. A dated website has a negative impact on your business objectives—and your reputation. Use this focused worksheet to honestly evaluate your current website.

1.) Does your website use obsolete technologies?

- **Adobe Flash Player** was once commonly used for animations. But Adobe stopped supporting it after December 2020, and Adobe now recommends users actually uninstall the Flash Player. Google Chrome no longer even plays Flash files.
- **Frames** are distinct, statically designed website sections. Essentially, a webpage with frames displays several webpages simultaneously, like this. Frames have many disadvantages, including the difficulty of bookmarking or linking to pages. Users with disabilities, especially those with screen readers, may find websites with frame design impossible to navigate.
- **Internet Explorer's EOL (end of life) is scheduled for June 2022.** Microsoft is pushing Microsoft Edge as "the new stage of the journey." Explorer used to dominate the market but over time developed a reputation for being slow and buggy.

2.) Does your website take a long time to load?

Back in 2016, Google found 53% of mobile users abandon ship after 3 seconds of waiting for a webpage to open. Users have not gotten more patient. In short, the faster, the better.

3.) Is your website accessible to all users?

We've written about accessibility in depth. Users with physical or situational disabilities should be able to access and navigate your site. And depending on your business type, you ought to be complying with the right level of accessibility measures.

4.) Is your website mobile responsive?

If your website design doesn't translate seamlessly to smaller screens (like tablets and phones), your firm is going to appear unsophisticated. Given the already-mentioned expectation for quick (and easy) access, chances are users will simply give up on a subpar mobile experience. And then head to your competitor's site.

5.) Are photos of partners and associates on the website recent?

You've got to put your best face forward. But make sure to represent what you currently look like. If your photo looks like it was taken during a different US presidency, it's time for a new one. Have a light touch with filters and photoshop, so that prospects see the real you, not the aspirational you.

Website design best practices are dynamic. The choices you made for your firm's site years ago simply can't be expected to appeal to today's prospects. The answers to these checklist questions can assure you that your website design is carrying its weight—or prove it's not.