

WEBSITE CHEAT SHEET

How to get more visitors and more clients from your website.



Nick Jervis

SOLICITOR (NON-PRACTISING)
Samson Consulting

Samson
CONSULTING

Law Firm Growth

How To Use This Workbook

Work through each section of the workbook to ensure that your website is working as hard as it should do to turn every one of your visitors into a prospect.

This workbook is part of the [More Clients From Your Website Training](#).

Your Website Header

This is the first part of your website seen by your website visitors.
Is it doing all that it should do to help turn visitors into prospects?

ITEM	DONE
Name / Solicitors / Strapline – ALL LEGIBLE? People should be able to arrive on your website and instantly see who you are, that you are solicitors (if you are) and how you can help them (your strapline).	<input type="checkbox"/>
Telephone Number	<input type="checkbox"/>
Email	<input type="checkbox"/>
Free Enquiry / Make An Enquiry Button Some people will not call or email you, so offering an enquiry form on its own page (not the Contact page where there are too many distractions) brings in more leads for you – guaranteed!	<input type="checkbox"/>
Item of value (vital for B2B / Nurture Services) This can be as simple as a brochure download, or a checklist, but if you do not offer anything, you will lose the people who are not quite ready to instruct you.	<input type="checkbox"/>
Navigation <ul style="list-style-type: none">• Home / Services / About / Team / Reviews / Free Enquiry / Contact• Alphabetical• List all sub service pages• Check works on both mobile and desktop	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Right Side / Intermingled Items

These items that must appear on EVERY page, either as a right side column if you have a two column website design, or intermingled with the content if you have a one column design.

ITEM	DONE
Free enquiry form or button	<input type="checkbox"/>
Why choose Us ... include qualifications/ professional memberships / number of people helped/ compensation recovered / years of expertise (and why that matters) to them, linking through to a page which provides more information on each item.	<input type="checkbox"/>
Reviews Don't assume your website visitors will trudge off to your review page, they should not have to. Click here to see which review platform you should use:>>	<input type="checkbox"/>
As featured in.... Include logos of any newspapers / magazines / television programmes you have been featured in or on, linking through to a page which details your feature in that media but does not link away to it - keep the lead on your website until they become a prospect.	<input type="checkbox"/>
Item of value / email sign up	<input type="checkbox"/>
Optional Extras <ul style="list-style-type: none">• Video• Search function	<input type="checkbox"/>
Avoid <ul style="list-style-type: none">• Blog links (blogs are for bringing in and converting visitors, but if you plaster them all over your site you distract them from taking action• Social media icons. The last thing you want to do when someone lands on your website is send them off it to be distracted from getting in touch with you.	<input type="checkbox"/>

Home Page

The object of your home page is to get people to where they want to go as quickly as possible, as people arriving here already know your firm.

Therefore, it can and should have a different layout and content than your service pages.

ITEM	DONE
Brief Introduction Let them know they are in the right place and that you can help, without mentioning that you were formed in 1832 please.	<input type="checkbox"/>
Links To Your Core Services Use icons, buttons or links to allow people to get to your core service pages as quickly as possible.	<input type="checkbox"/>
Calls To Action After your core services, provide all of the ways that your visitor can get in touch with you to discover more about how you can help them, in my "Talking Call To Action" format including: <ul style="list-style-type: none">• Telephone number (hyperlinked so that they can click to call you). Click to email if you would like an introduction to my recommended call centre for handling your new enquiries:>>• Email address (hyperlinked)• Link to Make An Enquiry which should be a form on its' own page, not the Contact page where there are too many distractions.• Live chat. Hosted for you by a professional live chat company (never chatbots, you are a professional service provider so are better than that). Click to email me if you would like a free two week trial with the company that most of my clients use:>>• The ability to download an "Item Of Value" which will automatically add them to your email list.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Content (Your Service Pages, Articles & Blog Posts)

ITEM	DONE
<p>Headline Relate this to their likely state of mind as they arrive at this page. What will they be thinking or feeling? Will they be happy, worried or concerned? Whatever it is, start by talking about this, showing that you understand them from the start.</p> <p>Include the keywords you are targeting in the headline (the H1Tag) and whenever suitable in the body copy (without cramming it in when it makes no sense to the reader – humans first, Google second).</p>	<input type="checkbox"/>
<p>Introductory Paragraphs Continue to talk about the position that the client finds themselves in at that moment in time by expanding on the headline above. See my PASTOR copywriting formula for more help.</p>	<input type="checkbox"/>
<p>Your Solution Reassure the visitor that you are the right business to help them and deal with the challenge they are facing from the introductory paragraph.</p>	<input type="checkbox"/>
<p>Your Expertise Expand on your expertise in this area including bullet points explaining how you have already helped other people just like them. This applies for B2B as much as B2C as you are selling to people.</p>	<input type="checkbox"/>
<p>Early Call To Action Offer options for the visitor to contact you, including your telephone number (hyperlinked so they can click to call) and a link to your Free Online Enquiry/Make An Enquiry page.</p>	<input type="checkbox"/>
<p>Review Add at least one review after your first call to action.</p>	<input type="checkbox"/>

Content (2)

ITEM	DONE
<p>More details</p> <p>Go into more detail about the services you offer. Answer the common questions your clients always ask you. So that your content appeals to both visual viewers and content viewers, break up a long page of content with:</p> <ul style="list-style-type: none">• Sub Headings• Bullet Points• Images (right aligned so that they sit next to the content rather than taking over the entire page width) Email address (hyperlinked)	<input data-bbox="1265 499 1350 582" type="checkbox"/> <input data-bbox="1276 721 1333 774" type="checkbox"/> <input data-bbox="1276 785 1333 839" type="checkbox"/> <input data-bbox="1276 849 1333 903" type="checkbox"/>
<p>Costs</p> <p>You have to deal with the elephant in the room, but if your initial contact with new clients is free, that is all you need to stress at this point. Your only task from this page is to sell the first contact with you.</p> <p>If you must provide pricing information to please the SRA, use “Prices from” rather than hugely detailed cost breakdowns – which will prevent your phone from ringing as once all costs details are provided there is no reason to call you.</p>	<input data-bbox="1265 1207 1350 1290" type="checkbox"/> <input data-bbox="1265 1348 1350 1431" type="checkbox"/>
<p>Final Call To Action</p> <p>Stress what your prospect should do next to contact you, using the same Calls To Action mentioned above.</p>	
<p>Review</p> <p>Add two to three reviews after the final call to action, so that your visitor can be in no doubt how good you are at what you do.</p>	

Behind The Scenes (SEO/ Content Marketing Notes)

ITEM	DONE
<p>Keyword Research From all of my content marketing/SEO experienced, gleaned from marketing legal services websites since 2001, this statement is important:</p> <p>There is almost no point putting a website page live if you have not chosen a specific keyword or phrase that you will know will bring in people looking to BUY your legal services.</p> <p>Here is some of my training on keyword research:>></p>	<input type="checkbox"/>
<p>Title Tag (H1 Tag) This must include your chosen keyword or keyphrase.</p>	<input type="checkbox"/>
<p>Description Tag This must also include your chosen keyword or keyphrase.</p>	<input type="checkbox"/>
<p>On Page Content You should use your keyword or variations of it throughout your content – but do not over use it. People first, Google second.</p>	<input type="checkbox"/>
<p>Yoast SEO Plugin Use this plugin on Wordpress websites to guide you through the on page optimisation process. Click here to see how to use it:>></p>	<input type="checkbox"/>
<p>Internal Linking Internal linking is one of the most important factors in SEO/Content Marketing. This tool is vital in this process:>></p>	<input type="checkbox"/>
<p>Website Speed Google measures your website speed and if it is not up to scratch then you will not receive traffic. It IS as simple as that.</p> <p>This tool will speed up your Wordpress website instantly:>></p>	<input type="checkbox"/>

I Am Here To Help....

I hope that you find this helpful, but more importantly, I hope that you use this workbook relentlessly to ensure that your website works as hard as it can and should do to generate new clients for you.

Your website is your 24/7/365(6) business client attraction asset, so it pains me greatly when I see websites which are not working as hard as they should do.



When you get your website set up correctly, and couple it with some [Content Marketing/SEO](#) or [Google Ads/PPC Advertising](#), it can grow your legal services business **beyond seven and eight figures** with not much else needed (I have done this with many firms over the years).

If you have any questions that I can help you with, please feel free to either [email me](#) or [click here to schedule a More Clients Now](#) call with me, and I will be glad to help you with any questions about running and growing a legal services business.

Until we speak, keep on keeping on!

Nick