



Guide to Designing a Consumer-Direct Law Firm Website that Generates Case Leads

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Are you looking for a way to grow your business and increase your caseload? Of course, there are infinite sales and marketing tactics to try. But if you don't have an optimized consumer-direct website, you'll waste your time.

Your law firm website should be your most powerful and economically efficient source for growing your business. How? By generating a steady flow of qualified case inquiries, or leads.

People are already looking for your legal services online. Let's help them find and engage with you. With an optimized law firm website, you gain control of the journey your clients take, with a simplified and efficient framework that converts.

We'll provide the must-know fundamentals about generating online case leads and the basics of a quality website. Then let's dive deep into our tested and proven website insights built to grow your law firm.

What you'll learn

Why your website matters for generating case leads

Website must-haves for law firm lead generation

How your website can do more to grow your business



Why your website matters for generating case leads

You need clients. Your potential clients need legal services. But how do you get connected? *And* ensure you're working with the right clients?

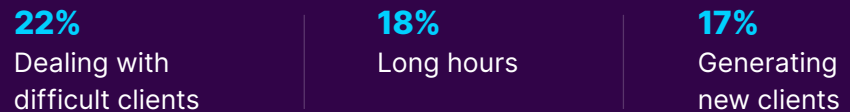
Your website lays the groundwork. Designing an optimized consumer-direct website makes it easy for consumers to find you. You also gain control of the entire sales funnel, guiding the right consumers to become qualified leads who then become satisfied clients.

Maybe you've relied on referrals, bought leads, or have struggled to collect quality online leads through various channels. Maybe you have a flow of leads but have difficulty working with them.

These may sound like obstacles, but they also reveal opportunities for strategic lead generation. With the challenges of digital marketing and consumers' increasing reliance on the internet, also comes tools for targeting and guiding case leads through the funnel. With a strategic website, you make it easy for consumers to choose your law firm.

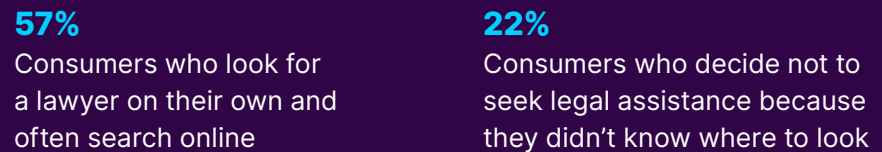
Consumer-direct lead generation websites solve problems for attorneys and potential clients

Lawyers reported these were the most challenging aspects of their jobs



Source: [Finances Online's 46 Legal Marketing Statistics You Must Read](#)

These factors are impacted by how law firms work with consumer behavior



Source: [Clio 2019 Legal Trends Report](#)

Source: [Finances Online's 46 Legal Marketing Statistics You Must Read](#)

How marketing can help

70% of law firms have landed new cases through their website.

Source: [Finances Online's 46 Legal Marketing Statistics You Must Read](#)

Once lead generation begins, businesses that nurture leads through the sales funnel **generate 50% more sales at 33% lower costs.**

Source: [Marketo's What is Lead Nurturing](#)

How internet case leads work and how consumer-direct websites help

Internet case leads are just potential clients, it's as simple as that. When interacting with any potential client, you have to meet them where they are and provide the solution they're looking for. So it helps to consider where they're coming from, where they are in their thought process, and the overall journey that will help them convert to clients. For internet case leads, this often starts with online research.

There are several ways consumers may find your website:

- Got a personal referral so they look online to see how to contact the attorney
- Heard of your law firm from someone they know but don't have a direct contact so they Google it to find out more
- Researched several law firms and found your site in the search results or saw you listed in a legal directory like Super Lawyers
- Researched legal information and found resources you've shared
- Saw your law firm's digital ads while scrolling through social media or browsing online and want to know more

This shows the importance of crafting a website that markets to consumers in a human, clear, and practical way. IF they find your website, they'll then quickly browse to see if you can solve their problems as they educate themselves and compare their options.

It's likely your prospective clients are already overwhelmed and confused by their potential legal situation. Your website can provide an empathetic, safe, and informative way for them to find legal counsel.

How can you help them most? And are you making it as easy as possible for them to take the next step? It's surprisingly common for law firm websites to miss the opportunity for a clear Call-to-Action (CTA).

Have you asked them to contact you by making your phone number or a form easily accessible? That's a start. There are many other features of your website that will help consumers along their way to bringing their potential cases to you.

A website that fits your law firm, case needs, and budget

Law firms of any size and variety benefit from an optimized lead generation website. Kaleidico has partnered with a range of businesses, from large law firms to independent attorneys, to create new and innovative lead generation systems.

We've certainly learned that website solutions aren't one-size-fits-all. Depending on your individual needs, Kaleidico can help optimize all aspects of your website to build a clear and compelling path for consumers to find you, engage, and become clients.



Attorneys and small law firms getting started

The foundation of a successful law firm lead generation website is built on proven user experiences that increase and convert traffic.

We've tested and built effective website features to help individual attorneys and small law firms start generating leads. With strategic, proven tactics your website is a valuable investment for generating case leads that puts you in control of finding clients.



Large law firms looking for custom solutions

As a large law firm you need customized solutions for a consumer-direct website that generates high volumes of qualified case leads. You need features that relate to consumers' mindsets in a wide range of scenarios.

An optimized website helps consumers feel comfortable engaging with your firm to share their potential cases. Consumers convert to clients on websites that build your credibility, educate consumers, and empower them to compare and understand their options.

Kaleidico has proven what works

Kaleidico has generated online leads for almost two decades, refining and perfecting website optimizations through changing consumer markets.

With a holistic, human-centered philosophy, we understand the mindset of your clients. We'll discover and communicate your true strengths to engage potential clients who will naturally align with your attorneys and case types.

Our combination of a proven website design process and an experienced law firm marketing team yields consistent results for attorneys.

Website must-haves for law firm lead generation

From the basic features needed on any good consumer-direct website to the specific strategic moves that generate case leads, we've outlined all the elements needed for your website.

First, let's take a look at the fundamentals, then we'll dig into what will make your website stand out from your competitors.

→ **Pro Tip:** Despite what most people think, the home page often is not the first page users see when they find your website. They'll likely come in through a landing page or a specific attorney's page that showed up in their search results, an ad, or a link from another site. That said, establishing an intuitive home page often sets the tone for the rest of the site. It's a great place to nail down your primary positioning statement and CTA.

The fundamentals of every site

If you're taking the time to redesign your website or create one from scratch, there are fundamentals you need to incorporate for a good user experience:

- ✓ **A solid CMS:** Your website needs to be built on a solid foundation. This starts with a reliable Content Management System (CMS) and the right team who knows how to manage it.
- ✓ **Clean, functional design:** Good design makes it easy for consumers to find exactly what they're looking for, all while gaining a positive impression of your brand.
- ✓ **Mobile responsive:** The site needs to look good and work well wherever it's being viewed, whether it's a computer, phone, or tablet. Don't give consumers a reason to look elsewhere.
- ✓ **Use of SEO:** Search Engine Optimization (SEO) is essential to making sure your website is visible in search engines. A beautiful website only means so much if no one can find it. With SEO content on every page, you show up and build traffic.
- ✓ **An intuitive home page:** Make it accessible for consumers to learn who you are and how to connect with you. You'll need a positioning statement at the top followed by a clear CTA, easy navigation, and other elements that summarize what makes you different.

Competitive lead generation features

Beyond the basics, there are targeted website features designed specifically for generating case inquiries. Sure you need a nice-looking, professional, clean website, but to bring in qualified leads, you also need to think more deeply about the user experience.

Meet users where they are. Maybe they search Google for a legal question, and a link to a page on your site shows up in the results. Or maybe they're looking you up after getting a referral from a friend or professional. Maybe they saw you listed in a legal directory. In any case, if they click a link to your site, it needs to be as easy as possible for them to find what they want and then take the next step.

This might be as simple as viewing more pages on your site as they research and build trust. But lead generation starts when they directly engage with you, whether it's by asking a question, signing up for your email list, or filling out other forms on your website. Features that make this engagement simple allow for users to begin their path through your sales funnel so they can become clients.

Let's dig into how each of the following strategic UX power moves turn websites into robust lead generators.

LEAD GENERATION TACTICS	WEBSITE FEATURES
1 Bolster your reputation	Location, attorney, and reviews pages
2 Help consumers research, prepare, and build confidence	Custom SEO content, geo-targeted PPC and landing pages
3 Empower consumers to take the next step	Progressive lead paths and lead magnets

1 Build trust through your reputation

Location pages

Showcasing your locations gives your business roots and allows consumers to find you more easily when browsing in search engines (like when searching “attorneys near me”). Being clear about where you're located can help humanize your brand.

Location pages don't have to be filled with tons of original content. Simply list your office's address and contact information. Consider adding a section for which attorneys and support staff work at each location.

From there build the page to include other ways for users to engage:

- A clear positioning statement and CTA with actionable buttons encouraging them to reach out to you
- Basic information about what makes your law firm unique
- Links to relevant blog content
- Newsletter signup

Locations pages could be linked from an About page with similar content that generally encompasses the personality of your law firm and also helps to establish credibility.

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Attorney pages

Along the same trust-building lines, providing details on each of your attorneys is a great start. It also helps users find your site.

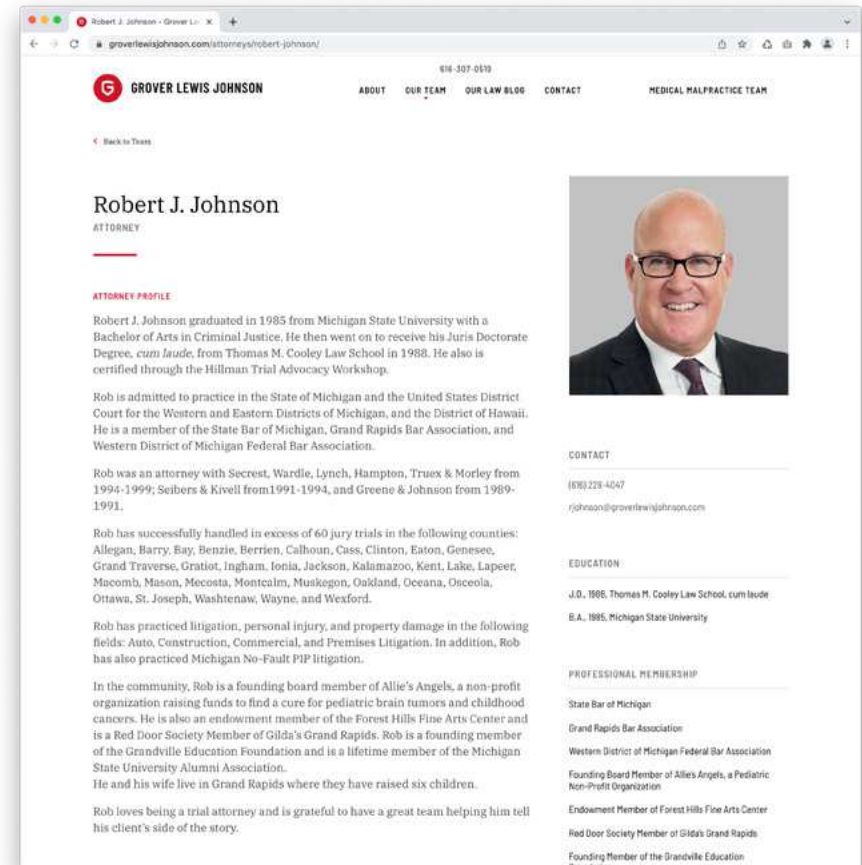
SEO kicks in when users search a specific attorney's name — whether they're looking into their credibility or just looking for contact information. Either way, you want them to find your website directly so they can easily engage with your law firm (rather than finding links in the search results to an attorney's past job or personal information).

Designated attorney pages ensure that consumers have a direct link to land on if they're researching your team.

For the best engagement, each attorney page should include:

- Individual attorney and location contact information
- Bio including information about practice areas and expertise
- Educational background and other experience to highlight (professional memberships and awards received)
- Links to social media (LinkedIn)
- Information about support staff they work with to help users get in touch easily
- Any other social or professional proof that shows credibility

Don't forget to add a CTA to a page like this too. You want it to be easy for the user to take the next step at any point in their browsing.



Reviews

Almost anyone who uses the internet to find a service or product will also want to see reviews before they make a decision. Users look at reviews to see what other people say about a business. This social proof helps in deciding whether a law firm might be right for them.

We call these “reviews,” not “testimonials,” because that’s what your potential clients call them. And the good news is that you have some control over what users see when they search for them.

Create a page on your website that harvests your best reviews from Google, Facebook, Yelp, Avvo, or wherever else your clients leave reviews. This page allows you to control the search results users see when they look up that critical “reviews” keyword. It also gets them straight into your website to engage further with you.

Include basic details for credibility and easy browsing on the page:

- Functionality to filter reviews by locations or specific attorneys
- Each reviewer’s name (at least first name) and location they worked with
- Star ratings
- Again don’t forget a CTA to help users submit case inquiries

WHAT OUR CLIENTS ARE SAYING



Thomas K.
Royal Oak, Michigan

Cavanagh Law Group treated us like family. They went out of the way to make my family feel safe and assured us that justice would prevail after the heartbreak and devastation we went through. Thank you from the bottom of my heart.



Terri C.
Southfield, Michigan

Cavanagh Law Group was there for me with wisdom and support. I was in a horrific bike accident in late 2011. I worked hard to heal and they worked very hard representing me with expertise and compassion.



Molly M.
Ferndale, Michigan

Tim Cavanagh was wonderful to work with. I received personalized visits and calls — even texts. Tim was so responsive in the face of our pain. He was supportive and sympathetic. I highly recommend Tim and his responsive team.

2 Help consumers research, prepare, and build confidence

Custom SEO content

SEO content should be incorporated on every page of your website. It also stands alone as its own traffic generator through a strategic and keyword-rich blog on your website.

Search Engine Optimization (SEO) is the science and art of getting your website pages to show up on search engine results pages organically, rather than through paid ads. When someone Googles “attorneys near me” or “how to find a lawyer” wouldn’t it be great if a link to your website showed up on the first page of results?

Search engines analyze websites to find the content they deem optimized based on several factors, all in relation to what others in the space are posting (like your competitors). SEO content is ranked based on the strategic use of these elements:

- Keywords
- Word count
- Links
- Images and videos
- Format and styles
- Headlines and headers
- Readability and active voice
- Value to readers
- How new the content is
- How often content is published

To get results you need a custom SEO strategy. Start, again, by thinking like your potential clients. SEO content helps answer their questions and solve problems.

Build content on an ongoing basis by starting a blog. Building traffic with SEO is a long-term strategy. It takes time for search engines to index website pages and it takes time to create custom content that optimizes the keywords in the spaces you want to be.

Beyond the technical ways to grow traffic, consistently updating your blog and offering informative website content gives consumers a reason to return to your website and engage you further. Help educate them through the process of working with a law firm.

Geo-targeted PPC and landing pages

These tools work hand in hand. Geo-targeted PPC ads help your website show up in search engines to drive traffic and conversions. Landing pages give users a concrete place to *land* after they click on an ad so they can learn more and take the next step.

GEO-TARGETED PPC

PPC ads commonly include search ads on Google, Bing, or Facebook. They're called Pay-Per-Click (PPC) because the advertiser pays whenever a user clicks the targeted ad.

They allow you to build website traffic quickly, measure results easily, control your ad spend, and target consumers precisely, all by sending users within your chosen demographics to a particular page of your website. This increase in traffic is a great way to kickstart lead generation if you have a great website to back it up.

LANDING PAGES

When paired with PPC, landing pages are often the first place someone will enter your website. So what is the first thing you want them to see?

Your practice areas or case type pages. These are your areas of legal expertise and ultimately, the services you sell. So they should each have their own landing page and should be featured prominently on your website.

Practice area landing pages aren't meant to give legal advice. They're meant as a guide, explaining common scenarios that lead to these case types. The goal is to educate the user with content they can relate to. From there, you want to build their confidence that it's worth reaching out about their legal concerns.

Use a consistent structure across the pages, which should include the following:

- Compassionate, empathetic content including scenarios where someone might have a case related to that particular practice area
- Information about how you can help, free consultations, and your experience
- An FAQs section, which is a content feature that can help you show up in search engine results and helps to answer more potential questions
- CTA buttons throughout the page with lead paths to allow users to connect with you when they feel ready by submitting a case inquiry or question
- A list of attorneys with expertise in this area
- Links to related blog posts for further information

3 Empower consumers to take the next step

Lead paths

These are sometimes referred to as web forms, progressive forms, surveys, or just plain forms. But **we call them lead paths** because, of all the features on your website, this is the one that **directly generates case leads**.

Lead paths allow you to capture potential clients' names, emails, phone numbers, personal information, and more. Depending on where the user is in their decision process, the information can help you nurture the lead or generate qualified leads ready to start a potential case. They're what you'll link all the CTA buttons to across your site.

These paths are formatted to be "progressive" or survey-like, almost quizzing the user about their needs question-by-question. Each lead path should start with a simple CTA with one to a few choices. From there, the user clicks a series of buttons, fills in a few simple form boxes, and submits their information, landing on a friendly and helpful "thank you" or confirmation page.

Lead paths work well when the user is incentivized to fill them out. The CTA button for example could be "Get a free consultation." Or you start by asking an initial question. For example, with medical malpractice, the lead path could start by asking if the person filling out the form was injured themselves or if they're reporting for someone else. Go on to ask what type of medical malpractice they experienced, etc.

Where to include lead paths

- Lead paths are essential at the top of the home page. The clearest and most direct way to engage with you. Keep your phone number near for users to make a call if they prefer.
- Within blog content as the user gains knowledge and may want to get in touch with specific questions.
- Case type landing pages as the user considers their situation and options.
- All other pages - attorney, location, reviews, etc. Users and their scenarios differ so much. When they're ready to ask a question or get a consultation, make it so easy for them no matter where they are on your site.

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Lead magnets

Similar to a lead path, a lead magnet is meant to directly generate leads. Its simple definition is something you provide the user that they find valuable, in exchange for their information, which you can then use to engage with them.

More specifically for law firm websites, we recommend using a lead magnet on each case type landing page. On the page, have a CTA box that explains why the content is valuable for the user so they'll be interested to download it. Provide a form to request the user's name, email, and any other information you want (without asking too much).

In the form, include a checkbox to subscribe to your email newsletter. When the user submits their information, they'll be able to download the valuable content. They'll also be added to your email list so you can nurture them into becoming a client.

The content for download could be an ebook, one-pager, or other content that benefits you and the lead. Take this chance to educate and build confidence in your potential clients. For example, provide a guide about how to work with an attorney, including ways to prepare and questions to ask. Set the tone to show what they can expect when working with your law firm.

Where to include lead magnets

- Case type landing pages
- Relevant blog posts
- Location and attorney pages
- Anywhere you want to educate potential clients



Make it count!

For lead paths and magnets to work well, your website must capture user information and organize it so you and your team can use it to work with leads. You need a CRM (Customer Relationship Management) system that helps automate organization of the user information you get so you can easily act on it and move leads forward by engaging and following up with them using content, emails, calls, etc.

How can your website do more to grow your business?

We've explored many concrete tactics for generating case inquiries through the strategic design of a consumer-direct website. Are you thinking about how you can grow your reach and serve more clients?

Of course, these new ideas come with their own set of challenges and work. If you want your website to reliably generate qualified leads, we're here to help. As a law firm marketing and lead generation agency, Kaleidico has lived and tested the process of creating websites for law firms big and small over almost two decades.

How Kaleidico can help

If you need help designing your law firm website, learn more about Kaleidico. Our team understands consumers' mindsets, your needs for generating case leads, and how to make the most of all of it using your website.

Work with us to execute a strategic consumer-direct website design to generate case leads and grow your business. We offer the marketing and law firm expertise to create your website and keep your lead generation system running smoothly.

Discuss your ideas with experts who think about marketing and leads every day. Kaleidico would love to start the discussion with you.



[Schedule a discovery session with us](#)

Or email hello@kaleidico.com