

LAW FIRM WEBSITE SCORECARD

Analyzing your website's performance and identifying areas for improvement is essential for optimizing its effectiveness.

A successful website incorporates a variety of strategies, therefore it's important to maintain a balanced approach.

Below is a checklist of critical factors to assess when evaluating your law firm's website:

DOES YOUR FIRM'S WEBSITE MEET THE OPTIMIZATION REQUIREMENTS?



STRONGLY DISAGREE



STRONGLY AGREE

HOME PAGE



WHAT TO LOOK FOR:

Does your homepage convey your mission statement accurately?
Does it get straight to the point?
Can users easily intake the information?

SCORE:

ATTORNEY PAGE(S)

WHAT TO LOOK FOR:

Does the attorney page(s) convey trust, experience, and security?
Is the information laid out effectively?
Are users assured of what to expect?

SCORE:



SERVICE PAGE(S)



WHAT TO LOOK FOR:

Does each service page have its own page?
Can users understand your firm's voice/tone in the pages?
Are these pages' content easily readable?

SCORE:



TITLES AND HEADERS



WHAT TO LOOK FOR:

Does each page have a strong, descriptive, and succinct title?
Does each page have headers and subheaders organizing the content?
Is the organizational layout logical?

SCORE:



CONTENT



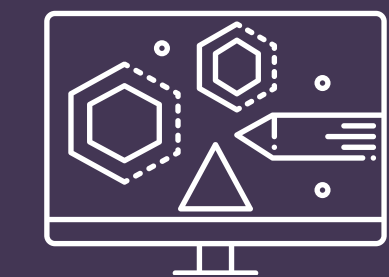
WHAT TO LOOK FOR:

Can you easily read the content?
Are there links in the content with descriptive anchor text?
Is there sufficient content on each page?

SCORE:



VISUALS AND DESIGNS



WHAT TO LOOK FOR:

Are there enticing visual elements?
Are the webpages visually pleasing?
Is there consistency in design and branding?

SCORE:



SITE SPEED



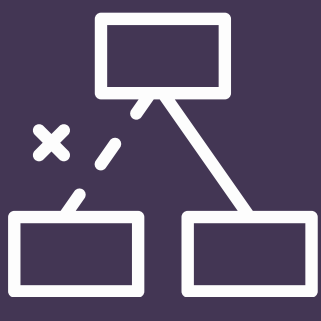
WHAT TO LOOK FOR:

Does your site load quickly?
Are there pages that do not load?
Are there pages that load slower than others?

SCORE:



BROKEN ELEMENTS



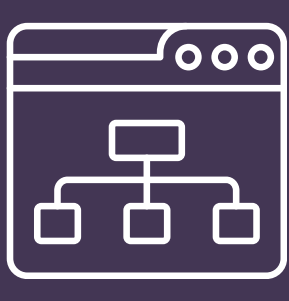
WHAT TO LOOK FOR:

Are there any broken links?
Are there any broken images?
Are there any broken videos?

SCORE:



SITE STRUCTURE



WHAT TO LOOK FOR:

Are all the pages, links, and images HTTPS secure?
Can you crawl on this site?
Are there any orphaned pages?

SCORE:



FINAL SCORE



WHAT DOES YOUR SCORE MEAN?

23-27 POINTS

WELL OPTIMIZED

Your site is most likely well optimized and is favorable for search engine algorithms. For complete certainty, request an SEO audit of your website.

18-22 POINTS

IMPROVEMENTS NEEDED

Indicates more significant issues, ranging from technical concerns to serious branding and visual issues.

13-17 POINTS

THERE ARE RISKS

Your site might not be portraying your firm positively. It's vulnerable to competition from better-optimized and designed sites.

<12 POINTS

CRITICAL ISSUES NEEDING ATTENTION

A complete overhaul might be necessary. Investing in a well-designed and maintained site is vital for the growth of your firm.