

'It's the law' - interesting download

## When it comes to web content... less is more.

The world is changing, technology is evolving and everyone seems that little bit busier. But...one statement remains the same, the law is the law. How a law firm markets itself has to keep up with the times especially in a large, harshly competitive industry often perceived as being stuck in the past: wood panelled meeting rooms, desks stacked high with files of paperwork and senior partners who won't abide change.

However legal marketing isn't straightforward, infact it can be downright complex. With a raft of different services across a plethora of different sectors, drop in a hugely varied audience and you've got a pretty complex task ahead. So how do we best manage this? Easy...keep it simple.

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### **A critical eye**

Often cutting back existing information is harder than adding content and we all know how lawyers love to write and in huge detail. But it's really important content is kept simple, to the point, making it really clear what you do and how and why you do it. (See our branding questionnaire).

The attention span of your average person looking at your website today is much shorter than it used to be. They don't want to get lost in reams of copy or complex navigation and don't have time to. Potential customers want to dip in and get a really fast understanding of your business and what makes you different. Why should they choose your law firm over any other?

This is where a really good agency teamed with an experienced copywriter can really help create or pull-out key information, in a tone-of-voice your customers engage with.

Make it easy for potential customers to contact you – we need to think about their journey throughout the site - and how you want to be contacted. By phone, email, live chat or is it more important they sign up for emails, fill in a form?

**It's not all about you!**

Ok – it is mostly but we do have to seriously remind ourselves of who we are writing for, what they want to know and most importantly what their considerations are regarding instructing a new law firm so we don't lose them before we've started.

Understand your audience and write with them in mind, address their concerns, speak their language and write about things you know from experience they ask about. It might be that you have a slightly different writing style for different parts of your firm, targeting slightly different audiences.

Give high quality content, useful content, interesting content, video content, infographics and address current issues outside your own law firm. Make sure that what you are saying aligns with your firm's strategy and goals and then keep it updated as these potentially evolve over time.

**Build trust**

This is crucial...who is going to instruct anyone they don't trust, a plumber, an architect...a lawyer? Trust comes in the form of tone-of-voice, experience and being able to backup what you're saying you can do with facts or case studies, awards or industry memberships. Don't make promises you can't keep to or stand by. Don't just write about the law in general, write about what you have done and achieved in that area of law.

**Add personality**

Less is more for sure but that doesn't mean it needs to become dull and dry. Make what you say conversational, punchy – think about who you're talking to and make it relevant. Think about how you would want to be described as a business (eg. Experienced, friendly and professional) and make sure your copy follows that remit. Agree your tone-of-voice and be consistent with everything you do.

**So, in brief**

- keep it clear and to the point
- keep it relevant with your customer in mind
- keep it interesting and useful
- keep it aligned with your firm's strategy
- build trust and personality
- agree your tone-of-voice and keep it consistent