

5 WEBSITE MISTAKES EVERY LAW FIRM MAKES THAT COST THEM CLIENTS

A practical guide to fixing your firm's website – plus free tools and strategies to generate more enquiries starting this week



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What's Inside This Guide

This guide is designed to be read in one sitting — roughly 30 to 45 minutes. It is structured so that each section builds on the last, but you can also jump to any chapter that feels most urgent for your firm right now.

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Introduction: Your Website Is Your Most Important Business Asset

Think about the last time you needed to hire a specialist professional - a doctor, an accountant, or a contractor for a significant project. What did you do first?

Almost certainly, you searched online. You looked at their website, scanned for credibility signals, checked reviews, and decided within a minute or two whether to call them or keep looking. Your potential clients are doing exactly the same thing when they search for a law firm.

Here is the reality most firms have not fully confronted: your website is working or failing right now, whether you are paying attention to it or not. Every week, people in your city are searching for the exact legal help you provide. Some of them land on your site. What happens next determines whether they call you or your competitor.

I have spent over 12 years building and optimising websites for professional services businesses across the US and UK. In that time, I have audited hundreds of law firm websites. The same five mistakes appear over and over, across firms of all sizes, in every practice area.

The good news is that none of these mistakes are catastrophic and all of them are fixable. Many can be addressed without a full redesign, without a large budget, and as you will see in Chapter 6, some of the most impactful changes cost absolutely nothing.

This guide gives you everything you need to understand the problems, take action, and start converting more website visitors into paying clients.

Whether you handle the fixes yourself or bring in a professional, by the end of this guide you will know exactly what needs to change and why.

Let us begin.

MISTAKE #1

No Clear Call to Action Above the Fold

Visitors decide in 8 seconds whether to stay or leave — and most of yours are leaving.

What “Above the Fold” Means and Why It Matters

The term comes from newspaper printing. The stories above the physical fold of the paper were the most visible and most read. On a website, it refers to everything a visitor can see without scrolling. It is the first impression your firm makes, and first impressions in the digital world are brutally fast.

Research from the Nielsen Norman Group consistently shows that users form an opinion about a website within the first few seconds of landing on it. If what they see does not immediately communicate what you do, who you help, and what they should do next, they leave. They do not scroll down to find out more. They hit the back button and try the next result.

8 seconds

The average time a visitor spends deciding whether to stay on a website — Nielsen Norman Group

What Most Law Firm Homepages Get Wrong

Open ten random law firm websites in your city. You will almost certainly find the same pattern: a large hero image (usually a stock photo of a handshake, a gavel, or a generic city skyline), a vague tagline in large text, and a navigation menu. That is it.

The tagline is almost always something along the lines of:

- "Committed to Justice"
- "Your Trusted Legal Partner"
- "Experienced. Dedicated. Results."

None of these statements tell a visitor anything actionable. They do not name who you help. They do not describe what outcome you deliver. And critically, they do not tell the visitor what to do next.

The result is a homepage that looks professional enough but converts almost no one. Visitors leave because they do not immediately feel that this firm is the right one for them.

What a High-Converting Above-the-Fold Section Looks Like

Here is the structure that works for law firm homepages, based on conversion data from dozens of professional services sites:

1. A specific headline that names your client and their outcome (*not what you do, but what they get*).
2. A single subheading that adds one important supporting detail i.e. your location, your specialism, or a key differentiator.

3. One prominent call-to-action button, ideally in a contrasting colour and above the fold without any need to scroll.
4. A visible phone number in the top right corner of the page always, sticky, so it stays on screen as visitors scroll.
5. One trust signal in small text near the CTA - your Google rating, years in practice, or number of cases won.

Before and After: Homepage Headline

- Before: "Experienced Family Law Attorneys Committed to Your Future"
- After: "We Help Houston Families Reach Fair Divorce Settlements — Without the Courtroom Drama"

The second version names the location, the client (families going through divorce), the outcome (fair settlement), and a key differentiator (avoiding court). It speaks directly to what the client wants, not what the firm does.

The Single Most Common CTA Mistake

Many law firm sites have a call to action but it is buried. It appears at the bottom of the homepage, or on the Contact page, or after three paragraphs of copy. By the time a visitor reaches it, most have already left.

Your primary CTA should be visible within the first screenful of content, every single time, on every device. It should be one action only. Multiple buttons competing for attention ("Learn More", "Meet Our Team", "View Our Services") dilute the impact and increase hesitation. Pick one. Make it unmissable.

Quick Fix Checklist for Mistake #1

- Rewrite your homepage headline to name your client and their desired outcome
- Add a single, prominent CTA button in a contrasting colour above the fold
- Make your phone number sticky so it is always visible as visitors scroll
- Remove competing buttons or links from the hero section
- Add one trust signal (star rating, number of clients, years in practice) near the CTA

MISTAKE #2

Missing or Buried Trust Signals

Legal clients are making one of the most important decisions of their lives. They need proof before they pick up the phone.

The Psychology of Hiring a Lawyer

Hiring a lawyer is not like buying a product. There is no try before you buy. There is no easy return policy. A person contacting your firm is often in one of the most stressful situations of their life - going through a divorce, fighting an insurance claim, dealing with a serious injury, or facing a business dispute.

They are not casually browsing. They are evaluating. They are asking themselves: "Can I trust this firm with something this important?" Everything on your website is either answering that question with a confident yes, or leaving it unanswered, which means a soft no.

72%

*of people trust online reviews as much
as personal recommendations —
BrightLocal*

88%

*of consumers read reviews before
contacting a local business —
BrightLocal*

The Trust Signals Your Website Needs

Trust is built through evidence. Here are the specific signals that move a legal website visitor from interested to convinced:

Client Testimonials

Generic five-star ratings mean very little. Testimonials that describe a specific situation, the experience of working with your firm, and the outcome — those convert. Place your strongest two or three testimonials on your homepage, not just on a reviews page no one visits.

Example of a weak testimonial: "Great firm. Would recommend."

Example of a strong testimonial: "After my accident, I was overwhelmed and had no idea what my rights were. The team at [Firm Name] explained everything clearly, handled all the paperwork, and settled my case for three times what the insurance company first offered. I cannot thank them enough."

The second example tells a story. It names the problem, the emotional state, the process, and the outcome. A potential client reading it thinks: "That sounds like my situation."

Bar Association Membership and Accreditations

Display your state bar membership badge, any specialist certifications, and membership of professional associations. Place these in the footer of every page and prominently on your About page. They signal legitimacy to visitors who may not know what to look for, but instinctively trust the presence of official badges.

Google Review Rating

If your Google Business rating is above 4.0, it should be visible on your homepage. There are free WordPress plugins that pull your live Google reviews directly onto your site. This is one of the highest-impact additions you can make in a single afternoon.

Named Attorneys with Professional Headshots

People hire people, not firms. Showing the specific attorneys who will handle a case with professional photos and genuine bios creates a human connection before any contact is made. A stock photo of a handshake or a gavel communicates nothing. A confident, approachable photo of the attorney who will actually handle your case communicates everything.

Case Results and Settlements

Where ethical rules allow, publishing notable results (settlements, verdicts, case outcomes) provides powerful social proof. Even a simple results page listing case types and outcomes adds significant credibility.

Media Mentions, Awards, and Peer Recognitions

If your firm has been mentioned in local news, named in a legal directory, or received any industry recognition, display it. A small "As Featured In" row of logos does a disproportionate amount of trust-building work.

Quick Fix Checklist for Mistake #2

- Add your two strongest client testimonials to your homepage (not just a reviews page)
- Install a Google Reviews widget to display your live rating and recent reviews
- Add professional headshots of each attorney with genuine bios
- Display bar association badges, certifications, and accreditations in your footer
- Create a case results page with notable outcomes (where ethically permitted)
- Add an 'As Featured In' section if you have any media or directory mentions

MISTAKE #3

Slow Load Speed and Poor Mobile Experience

60% of legal searches happen on a phone. If your site is slow or broken on mobile, you are effectively invisible.

Where Legal Clients Are Actually Searching From

Consider the moments when people search for a lawyer. They are in a hospital waiting room after an accident. They are sitting in their car outside a courthouse. They are lying in bed at night worrying about a business dispute. They are on their phone — and they want answers fast.

Google has been mobile-first since 2019, which means the search engine evaluates your website based primarily on its mobile experience, not its desktop version. A site that looks great on a large screen but performs poorly on a phone is being penalised in search rankings every single day.

53%

of mobile users abandon a website that takes longer than 3 seconds to load — Google Research

How to Check Your Site's Current Performance

Google provides a free tool called PageSpeed Insights at pagespeed.web.dev. Enter your homepage URL and it will give you a score out of 100 for both mobile and desktop, along with specific recommendations for improvement.

- Score above 90: Excellent — your site is well-optimised
- Score 70 to 89: Good — some improvements available but not urgent
- Score 50 to 69: Needs attention — you are losing visitors to load time
- Score below 50: Serious problem — this is likely costing you significant traffic and leads

Many law firm websites score below 50 on mobile. If yours does, fixing it should be a top priority.

The Most Common Causes of Slow Law Firm Websites

In my experience auditing professional services websites, slow performance almost always comes from the same set of problems:

1. Oversized, uncompressed images — a single homepage hero image saved at full camera resolution can be 8 to 15MB. It should be under 200KB. This one fix alone can reduce load time by several seconds.
2. Outdated or bloated WordPress themes — many free and cheap themes load dozens of stylesheets and scripts that are never actually used on your pages.

3. Too many plugins — every plugin adds code that must load on every page visit. A site with 40 plugins running simultaneously is rarely a fast one.
4. No caching — without a caching plugin, your server rebuilds your page from scratch for every single visitor. A caching plugin stores a pre-built version and serves it instantly.
5. Poor quality hosting — a cheap shared hosting plan puts your site on a server alongside thousands of other sites, all competing for the same resources. If your site is slow even after optimisation, your hosting may be the bottleneck.

Free Tools to Test and Monitor Your Site Speed

- PageSpeed Insights (pagespeed.web.dev) — free, detailed, from Google
- GTmetrix (gtmetrix.com) — free tier available, shows waterfall of what loads slowly
- Pingdom (tools.pingdom.com) — test from multiple locations worldwide
- WebPageTest (webpagetest.org) — advanced free testing with filmstrip view

MISTAKE #4

Generic Copy That Sounds Like Every Other Firm

If your homepage copy could appear on any law firm's website without changing a word, it is not working hard enough for you.

The Sameness Problem in Legal Marketing

Open the websites of the five law firms nearest to yours. Read their homepage headlines and their About page opening paragraphs. They will likely say things like:

- "Our experienced team of dedicated attorneys is committed to achieving the best possible results for every client."
- "We believe in providing personalised, client-focused legal representation."
- "With decades of combined experience, our firm has the knowledge and expertise to handle your case."

These sentences are not untrue. They are simply meaningless because every single competing firm says exactly the same things. When everyone says the same thing, no one stands out, and the client defaults to choosing based on price or whoever they happen to call first.

Differentiation through copy is one of the most powerful and most underused tools in legal marketing. And it costs nothing except the effort of thinking carefully about what actually makes your firm different.

The Four Elements of Copy That Converts

1. Specificity

Specificity is the antidote to sameness. Instead of "We handle family law cases", write "We help Chicago parents protect their relationship with their children through custody disputes." The second version is about a specific person, in a specific city, with a specific fear and a specific desired outcome.

2. Outcome Language

Clients do not care what you do. They care what they will have at the end of it. Every piece of copy should answer the question: "What does the client walk away with?" Replace process language with outcome language at every opportunity.

Process vs Outcome Language

- Process: 'We provide expert legal representation in personal injury cases.'
- Outcome: 'We help accident victims recover the compensation they deserve — without the stress of dealing with insurance companies alone.'
- Process: 'Our attorneys have decades of experience in business litigation.'
- Outcome: 'We protect business owners from costly disputes — and when disputes do arise, we fight to resolve them fast.'

3. A Distinct Voice

Think about the best client you have ever had - someone who was easy to work with, who appreciated your approach, who referred others to you. Write as though you are speaking directly to that person. Use the words they use. Address the fears they expressed. That voice will attract more clients like them.

4. Dedicated Practice Area Pages

A single Services page that lists ten practice areas with one paragraph each is a missed opportunity. Each practice area should have its own dedicated page, written specifically for the client who needs that service. A person searching for help with a DUI charge has completely different fears, questions, and language than someone searching for help with a business partnership dispute. Speak to each of them separately.

A Simple Copywriting Framework for Law Firms

When writing any page on your site, work through these four questions in order:

1. Who specifically is this page for? (Name the client type, location, and situation)
2. What is their biggest fear or frustration right now?
3. What outcome do they most want to achieve?
4. Why should they trust us specifically to deliver it?

Answer these four questions clearly and in plain English, and you have the foundation of copy that converts.

MISTAKE #5

No Lead Capture System Beyond a Contact Form

A contact form is a single door into your firm. Most visitors will never walk through it — unless you give them other ways in.

Why a Contact Form Is Not Enough

A contact form asks a potential client to do something that requires a significant level of commitment: write out their situation in detail, share their contact information, and then wait — sometimes 24 to 48 hours — for a reply.

For many visitors, particularly those in an emotionally heightened state (which describes most people seeking legal help), this is too much friction. They want to know their options before they commit. They want to feel that they have been heard before they share their details. They want the process to be on their terms, at their pace.

A contact form offers none of that. So they leave, intending to come back later — and they do not.

Building a Complete Lead Capture System

A complete lead capture system meets potential clients at every stage of their decision-making journey. Here is what it looks like in practice:

Stage 1: The Curious Visitor (Not Yet Ready to Contact)

This person is researching. They want information before they commit to anything. Give them a reason to leave their email address by offering something genuinely useful in return — a free guide, a checklist, or an FAQ document specific to their situation.

- Example: "Download our free guide: What to Do in the First 48 Hours After a Car Accident in Texas"
- Example: "Get our free checklist: 10 Questions to Ask a Divorce Lawyer Before You Hire One"

Once they download, you have their email address and permission to follow up. An automated email sequence over the following seven days keeps your firm top of mind as they continue their research.

Stage 2: The Interested Visitor (Considering Reaching Out)

This person knows they need a lawyer. They are comparing options. Give them a low-friction way to get a feel for your firm before making a call:

- A live chat widget lets them ask a quick question without the formality of a call
- An FAQ page that addresses their most common concerns removes objections before they arise
- A short video from a lead attorney builds personal connection before any contact is made

Stage 3: The Ready Visitor (Wants to Book Now)

This person is ready to move. They want to book a consultation but may not want to wait on hold or trade emails to find a time. A booking tool solves this instantly.

- Calendly or TidyCal lets visitors book directly into your diary without any back-and-forth
- The booking confirmation email can include preparation instructions, building the relationship before the call even happens
- Missed call text-back tools automatically send an SMS to any caller who does not reach you — capturing leads you would otherwise lose entirely

Quick Fix Checklist for Mistake #5

- Add a Calendly or TidyCal booking link to your homepage, contact page, and navigation
- Install a free live chat widget (Tawk.to is completely free)
- Create one lead magnet — a practical guide or checklist your ideal client would want
- Set up a simple email capture form connected to a 3-email follow-up sequence
- Ensure your phone number is click-to-call on mobile and visible on every page
- Consider a missed-call text-back service to capture after-hours leads

Chapter 6: Free Ways to Generate More Leads Right Now

Before spending anything on advertising or hiring anyone, there is a significant amount you can do to generate more enquiries using tools and strategies that cost nothing but your time. This chapter covers the most effective free lead generation methods available to law firms today.

These are not theoretical suggestions. They are practical, proven tactics that work for firms of all sizes and all practice areas. Many of them will produce results within days of implementation.

1. Claim and Fully Optimise Your Google Business Profile

If you have not already claimed your Google Business Profile (formerly Google My Business), this is the single most impactful free action you can take today. A fully optimised Google Business Profile puts your firm in front of people searching for legal help in your area — for free, at the exact moment they need you.

Go to business.google.com to claim or verify your listing. Then optimise it fully:

- Upload at least 10 high-quality photos — of your office exterior, interior, and team members
- Write a detailed business description that includes your practice areas and location
- Select every relevant service category

- Add your opening hours, phone number, and website URL
- Post a Google Business update at least once a week — a tip, a case result, a frequently asked question
- Respond to every Google review, positive or negative, within 24 hours

Firms that maintain an active, fully optimised Google Business Profile consistently appear in the map pack at the top of local search results — the three listings that appear before any organic search results. This position generates a disproportionate share of local search clicks.

How to Get More Google Reviews Without Asking Awkwardly

After a matter concludes successfully, send a brief email: 'Thank you for trusting us with your case. If you have a moment, we would appreciate a Google review — it helps other people in similar situations find us. Here is the link: [your review link]'

Your review link is found in your Google Business Profile dashboard under 'Get more reviews'. Create a short link using bit.ly and include it in your email signature permanently.

2. Create a Free Avvo, Justia, or FindLaw Profile

Legal directory websites receive enormous amounts of search traffic from people looking for attorneys. Creating a free profile on these platforms puts you in front of potential clients who may never have found your website directly.

| Tool | What It Does | Cost |
|--------------------------------|---|-------------|
| Avvo | Largest US legal directory. Free profile includes ratings, reviews, and Q&A | Free |
| Justia | Strong SEO authority. Free attorney profiles and legal Q&A forum | Free |
| FindLaw | High traffic legal directory with free basic profiles | Free |
| Lawyers.com | Martindale-Hubbell network with free basic listing | Free |
| Google Business Profile | Appears in Google Maps and local search — highest ROI of any listing | Free |

The Q&A features on Avvo and Justia deserve special mention. Answering public legal questions in your practice area on these platforms serves two purposes: it demonstrates expertise to anyone who reads your answer, and it builds your profile's authority on the platform, improving how prominently you appear in their search results.

3. Start Answering Questions on Legal Forums and Reddit

There are active communities on Reddit (r/legaladvice has over 2 million members) and on Quora where people ask legal questions every day. Answering these questions — helpfully, genuinely, and without turning every answer into a sales pitch — builds your reputation as a knowledgeable attorney and drives traffic to your profile and website.

The key is to actually help. Answer the question directly and completely. Include a note at the end that you are a licensed attorney in [state] and that anyone with a similar situation should consult with a local lawyer for advice specific to their circumstances. Do not post your contact details in the answer — your profile link does that work for you.

Aim to spend 20 to 30 minutes per week on this. The answers you write today will continue to be found by people with the same question for months or years.

4. Publish One Useful Blog Post Per Month

You do not need to blog every day. You do not even need to blog every week. But one well-written, genuinely helpful blog post per month can significantly improve your site's visibility in search over time.

The most effective blog posts for law firm lead generation are not legal analysis or opinion pieces. They are practical answers to the questions your potential clients are already searching for:

- "What happens if I miss a court date in [State]?"
- "How long does a personal injury claim take to settle?"
- "Can my employer fire me for filing a workers compensation claim?"
- "What is the difference between a DUI and DWI in [State]?"

Use the free version of AnswerThePublic (answerthepublic.com) to find the exact questions people in your practice area are searching for. Type in your practice area and it will generate dozens of real search queries, giving you months of blog content ideas at no cost.

Each blog post should end with a relevant call to action — a link to book a free consultation, a related guide to download, or an invitation to call if they have a similar situation.

5. Partner With Complementary Professionals for Referrals

The most reliable source of new clients for most law firms is referrals from other professionals. Accountants, financial advisers, real estate agents, therapists, and doctors all regularly encounter clients who need legal help. Building genuine relationships with these professionals — not transactional referral agreements, but actual relationships built on mutual respect and shared clients — creates a reliable stream of warm referrals.

Start with the professionals you already know. Reach out to your accountant, your financial adviser, or any other professional you have worked with personally. Let them know what types of cases you handle and what types of clients you most want to help. Ask them who they would refer their clients to in those situations. Then give them a reason to think of you — follow up, share useful content, and when appropriate, refer clients to them as well.

6. Send a Monthly Email to Past Clients

Past clients who had a positive experience with your firm are your most reliable source of referrals — but only if they think of you when the opportunity arises. Most firms make the mistake of never contacting past clients after a matter closes.

A short monthly email — not a newsletter, but a genuinely useful update or legal tip relevant to your practice area — keeps your name in front of people who already trust you. When a friend, family member, or colleague mentions they need a lawyer, your name comes to mind.

This does not need to be elaborate. A plain text email of 150 to 200 words, sent to your past clients list once a month, is enough. MailerLite offers a free plan for up to 1,000 contacts.

7. Create Short Educational Videos for YouTube

YouTube is the second largest search engine in the world, and legal questions are among the most searched topics on the platform. A two to five minute video answering a common legal question in your practice area can be found by potential clients for years after you publish it.

You do not need professional video equipment. A smartphone with good lighting and a clear audio source is sufficient to start. The content matters far more than the production quality.

Ideas for your first five videos:

- "What to do immediately after a car accident" (personal injury)
- "How custody arrangements actually work" (family law)
- "Your rights if you are fired without cause" (employment law)
- "What a DUI conviction means for your future" (criminal defense)
- "How to protect your business with the right contract" (business law)

Each video description should include your website URL, your phone number, and a clear call to action. Link to a relevant page on your site or to your Calendly booking link.

Chapter 7: What You Can Fix Yourself vs When to Hire a Professional

Not every website improvement requires a developer or a designer. Many of the fixes described in this guide can be handled by anyone with a basic level of comfort using a computer and a willingness to learn. Others require technical knowledge that is genuinely better left to a professional.

This chapter gives you an honest breakdown of what falls into each category — so you can make an informed decision about where to spend your time and your budget.

Things You Can Fix Yourself (No Technical Skills Needed)

| Tool | What It Does | Cost |
|---|---|-------------|
| Rewrite your homepage headline | Replace your current tagline with one that names your client and their outcome. No technical skills needed — just log into your website editor. | Free |
| Add your Calendly booking link | Create a free Calendly account, generate your booking link, and add it to your contact page and homepage CTA button. | Free |
| Claim your Google Business Profile | Visit business.google.com , verify your listing, and complete all fields. Takes 2–3 hours total. | Free |
| Install Tawk.to live chat | Free live chat plugin for WordPress. Install, connect to the app, and it is live within 30 minutes. | Free |

| | | |
|---|---|-------------|
| Create legal directory profiles | Avvo, Justia, and FindLaw all have straightforward sign-up processes requiring no technical knowledge. | Free |
| Start a monthly email newsletter | MailerLite or Mailchimp both have free plans and drag-and-drop editors that require no coding. | Free |
| Create and upload blog posts | If your site has a WordPress blog section, publishing posts requires no more technical skill than writing an email. | Free |

Things Worth Hiring a Professional For

The following tasks are either technically complex, carry a risk of breaking your site if done incorrectly, or require specialised knowledge to do properly. The cost of hiring a professional for these is almost always recovered in the leads the improvements generate.

| Tool | What It Does | Cost |
|--------------------------------------|--|-------------|
| Site speed optimisation | Requires knowledge of image compression, caching configuration, code minification, and sometimes server configuration. | Hire |
| SEO technical audit and fixes | Involves crawl analysis, structured data, canonical tags, sitemap issues, and search console errors. | Hire |
| Lead capture system setup | Connecting forms, email sequences, CRM integration, and booking tools into a reliable automated workflow. | Hire |

| | | |
|--|--|-------------|
| Mobile responsiveness fixes | Identifying and fixing layout breakpoints requires knowledge of CSS and how themes behave across devices. | Hire |
| Google Analytics and tracking setup | Properly configuring GA4, goal tracking, and Google Tag Manager requires technical accuracy to produce reliable data. | Hire |
| Homepage redesign | A conversion-focused redesign involves strategy, design, and development skills working together. | Hire |
| WordPress security hardening | Plugin conflicts, login protection, malware scanning, and backup systems are best handled by someone who knows WordPress deeply. | Hire |

A Note on Cost vs Return

A senior WordPress contractor typically charges between \$35 and \$60 per hour for project work. A homepage that converts just one additional client per month — at a modest \$2,000 matter value — returns the cost of a full day's development work in a single month. The question is never whether good website work is worth paying for. It is whether the person you hire knows what they are doing.

Chapter 8: Your 30-Day Website Improvement Plan

This plan is designed to be realistic for a busy law firm. It does not require you to redesign your entire website or hire a team of developers. It is a focused, prioritised sequence of actions that will produce measurable improvements in 30 days.

Week 1: Foundation

1. Run your site through PageSpeed Insights and note your current score. This is your baseline.
2. Claim and fully complete your Google Business Profile if not already done.
3. Rewrite your homepage headline using the outcome-focused framework from Chapter 4.
4. Create a free Calendly account and add your booking link to your homepage and contact page.
5. Create profiles on Avvo and Justia.

Week 2: Trust and Capture

1. Email your five most satisfied recent clients and ask for a Google review. Include the direct review link.
2. Install the Tawk.to live chat plugin on your website.
3. Add your two strongest client testimonials to your homepage.
4. Create a simple lead magnet — a one-page FAQ or checklist your ideal client would find useful.

5. Set up a free MailerLite account and create a three-email welcome sequence for new subscribers.

Week 3: Content and Visibility

1. Write and publish one blog post answering a question your ideal client commonly searches for.
2. Record and upload one short video to YouTube answering a different common question.
3. Spend 20 minutes answering questions on Avvo or Justia Q&A in your practice area.
4. Reach out to two complementary professionals (accountant, financial adviser, therapist) to have a referral conversation.
5. Post your first Google Business update.

Week 4: Review and Improve

1. Re-run PageSpeed Insights and compare to your Week 1 baseline.
2. Review your Google Business Profile insights for the month — how many people called, visited, or clicked directions?
3. Check your Google Analytics for any changes in time on page, bounce rate, or contact form completions.
4. Identify the one area of your site that still needs the most improvement and plan the next action.
5. Decide which tasks from Chapters 6 and 7 to repeat or expand in Month 2.

Tracking Your Progress

The most important metrics to track are not traffic numbers — they are enquiry numbers. Count how many phone calls, contact form submissions, and booking requests you receive each week. Write it down. As you make improvements, this number should trend upward over time.

If you are using Google Analytics 4, set up a goal for contact form completions and booking page visits. This gives you data to prove what is working.

Bonus: The Complete 30-Point Law Firm Website Audit

Use this checklist to score your website honestly. Tick each item that is currently in place. At the end, calculate your score and see where you stand.

Section 1: Above the Fold and First Impressions (6 points)

- My homepage headline names who I help and what outcome they achieve
- There is one prominent CTA button visible without scrolling
- My phone number is visible in the top right corner and stays visible on scroll
- There is at least one trust signal above the fold
- My homepage loads in under 3 seconds on mobile
- There are no competing buttons or links distracting from the main CTA

Section 2: Trust Signals (6 points)

- Client testimonials with specific outcomes appear on my homepage
- I display bar association membership and professional accreditations
- My Google review rating is visible on my website
- Attorney profiles include professional headshots (not stock images)
- I have a case results page or results summary visible on the site

- I have an 'As Featured In' section if I have any media or directory mentions

Section 3: Mobile and Speed (6 points)

- My mobile PageSpeed score is above 70
- My site loads in under 3 seconds on a mobile connection
- My contact form works correctly on a smartphone
- My phone number is click-to-call on mobile
- My navigation is easy to use with a thumb on a small screen
- Images are compressed and optimised for web

Section 4: Copy and Messaging (6 points)

- My homepage headline is specific and outcome-focused
- My copy focuses on client results rather than firm credentials
- Each practice area has its own dedicated page
- I avoid cliché phrases like 'committed to excellence' or 'experienced team'
- My About page tells a genuine story rather than listing credentials only
- My contact page has a clear, human explanation of what happens after enquiry

Section 5: Lead Capture (6 points)

- I have an online booking tool (Calendly or similar) on my site
- I have a live chat widget active during business hours

- I have a lead magnet (guide, checklist, or free resource) to capture emails
- I have an email follow-up sequence for new subscribers
- My contact form asks for the right information to qualify the enquiry
- I have a strategy for capturing after-hours or missed call leads

| Your Score | What It Means |
|------------------------|--|
| 25 – 30 points | Your site is performing well. Focus on content and outreach. |
| 16 – 24 points | Significant room for improvement. Follow the 30-day plan. |
| Below 16 points | Your site is likely costing you clients every week. Start immediately. |

About Deepak Hasija

I am a senior WordPress and web strategy consultant with over 12 years of experience and more than 120 projects delivered for professional services businesses across the US, UK, and beyond.

My work covers the full website lifecycle: strategy, design, development, SEO, automation, and ongoing optimisation. I do not just build websites that look good — I build websites that generate enquiries, build trust with the right clients, and convert visitors into paying customers.

I have worked with law firms, consultancies, eCommerce businesses, and digital marketing agencies. I specialise in WordPress, WooCommerce, and the full ecosystem of tools that makes a professional services website perform at its best — from Rank Math SEO to Zapier automation to the Divi and Elementor page builders.

I also work as a contractor for digital agencies in the US and UK, handling end-to-end project delivery for their clients without the need for micromanagement. If you are an agency looking for a reliable senior WordPress contractor, I would be glad to hear from you.

What I offer:

- Website strategy and conversion audits
- WordPress design and development
- WooCommerce setup and optimisation
- SEO strategy and technical SEO implementation
- Lead capture and marketing automation setup
- Ongoing WordPress maintenance and support

If you have read this guide and want a second pair of eyes on your firm's website, I offer a free 30-minute audit call. No pitch. No obligation. Just honest, actionable feedback on what your site is doing well and what to prioritise first.

Want a Free Website Audit?

Book a free 30-minute session with Deepak. No sales pitch — just clear, honest feedback on what your site is doing well and exactly what to fix first.

[Book Your Free 30-Minute Audit →](#)

deepakhasija.com

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