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The Future of Legal Marketing is in Mobile Websites

Ten years ago, some forward-thinking companies began embracing mobile website application. They developed small text, limited design layouts to make their websites accessible on the newly available Internet-enabled mobile phones.

However, these applications were unattractive, hardly functional, and navigating a website on a traditional cellular phone was awkward at best.

Now that smartphones are becoming commonplace and are able to render websites with the same standards as mainstream browsers like Mozilla Firefox and Google Chrome, your law firm should embrace what is sure to take over the legal marketing industry – a mobile website.

Even though your website is going to look the same on an Android or iPhone as it does on your computer, it will not be easy to navigate. Websites are designed to be wide, use large graphics, have at least two columns, and assume that the end user has a mouse. When you cram in a drop-down menu, small text links, and a top slider graphic onto a four inch screen, the site becomes difficult to utilize with an index finger.

A mobile website is activated by simply accessing your law firm's website on a mobile device. It places large, finger-friendly graphics on the home page to help the user navigate the site. You can also include small contact forms and offer contact cards (or vCards) for the user to instantly add your firm to their contact list. And by placing your phone number on the site in plain text, prospective clients can tap on your number, select call, and get in contact with your law firm.

The percentage of web traffic coming from mobile devices is quickly growing. In fact, just this year mobile web surfing has jumped from 0.65 percent to 0.87 percent of the world's Internet traffic.

While that may seem negligible right now, you should not wait to integrate this into your legal marketing strategy. Just as the law firms in your area that registered their domain names 15 years ago now enjoy elevated rankings, lawyers that utilizing mobile marketing will be better positioned for what is sure to come in the future.

Right now, Google bases their rankings on the main website. But where will your firm rank if Google's mobile search starts acting solely on indexed mobile websites?

Time is the one element that an online law firm marketing company cannot help you with. However, you can lay a solid foundation for your law firm's growth by embracing the mobile Internet.



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