



SEO | Law Firm
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Opening Your Website Layout Can Help Attorneys Get More Clients

The layout of your law firm’s website is a crucial element in converting your visitors to new cases. As the Internet has evolved since the early ’90s, website styles have changed dramatically.

You make your law firm’s website easy to navigate by keeping up with current web design trends. For example, users are used to seeing phone numbers at the top right of their screens. Making sure your number is positioned at the top right of your website makes locating your contact number intuitive to the user.

Web design trends often change due to hardware advances. In the ’90s, most Internet users were using 13-inch big square box CRT monitors. You probably remember having to buy a bigger desk to make room for the 3 square feet necessary to upgrade to a 17-inch monitor.

As most users are now on LCDs, which are cheaply available in sizes of 19 to 30 inches, your law firm’s website can have a wider, more open layout – something users are expecting.

An open layout lets you maximize your website’s marketing ability by highlighting the main practice areas you want to focus on the most. For example, you could use this wide layout to have three boxes going across a horizontal layout that direct clients to “Car Accidents”, “Medical Malpractice”, and “Workplace Injuries”.

Another way you can open your website is to have a well-designed header that takes up the user’s full screen. This is where you tell the visitor why they should contact you and give them a way to contact you without them having to even scroll down. Of course, you must have content on your site, but that content can go below the graphic header.

A professional designer with experience in helping law firms convert more visitors to cases will be able to direct your design in a way that pays off. A wide layout, clean open spaces, and intuitive direction to contact methods will turn your website in a marketing tool that pays off.

Let’s Build a Bigger Law Firm Together

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