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Marketing for Lawyers
Websites of Law firms

Lesson 7



Task

- Make analysis of websites of these law firms.
 - <http://www.advokatky.cz/en/about-us>
 - <http://www.ksb.cz/en/>
 - <http://www.akkb.cz/en/index>
 - <http://www.akccs.cz/en/>
 - <http://www.havelholasek.cz/en>
- What type of clients (segment) is expressed?
- What are strengths of the websites?
- What are weaknesses of the websites?
- Do you have any recommendation for improving of websites?
- Choose two websites of law firms in your country and compare with the websites noticed above.



Websites of law firms

- Basic information
 - Legal expertise (practice areas)
 - Price
 - Profile
 - Contact
- Widespread information
 - Emotional reason (The interests of our clients are our interests, providing a large portfolio of legal services)
 - Interests or News from the area of Law (useful links, firm's news)
 - Certificates (Awards)
 - Publications
 - Recent Major Assignments
 - Languages
 - Customer services (online advice, free parking for clients, unlimited calling, calling 24 hours etc.)
 - Projects sponsoring (eg. Medicine projects)