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Marketing for Lawyers
Websites of Law firms



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)



Practical application

- We 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>
- Questions:
 - What type of clients (segment) is expressed?
 - It must be see on the first view.
 - What are strengths of the websites?
 - See 4 slide.
 - What are weaknesses of the websites?
 - See 5 slide.



Strengths of the websites

- <http://www.havelholasek.cz/en>
 - Certifications, 18 fields of law
- <http://www.akccs.cz/en/>
 - Design, photos, our principles
- <http://www.akkb.cz/en/index>
 - 16 field of law (services), a lot of news
- http://www.advokatky.cz/?page_id=648&lang=en
 - Languages, a lot of other services
- <http://www.ksb.cz/en/>
 - Knowledge in a lot of industries



Weaknesses of the websites

- <http://www.havelholasek.cz/en>
 - Only 2 languages
- <http://www.akccs.cz/en/>
 - 26th floor (AKCCS IN NUMBERS) on websites
- <http://www.akkb.cz/en/index>
 - gray colour

Colour is very important – see (table in the end of the article):

<https://nejinfografiky.cz/vyznam-barev-v-ruznych-kulturach-a-jejich-vliv-na-konverzi-infografika/>
- http://www.advokatky.cz/?page_id=648&lang=en
 - Only women, short CV
- <http://www.ksb.cz/en/>
 - Unitary long text (profile, key facts)



Task

- Choose two websites of law firms in your country and analyze that.