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Marketing for Lawyers  
**Websites of Law firms**



# 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.



# Advantages

- <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](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

- <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

<https://nejinfografiky.cz/vyznam-barev-v-ruznych-kulturach-a-jejich-vliv-na-konverzi-infografika/>

- [http://www.advokatky.cz/?page\\_id=648&lang=en](http://www.advokatky.cz/?page_id=648&lang=en)
  - Only women, short CV
- <http://www.ksb.cz/en/>
  - Unitary long text (profile, key facts)



# 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)



# Task for the next lesson

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