

LawInfo Legal Marketing
Presents

Insider Tips: Website User Experience

What is Website User Experience?

Website User Experience is the **overall experience** user's feel when they visit your website. User experience is the same in the Internet world as it is in the real world. A good user experience in the real world is typically defined by positive reviews and recommendations. In the internet world a good website user experience is typically defined by

- 1) How long people stay on your site, and
- 2) Whether they *convert* - meaning they call you, fill out a contact form, send you an email, or some other pre-determined action.

How do Search Engines Measure User Experience?

The search engines are constantly monitoring user behavior on your website. Website User Experience is a key factor in the search engine algorithms. These algorithms are responsible for rankings on search engine results.

To measure user experience, search engines like Google look at a variety of user actions. These actions include:

- Bounce rate
- Average time on site
- Click patterns
- Return visits

You can monitor these actions through *analytics*. Google Analytics is a great **free** tool for measuring user experience.

Tips for a Better User Experience:

1. **Design Quality**- Invest in design. A visually appealing site adds to the trust factor for a user. A clear message and clean layout will provide for a good user experience. Colors and contrast should be clearly defined, stay away from dark text on a dark background.
2. **Mobile Site**- In 2011, there will be 1 billion mobile internet subscribers (source: *Ericsson*). A typical website is not optimized for mobile phones and will therefore result in a negative user experience.

3. **Content-** Use simple language and stay away from industry terms and slang. Use descriptive headlines to draw the user's eye. **Always** run a spell check program after adding new content. The content on your website should be easy to read and conversational. As an attorney you should describe your location(s), types of cases you represent, successful cases, attorney(s) bios, and contact information.
4. **Images and Video-** Images should be **original** to your practice, try to avoid stock photos. Studies have shown that using a real photo over an icon can improve your conversion rate. Consider placing an attorney photo on your contact page. Videos should have meaning and be appropriate for your website. Consider filming a video where you introduce your practice, your location, the type of cases you handle, and any successful cases you have represented.
5. **Call to Action-** Every page on your website needs a call to action. The call to action should stand out on the page and immediately draw the user's eye. Examples of effective call to actions are: "Call Now for a FREE Consultation" or "Call Now for a Free Case Evaluation."
6. **Click Happy-** Users love to click. Every logo, image, video, box, underlined text, and shape should be clickable. The less confusion for a user, the better their experience.
7. **Navigation and Bread Crumbs-** The user needs to be able to follow their *click path* and view click options. A best practice is to have your logo (typically top left) link to your home page. Example of Bread Crumb Navigation:

Home > English > FAQs > Drunk Driving Defense

When is a driver considered to be legally drunk?

While state impaired driving laws vary, you are considered to be legally drunk with a blood
8. **Reviews-** If your state rules of ethics permit, include positive client testimonials on your website. Reviews are a key trust factor for users. Reviews should be placed on a dedicated page with a headline reading: { *Your Firm* } Ratings and Reviews. The URL for this page should be: www.{yourfirm}.com/reviews.
9. **Credibility Seals-** BBB rating badge, Lead Counsel badge, trust seals, security seals, and social icons all promote trust to the user. Add credibility seals to all pages on your website.
10. **Website Errors-** Verify that your website has minimal errors. Make sure that all links are working and redirecting to the correct page.

LawInfo wishes you the greatest success!

For help or questions, call the LawInfo experts:

1-866-708-4403