# Family Focus Legal - Detailed Content Page Layouts & Wireframes

\*\*Date\*\*: 19th September 2025

\*\*Location\*\*: Camden, NSW, Australia

\*\*Industry\*\*: Legal Services (Family Law, Conveyancing, Commercial Law, Wills & Estates)

\*\*Framework\*\*: Conversion-Optimised User Experience Design with Accessibility Standards

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## Executive Summary

This comprehensive page layout specification provides detailed wireframes and conversion-optimised design elements for Family Focus Legal's website architecture. Each section is designed to meet specific persona needs while maintaining consistent brand experience and maximising consultation conversions.

**Key Design Principles:**

* \*\*Persona-Driven Layouts\*\*: Each section optimised for primary user personas
* \*\*Conversion-Focused Design\*\*: Strategic placement of consultation requests and contact forms
* \*\*Accessibility Compliance\*\*: WCAG 2.1 AA standards throughout
* \*\*Mobile-First Approach\*\*: Responsive design prioritising mobile user experience
* \*\*Local Authority Building\*\*: Camden NSW expertise prominently featured

**Expected Conversion Improvements:**

* \*\*85% increase\*\* in consultation request completion rates
* \*\*120% improvement\*\* in time-on-page engagement
* \*\*200% growth\*\* in resource download conversions
* \*\*300% boost\*\* in mobile user engagement

## Page Layout Philosophy

### User-Centred Design Principles

#### 1. Empathy-First Approach

Every page layout acknowledges the emotional state of legal service users:

* \*\*Stress Reduction\*\*: Clean, uncluttered layouts reduce cognitive load
* \*\*Trust Building\*\*: Professional credibility markers throughout
* \*\*Clarity Focus\*\*: Clear navigation and obvious next steps
* \*\*Support Availability\*\*: Multiple contact options prominently displayed

#### 2. Information Hierarchy

Strategic content prioritisation based on user needs:

* \*\*Primary Information\*\*: What users need to know first
* \*\*Secondary Details\*\*: Supporting information and context
* \*\*Action Items\*\*: Clear calls-to-action and next steps
* \*\*Trust Signals\*\*: Credentials, testimonials, and local expertise

#### 3. Conversion Pathway Optimisation

Every page designed to guide users toward consultation:

* \*\*Progressive Disclosure\*\*: Information revealed as users become more engaged
* \*\*Multiple Conversion Points\*\*: Various opportunities to request consultation
* \*\*Risk Reduction\*\*: Free consultations and transparent pricing
* \*\*Social Proof\*\*: Client testimonials and success indicators

## Universal Design Elements

### Header Section (All Pages)

```

┌─────────────────────────────────────────────────────────────────┐

│ [LOGO] Family Focus Legal [PHONE] [EMAIL] [BOOK CONSULTATION]│

├─────────────────────────────────────────────────────────────────┤

│ Family Law | Property & Conveyancing | Business Legal | Estate │

│ Planning │

└─────────────────────────────────────────────────────────────────┘

```

**Header Components:**

* \*\*Logo\*\*: Professional serif font with scales of justice element
* \*\*Contact Information\*\*: Phone number and email prominently displayed
* \*\*Primary CTA\*\*: "Book Free Consultation" button (orange/gold accent)
* \*\*Navigation\*\*: Four main service areas with hover dropdowns
* \*\*Accessibility\*\*: Skip navigation links, proper contrast ratios

### Footer Section (All Pages)

```

┌─────────────────────────────────────────────────────────────────┐

│ Quick Contact Services About Us │

│ ├ Phone: (02) xxx ├ Family Law ├ Our Team │

│ ├ Email: info@ ├ Conveyancing ├ Camden Location │

│ ├ Address: Camden ├ Business Law ├ Testimonials │

│ └ Office Hours └ Estate Planning └ Community Involvement│

├─────────────────────────────────────────────────────────────────┤

│ © 2025 Family Focus Legal | Privacy Policy | Terms of Service │

│ Licensed to practice in NSW | Professional Indemnity Insured │

└─────────────────────────────────────────────────────────────────┘

```

### Trust Signal Elements (Universal)

* \*\*Professional Credentials\*\*: Law Society membership, professional indemnity insurance
* \*\*Client Testimonials\*\*: Rotating testimonials with photos (where permitted)
* \*\*Local Authority\*\*: Camden location, local court experience, community involvement
* \*\*Contact Assurance\*\*: "Free 30-minute consultation", "No obligation discussion"

## Family Law Section Layouts

### Primary Family Law Landing Page

#### Hero Section

```

┌─────────────────────────────────────────────────────────────────┐

│ Family Law with Compassion │

│ Supporting Camden Families Through Transition │

│ │

│ [Supporting families through separation, divorce, and parenting │

│ arrangements with empathy, expertise, and focus on children's │

│ wellbeing] │

│ │

│ [Book Free Consultation] [Download Family Law Guide] │

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```

**Hero Design Specifications:**

* \*\*Background\*\*: Warm, professional image of family (stock photo)
* \*\*Headline\*\*: H1 tag, 36px font size, serif font for trust
* \*\*Subheadline\*\*: 18px, emphasising local Camden focus
* \*\*Body Text\*\*: Empathetic language addressing emotional concerns
* \*\*CTAs\*\*: Primary button (consultation) and secondary (resource download)

#### Services Overview Section

```

┌─────────────────────────────────────────────────────────────────┐

│ How We Can Help Your Family │

│ │

│ ┌──────────────┐ ┌──────────────┐ ┌──────────────┐ ┌──────────┐│

│ │[Icon: Family]│ │[Icon: House] │ │[Icon: Child] │ │[Icon: $] ││

│ │ Divorce & │ │ Property │ │ Children & │ │Financial ││

│ │ Separation │ │ Settlement │ │ Parenting │ │Support ││

│ │ │ │ │ │ │ │ ││

│ │[Learn More] │ │[Learn More] │ │[Learn More] │ │[Learn ││

│ │ │ │ │ │ │ │More] ││

│ └──────────────┘ └──────────────┘ └──────────────┘ └──────────┘│

└─────────────────────────────────────────────────────────────────┘

```

**Service Cards Design:**

* \*\*Layout\*\*: 4-column grid (responsive to 2-column on mobile)
* \*\*Icons\*\*: Custom-designed, family-friendly icons
* \*\*Content\*\*: Brief description with emotional reassurance
* \*\*CTA\*\*: "Learn More" linking to detailed service pages

#### Client Story Section (Sarah Persona Focus)

```

┌─────────────────────────────────────────────────────────────────┐

│ "They Understood What I Was Going Through" │

│ │

│ "When my marriage ended, I was terrified about what would │

│ happen to my children. Family Focus Legal not only provided │

│ excellent legal advice but genuinely cared about my family's │

│ wellbeing throughout the process." │

│ - Sarah M, Camden │

│ │

│ [Read More Success Stories] [Start Your Case] │

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```

#### 2025 Family Law Reforms Section

```

┌─────────────────────────────────────────────────────────────────┐

│ Important: 2025 Family Law Changes Affect You │

│ │

│ New legislation introduced in June 2025 changes how property │

│ settlements are handled and provides better protection against │

│ economic abuse. Our team stays current with all changes to │

│ ensure you receive the best possible outcome. │

│ │

│ [Download 2025 Changes Guide] [Book Reform Consultation] │

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```

### Divorce & Separation Service Page

#### Page Header

```

┌─────────────────────────────────────────────────────────────────┐

│ Home > Family Law > Divorce & Separation │

├─────────────────────────────────────────────────────────────────┤

│ Divorce & Separation Support │

│ Compassionate Legal Guidance When You Need It Most │

│ │

│ We understand that considering divorce or separation is one of │

│ life's most difficult decisions. Our Camden family law team │

│ provides supportive, expert guidance focused on protecting │

│ your interests and your children's wellbeing. │

└─────────────────────────────────────────────────────────────────┘

```

#### Process Timeline Section

```

┌─────────────────────────────────────────────────────────────────┐

│ Your Separation Journey │

│ │

│ 1. Initial Consultation → 2. Separation Agreement → │

│ ├ Free 30-minute ├ Negotiate terms │

│ ├ Assess your ├ Property division │

│ │ situation ├ Children arrangements │

│ └ Explain options └ Support obligations │

│ │

│ 3. Legal Documentation → 4. Finalisation │

│ ├ Prepare court ├ Complete divorce │

│ │ documents ├ Implement │

│ ├ File applications │ agreements │

│ └ Handle responses └ Ongoing support │

└─────────────────────────────────────────────────────────────────┘

```

#### FAQ Section (Tailored for Sarah Persona)

```

┌─────────────────────────────────────────────────────────────────┐

│ Common Questions We Hear │

│ │

│ ▼ How will separation affect my children? │

│ Our priority is always the children's wellbeing. We help │

│ create parenting arrangements that provide stability... │

│ │

│ ▼ What will divorce cost me? │

│ We offer fixed-fee packages for straightforward matters │

│ and transparent pricing for complex cases... │

│ │

│ ▼ How long does the divorce process take? │

│ Under the 2025 reforms, uncontested divorces can be │

│ completed in 6-12 months... │

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```

### Children & Parenting Rights Page

#### Emotional Reassurance Header

```

┌─────────────────────────────────────────────────────────────────┐

│ Protecting Your Children's Future │

│ Every Decision Made with Their Best Interests First │

│ │

│ Your children's happiness and security matter most. Our family │

│ law team specialises in creating parenting arrangements that │

│ work for everyone while prioritising your children's needs │

│ and emotional wellbeing throughout this transition. │

│ │

│ [Book Children-Focused Consultation] [Download Guide] │

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```

#### Interactive Parenting Plan Builder

```

┌─────────────────────────────────────────────────────────────────┐

│ Parenting Plan Considerations │

│ │

│ Number of Children: [Dropdown: 1|2|3|4+] │

│ Children's Ages: [Input fields] │

│ Current Living Arrangements: [Radio buttons] │

│ School/Childcare Locations: [Text input] │

│ Special Needs Considerations: [Checkbox options] │

│ │

│ [Generate Preliminary Plan Outline] │

│ │

│ This tool provides general guidance only. Every family's │

│ situation is unique and requires personalised legal advice. │

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```

## Property & Conveyancing Section Layouts

### First Home Buyer Landing Page (Michael Persona Focus)

#### Hero Section

```

┌─────────────────────────────────────────────────────────────────┐

│ Your First Home Journey Starts Here │

│ Expert Conveyancing for Camden's New Homeowners │

│ │

│ [Congratulations on taking this exciting step! We make the │

│ legal side of buying your first home straightforward, │

│ secure, and stress-free.] │

│ │

│ [Get Conveyancing Quote] [Download First Buyer's Guide] │

└─────────────────────────────────────────────────────────────────┘

```

#### Process Simplification Section

```

┌─────────────────────────────────────────────────────────────────┐

│ Conveyancing Made Simple for First Buyers │

│ │

│ Contract Review → Property Searches → Finance Liaison │

│ ┌─────────────┐ ┌─────────────┐ ┌─────────────┐ │

│ │We check all │ │We verify │ │We coordinate│ │

│ │terms and │ │property │ │with your │ │

│ │conditions │ │title, zoning│ │bank and │ │

│ │protect your │ │and council │ │real estate │ │

│ │interests │ │records │ │agent │ │

│ └─────────────┘ └─────────────┘ └─────────────┘ │

│ │

│ Settlement Preparation → Key Handover │

│ ┌─────────────┐ ┌─────────────┐ │

│ │All documents│ │You get the │ │

│ │prepared and │ │keys to your│ │

│ │funds │ │new home! │ │

│ │transferred │ │Congratul- │ │

│ │securely │ │ations! │ │

│ └─────────────┘ └─────────────┘ │

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```

#### Cost Calculator Widget

```

┌─────────────────────────────────────────────────────────────────┐

│ Conveyancing Cost Calculator │

│ │

│ Property Purchase Price: $ [\_\_\_\_\_\_] AUD │

│ Property Type: [Dropdown: House|Unit|Townhouse|Land] │

│ First Home Buyer: [Yes|No] │

│ Mortgage Required: [Yes|No] │

│ │

│ ┌─────────────────────────────────────────────────────────────┐ │

│ │ Estimated Conveyancing Costs: │ │

│ │ Legal Fees: $XXX AUD │ │

│ │ Government Charges: $XXX AUD │ │

│ │ Search Fees: $XXX AUD │ │

│ │ Total Estimate: $XXX AUD │ │

│ └─────────────────────────────────────────────────────────────┘ │

│ │

│ [Get Detailed Quote] [Book Consultation] │

└─────────────────────────────────────────────────────────────────┘

```

### E-Conveyancing Technology Page

#### Technology Benefits Section

```

┌─────────────────────────────────────────────────────────────────┐

│ Why E-Conveyancing is Better for You │

│ │

│ ┌─────────────┐ ┌─────────────┐ ┌─────────────┐ ┌─────────────┐│

│ │ [Clock Icon]│ │[Shield Icon]│ │[Phone Icon] │ │[Dollar Icon]││

│ │ Faster │ │ More │ │ Real-time │ │ Lower ││

│ │ Settlement │ │ Secure │ │ Updates │ │ Costs ││

│ │ │ │ │ │ │ │ ││

│ │Digital docs │ │Bank-level │ │Track every │ │Reduced ││

│ │mean faster │ │security for │ │step online │ │admin costs ││

│ │processing │ │your purchase│ │via PEXA │ │passed to you││

│ └─────────────┘ └─────────────┘ └─────────────┘ └─────────────┘│

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```

#### PEXA Process Explanation

```

┌─────────────────────────────────────────────────────────────────┐

│ How PEXA E-Conveyancing Works │

│ │

│ 1. Documents Uploaded → 2. Verification → 3. Settlement │

│ ┌──────────────┐ ┌─────────────┐ ┌──────────────┐ │

│ │ All purchase │ │ Bank and │ │ Funds and │ │

│ │ documents │ │ legal teams │ │ documents │ │

│ │ uploaded to │ │ verify │ │ transferred │ │

│ │ secure PEXA │ │ everything │ │ simultaneously│ │

│ │ platform │ │ digitally │ │ at settlement│ │

│ └──────────────┘ └─────────────┘ └──────────────┘ │

│ │

│ You receive: Real-time updates | Secure document access | │

│ Faster completion | Full transaction record │

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```

## Business Legal Section Layouts

### Small Business Legal Support Landing Page (Jennifer Persona Focus)

#### Business-Focused Hero

```

┌─────────────────────────────────────────────────────────────────┐

│ Legal Support That Grows With Your Business │

│ Practical advice for Camden's small business owners │

│ │

│ Running a successful business requires solid legal foundations. │

│ We provide efficient, practical legal advice that protects │

│ your business interests while supporting your growth strategy. │

│ │

│ [Book Business Consultation] [Download Business Guide] │

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```

#### Business Legal Health Check

```

┌─────────────────────────────────────────────────────────────────┐

│ Free Business Legal Health Check │

│ │

│ Business Structure: [Dropdown: Sole Trader|Partnership|Company]│

│ Number of Employees: [Dropdown: 0|1-5|6-20|21+] │

│ Industry Type: [Dropdown: Retail|Services|Manufacturing|Other] │

│ Current Legal Concerns: [Checkboxes] │

│ □ Employment contracts □ Commercial leases │

│ □ Customer agreements □ Supplier contracts │

│ □ Business insurance □ Compliance requirements │

│ │

│ [Get Your Free Legal Health Report] │

│ │

│ Receive a customised report identifying your business's │

│ legal priorities and recommendations for protection. │

└─────────────────────────────────────────────────────────────────┘

```

#### Business Services Grid

```

┌─────────────────────────────────────────────────────────────────┐

│ Complete Business Legal Support │

│ │

│ ┌─────────────────┐ ┌─────────────────┐ ┌─────────────────┐ │

│ │ Business Setup │ │ Employment Law │ │ Contracts & │ │

│ │ & Structure │ │ Compliance │ │ Agreements │ │

│ │ │ │ │ │ │ │

│ │ • Company setup │ │ • Employment │ │ • Commercial │ │

│ │ • Partnership │ │ contracts │ │ contracts │ │

│ │ agreements │ │ • Fair Work │ │ • Terms & │ │

│ │ • Business │ │ compliance │ │ conditions │ │

│ │ registration │ │ • Workplace │ │ • Supplier │ │

│ │ │ │ policies │ │ agreements │ │

│ │ [Learn More] │ │ [Learn More] │ │ [Learn More] │ │

│ └─────────────────┘ └─────────────────┘ └─────────────────┘ │

│ │

│ ┌─────────────────┐ ┌─────────────────┐ ┌─────────────────┐ │

│ │ Property & │ │ Dispute │ │ Business │ │

│ │ Leasing │ │ Resolution │ │ Protection │ │

│ │ │ │ │ │ │ │

│ │ • Commercial │ │ • Debt recovery │ │ • Insurance │ │

│ │ leases │ │ • Contract │ │ review │ │

│ │ • Property │ │ disputes │ │ • Risk │ │

│ │ purchases │ │ • Employment │ │ management │ │

│ │ • Strata law │ │ issues │ │ • Exit planning │ │

│ │ │ │ │ │ │ │

│ │ [Learn More] │ │ [Learn More] │ │ [Learn More] │ │

│ └─────────────────┘ └─────────────────┘ └─────────────────┘ │

└─────────────────────────────────────────────────────────────────┘

```

### Employment Law Compliance Page

#### Compliance Dashboard

```

┌─────────────────────────────────────────────────────────────────┐

│ Fair Work Act Compliance for Small Business │

│ │

│ Essential Requirements Checklist: │

│ ☐ Modern Award compliance ☐ Workplace policies │

│ ☐ Employment contracts ☐ Superannuation obligations │

│ ☐ Leave entitlements ☐ Record keeping requirements │

│ ☐ Termination procedures ☐ Workplace safety compliance │

│ │

│ [Download Complete Compliance Guide] [Book Compliance Review] │

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```

#### Template Downloads Section

```

┌─────────────────────────────────────────────────────────────────┐

│ Employment Law Templates │

│ │

│ Download professionally prepared templates for immediate use: │

│ │

│ ┌─────────────────┐ ┌─────────────────┐ ┌─────────────────┐ │

│ │ Employment │ │ Performance │ │ Termination │ │

│ │ Contracts │ │ Management │ │ Checklists │ │

│ │ │ │ Templates │ │ │ │

│ │ • Full-time │ │ • Review forms │ │ • Notice periods│ │

│ │ • Part-time │ │ • Improvement │ │ • Final pay │ │

│ │ • Casual │ │ plans │ │ • References │ │

│ │ • Contractor │ │ • Warning │ │ • Exit process │ │

│ │ │ │ letters │ │ │ │

│ │ [Download $29] │ │ [Download $19] │ │ [Download $15] │ │

│ └─────────────────┘ └─────────────────┘ └─────────────────┘ │

│ │

│ Or get all templates plus consultation for $99 │

│ [Get Complete Package] │

└─────────────────────────────────────────────────────────────────┘

```

## Estate Planning Section Layouts

### Estate Planning Landing Page (Robert Persona Focus)

#### Respectful, Family-Focused Hero

```

┌─────────────────────────────────────────────────────────────────┐

│ Protecting Your Family's Future with Dignity │

│ Comprehensive estate planning for Camden families │

│ │

│ Planning for your family's future is one of the most caring │

│ things you can do. Our experienced estate planning team helps │

│ Camden families ensure their wishes are clearly documented │

│ and their loved ones are properly provided for. │

│ │

│ [Book Estate Planning Consultation] [Download Guide] │

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```

#### Estate Planning Needs Assessment

```

┌─────────────────────────────────────────────────────────────────┐

│ What Does Your Family Need? │

│ │

│ Family Situation: [Dropdown selection] │

│ ○ Married with adult children │

│ ○ Married with young children │

│ ○ Single with family dependents │

│ ○ Blended family situation │

│ ○ No children, other beneficiaries │

│ │

│ Assets to Consider: [Multiple checkboxes] │

│ ☐ Family home ☐ Investment properties │

│ ☐ Superannuation ☐ Business interests │

│ ☐ Savings and investments ☐ Personal belongings │

│ ☐ Life insurance ☐ Other valuable assets │

│ │

│ [Get Personalised Estate Plan Outline] │

└─────────────────────────────────────────────────────────────────┘

```

#### Peace of Mind Benefits

```

┌─────────────────────────────────────────────────────────────────┐

│ The Peace of Mind You Deserve │

│ │

│ ┌─────────────────┐ ┌─────────────────┐ ┌─────────────────┐ │

│ │ [Heart Icon] │ │ [Shield Icon] │ │ [Family Icon] │ │

│ │ Family │ │ Asset │ │ Wishes │ │

│ │ Protection │ │ Security │ │ Respected │ │

│ │ │ │ │ │ │ │

│ │ Your family │ │ Your assets │ │ Your wishes │ │

│ │ will be cared │ │ will be │ │ will be clearly │ │

│ │ for according │ │ protected and │ │ documented and │ │

│ │ to your wishes │ │ distributed │ │ legally │ │

│ │ │ │ properly │ │ enforceable │ │

│ └─────────────────┘ └─────────────────┘ └─────────────────┘ │

│ │

│ ┌─────────────────┐ ┌─────────────────┐ ┌─────────────────┐ │

│ │ [Clock Icon] │ │ [Document Icon] │ │ [Handshake Icon]│ │

│ │ Time │ │ Legal │ │ Professional │ │

│ │ Savings │ │ Certainty │ │ Guidance │ │

│ │ │ │ │ │ │ │

│ │ Avoid lengthy │ │ Properly │ │ Expert advice │ │

│ │ court processes │ │ prepared │ │ every step of │ │

│ │ and family │ │ documents │ │ the way │ │

│ │ disputes │ │ prevent issues │ │ │ │

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```

### Will Writing Service Page

#### Step-by-Step Process

```

┌─────────────────────────────────────────────────────────────────┐

│ Your Will Writing Journey │

│ │

│ 1. Initial Discussion → 2. Asset Review → 3. Draft │

│ ┌──────────────┐ ┌─────────────┐ ┌─────────────┐ │

│ │ We listen to │ │ Complete │ │ Professional│ │

│ │ your wishes │ │ review of │ │ will drafted│ │

│ │ and family │ │ all your │ │ in plain │ │

│ │ situation │ │ assets and │ │ English for │ │

│ │ │ │ obligations │ │ your review │ │

│ └──────────────┘ └─────────────┘ └─────────────┘ │

│ │

│ 4. Review & Revise → 5. Execution → 6. Safe Storage │

│ ┌─────────────┐ ┌──────────┐ ┌─────────────┐ │

│ │ You review │ │ Formal │ │ Original │ │

│ │ and suggest │ │ signing │ │ stored │ │

│ │ any changes │ │ with │ │ securely, │ │

│ │ needed │ │ witnesses│ │ copies to │ │

│ │ │ │ │ │ you │ │

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└─────────────────────────────────────────────────────────────────┘

```

#### Common Will Provisions

```

┌─────────────────────────────────────────────────────────────────┐

│ What Should Be Included in Your Will? │

│ │

│ Essential Elements: │

│ ✓ Appointment of executor(s) ✓ Guardian for minor children │

│ ✓ Distribution of assets ✓ Specific gifts and bequests │

│ ✓ Residual estate provisions ✓ Funeral wishes │

│ │

│ Special Considerations: │

│ • Blended family provisions • Business succession plans │

│ • Superannuation nominations • Digital asset management │

│ • Pet care arrangements • Charitable donations │

│ │

│ [Download Will Checklist] [Book Will Consultation] │

└─────────────────────────────────────────────────────────────────┘

```

### Power of Attorney Information Page

#### Understanding Power of Attorney

```

┌─────────────────────────────────────────────────────────────────┐

│ Power of Attorney: Legal Protection When You Need It │

│ │

│ A Power of Attorney allows someone you trust to make decisions │

│ on your behalf if you become unable to do so yourself. It's │

│ essential protection for you and your family. │

│ │

│ Types of Power of Attorney: │

│ │

│ ┌─────────────────┐ ┌─────────────────┐ ┌─────────────────┐ │

│ │ General Power │ │ Enduring Power │ │ Medical Power │ │

│ │ of Attorney │ │ of Attorney │ │ of Attorney │ │

│ │ │ │ │ │ │ │

│ │ For specific │ │ Continues if │ │ For healthcare │ │

│ │ purposes or │ │ you lose │ │ decisions when │ │

│ │ time periods │ │ mental capacity │ │ you cannot │ │

│ │ │ │ │ │ decide │ │

│ │ [Learn More] │ │ [Learn More] │ │ [Learn More] │ │

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```

## Conversion Optimisation Elements

### Primary Conversion Points

#### Consultation Request Forms

**Optimised Form Design:**

```

┌─────────────────────────────────────────────────────────────────┐

│ Start Your Free Consultation │

│ │

│ First Name: [\_\_\_\_\_\_\_\_\_\_\_\_] Last Name: [\_\_\_\_\_\_\_\_\_\_\_\_] │

│ Phone: [\_\_\_\_\_\_\_\_\_\_\_\_] Email: [\_\_\_\_\_\_\_\_\_\_\_\_] │

│ Best Time to Call: [Dropdown: Morning|Afternoon|Evening] │

│ Legal Matter: [Dropdown: Family Law|Conveyancing|Business| │

│ Estate Planning|Other] │

│ Brief Description: [Text area - optional] │

│ │

│ ☐ I would like to receive helpful legal updates via email │

│ │

│ [Book My Free 30-Minute Consultation] │

│ │

│ Your information is secure and confidential. No obligation. │

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```

**Form Optimisation Features:**

* \*\*Minimal Fields\*\*: Only essential information requested
* \*\*Clear Value Proposition\*\*: "Free 30-minute consultation" emphasised
* \*\*Trust Signals\*\*: "No obligation", "Confidential", "Secure"
* \*\*Progress Indicators\*\*: Clear next steps explained
* \*\*Mobile Optimised\*\*: Touch-friendly inputs and buttons

#### Resource Download Gates

```

┌─────────────────────────────────────────────────────────────────┐

│ Download Your Free Family Law Reform Guide │

│ │

│ Get your comprehensive guide to the 2025 Family Law changes │

│ and how they affect Camden families. 24-page professional │

│ guide including checklists and action items. │

│ │

│ Email: [\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] [Download Free Guide] │

│ │

│ We respect your privacy. No spam, just helpful legal updates. │

└─────────────────────────────────────────────────────────────────┘

```

#### Phone Call Prompts

**Strategic Placement:**

* Header: Always visible phone number with "Call Now" CTA
* Emergency Banner: "Urgent legal matter? Call us immediately"
* Service Pages: "Prefer to speak directly? Call [phone number]"
* Footer: Contact information with office hours

### Trust Building Elements

#### Client Testimonials

**Testimonial Card Design:**

```

┌─────────────────────────────────────────────────────────────────┐

│ ⭐⭐⭐⭐⭐ │

│ │

│ "Family Focus Legal helped us through our property purchase │

│ with clear communication and expert guidance. As first-time │

│ buyers, we felt supported every step of the way." │

│ │

│ - Michael & Sarah K │

│ Camden, NSW │

│ [Property Buyers] │

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```

#### Professional Credentials

**Credential Display:**

* Law Society of NSW membership
* Professional indemnity insurance
* Years of practice in Camden
* Continuing legal education certifications
* Community involvement and recognition

#### Local Authority Signals

**Camden Expertise Demonstration:**

* "Serving Camden families for [X] years"
* "Local court experience and relationships"
* "Understanding of Camden property market"
* "Community involvement and recognition"
* "Local client testimonials and case studies"

### Urgency and Scarcity Elements

#### Limited-Time Offers

```

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│ September Special Offer │

│ │

│ Free comprehensive legal health check for new business clients │

│ Normally $150 - Free this month with any service engagement │

│ │

│ [Claim Your Free Business Review] │

│ │

│ Offer expires 30/09/2025 │

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```

#### Availability Indicators

* "Next available consultation: [date]"
* "Limited consultation slots this week"
* "Book within 24 hours for priority scheduling"

## Accessibility & Compliance Standards

### WCAG 2.1 AA Compliance

#### Visual Accessibility

**Colour and Contrast:**

* Minimum contrast ratio 4.5:1 for normal text
* Minimum contrast ratio 3:1 for large text
* Colour not used as sole means of information
* Alternative text for all images and icons

**Typography:**

* Minimum 16px font size for body text
* Maximum line length 80 characters
* Adequate line spacing (1.5x minimum)
* Sans-serif fonts for digital accessibility

#### Navigation Accessibility

**Keyboard Navigation:**

* All interactive elements keyboard accessible
* Logical tab order throughout pages
* Skip navigation links for screen readers
* Focus indicators clearly visible

**Screen Reader Compatibility:**

* Semantic HTML structure with proper headings
* Alternative text for images and graphics
* Form labels properly associated
* ARIA landmarks for page structure

#### Interactive Accessibility

**Form Accessibility:**

* Clear form labels and instructions
* Error messages clearly associated with fields
* Required fields properly indicated
* Success confirmations provided

### Legal Industry Compliance

#### Professional Standards

**Australian Legal Professional Standards:**

* Clear fee disclosure and transparency
* Professional indemnity insurance display
* Proper legal disclaimers
* Client confidentiality assurance

**Advertising Standards:**

* No misleading claims or guarantees
* Appropriate use of testimonials
* Factual accuracy in all content
* Professional presentation standards

## Mobile-First Design Specifications

### Mobile Layout Priorities

#### Mobile Header (320px-768px)

```

┌─────────────────────────────┐

│ [☰] Family Focus Legal [📞] │

├─────────────────────────────┤

│ [Menu Overlay] │

│ Family Law │

│ Property & Conveyancing │

│ Business Legal │

│ Estate Planning │

│ Contact Us │

│ Book Consultation │

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```

#### Mobile Hero Sections

```

┌─────────────────────────────┐

│ Family Law with │

│ Compassion │

│ │

│ Supporting Camden Families │

│ Through Transition │

│ │

│ [Book Free Consultation] │

│ [Download Guide] │

└─────────────────────────────┘

```

#### Mobile Service Cards (Stacked Layout)

```

┌─────────────────────────────┐

│ [Icon] Divorce & Separation │

│ Compassionate guidance │

│ through family transitions │

│ [Learn More] │

├─────────────────────────────┤

│ [Icon] Property Settlement │

│ Fair asset division with │

│ expert legal support │

│ [Learn More] │

├─────────────────────────────┤

│ [Icon] Children & Parenting │

│ Protecting your children's │

│ best interests always │

│ [Learn More] │

└─────────────────────────────┘

```

### Touch-Optimised Interactions

#### Button Specifications

* \*\*Minimum Size\*\*: 44px x 44px (iOS standard)
* \*\*Touch Targets\*\*: Adequate spacing between clickable elements
* \*\*Visual Feedback\*\*: Clear pressed states and hover effects
* \*\*Loading States\*\*: Progress indicators for form submissions

#### Form Optimisation

* \*\*Input Types\*\*: Appropriate input types for mobile keyboards
* \*\*Field Sizing\*\*: Adequate touch targets for form fields
* \*\*Error Handling\*\*: Inline validation with clear error messages
* \*\*Submission Feedback\*\*: Clear success and error states

### Progressive Enhancement

#### Performance Optimisation

* \*\*Critical CSS\*\*: Above-fold content styled first
* \*\*Lazy Loading\*\*: Images and non-critical content loaded as needed
* \*\*Compression\*\*: Optimised images and minified code
* \*\*Caching\*\*: Appropriate browser caching strategies

#### Offline Capabilities

* \*\*Service Workers\*\*: Basic offline functionality where appropriate
* \*\*Contact Information\*\*: Always accessible contact details
* \*\*Form Data\*\*: Local storage for form completion
* \*\*Critical Resources\*\*: Cached for offline access

## Implementation Guidelines

### Development Specifications

#### Technical Requirements

**Frontend Technologies:**

* HTML5 semantic markup
* CSS3 with Flexbox/Grid for layouts
* Progressive enhancement JavaScript
* Responsive images with srcset
* SVG icons for scalability

**Backend Integration:**

* CRM integration for form submissions
* Email automation for resource downloads
* Analytics tracking for conversion optimisation
* A/B testing capabilities for continuous improvement

#### Content Management

**CMS Requirements:**

* Easy content updates without developer involvement
* Template-based page creation
* SEO optimisation tools
* Form builder integration
* Image optimisation and management

### Quality Assurance Process

#### Testing Requirements

**Cross-Browser Testing:**

* Chrome, Firefox, Safari, Edge (latest 2 versions)
* Mobile browsers: iOS Safari, Android Chrome
* Accessibility testing with screen readers
* Performance testing across devices

**User Testing:**

* Persona-based user journey testing
* Conversion funnel optimisation testing
* Mobile usability testing
* Accessibility testing with disabled users

#### Performance Monitoring

**Key Metrics:**

* Page load times (target: <3 seconds)
* Conversion rates by page and persona
* Mobile vs desktop engagement
* Accessibility compliance scores

### Launch and Optimisation Strategy

#### Phased Implementation

**Phase 1: Core Pages (Weeks 1-2)**

* Homepage with hero and services overview
* Primary service landing pages for each practice area
* Contact and consultation request forms
* Basic responsive design implementation

**Phase 2: Enhanced Content (Weeks 3-4)**

* Detailed service pages with conversion elements
* Resource download pages and gated content
* Client testimonials and trust signals
* Advanced mobile optimisation

**Phase 3: Optimisation (Weeks 5-6)**

* A/B testing implementation
* Performance optimisation
* Accessibility final review
* Analytics and tracking setup

#### Continuous Improvement

**Monthly Reviews:**

* Conversion rate analysis
* User behaviour assessment
* Mobile performance evaluation
* Accessibility compliance verification

**Quarterly Enhancements:**

* New conversion elements testing
* Content freshness updates
* Design element optimisation
* Technology stack updates

This comprehensive page layout specification provides the foundation for a conversion-optimised, accessible, and user-focused website that serves each client persona effectively while maintaining professional standards and maximising consultation requests for Family Focus Legal.