


The Law Firm Website Scorecard

Use this scorecard to learn how your law firm website is performing, and to find opportunities to improve. Give your law firm's website a score out of five for each point below, and tally up the results for your overall website score.

GOOD CLIENT EXPERIENCE		
Criteria	Definition	Score (/5)
Is the site content clear and easy to understand?	A strong law firm website should get to the point, not bury visitors in legal jargon. Good copywriting and plain language are the keys to success. Keep it simple!	
Is the site easy to navigate?	Is your site easy to get around, or do potential clients get lost? Clear navigation makes it easy to see the value you provide.	
Are services offered clear?	What legal services are offered and how do they benefit the client? How do the services relate to problems a client is facing? These should be addressed with a clear description of services offered on your website.	
Is it easy to find the firm's contact information	Clients shouldn't have to struggle to call you or send an email. Ideally, clients should have multiple ways to contact your firm—your firm's contact details should be clearly displayed on your homepage.	
Does the site offer online client intake?	If a client needs your help now, they shouldn't have to play telephone tag. The best law firm websites have online intake systems to help clients seamlessly start to get legal help (for example, using public intake forms with Clio Grow).	

STRONG BRANDING		
Criteria	Definition	Score (/5)
Are visuals strong?	For a strong law firm brand, your site should have good quality, original images. Avoid stock photos.	
Does the website feature social proof?	Testimonials, reviews, and positive social posts can help build your reputation and put prospective clients at ease when looking at hiring you. These should be displayed prominently on your site.	
Do the bios and "about" page build authority?	Your firm's website should include a short bio that showcases the expertise of lawyers at your firm. Your "about" page should tie it all together by clearly stating your law firm's mission (driven by your vision and values).	
Does the site feature authoritative blog content?	Publishing blog posts, videos, or other content on client pain points in your practice area builds your reputation as an expert and builds trust with clients. By providing valuable information on your site that clients can access before you're hired, clients know you're an expert they can turn to.	

TOP TECHNICAL FACTORS		
Criteria	Defintion	Score (/5)
Do pages load quickly?	If pages on your law firm website don't load fast enough, prospective clients will go back to Google and look somewhere else. Test your site's speed , and take measures to improve it if necessary. Pages should load under 2 seconds .	
Is the site accessible?	Can people with low-vision or limited motor capabilities easily navigate your website? It's important that your firm be seen by all clients. Use online tools to check if your site is accessible. There should be no issues, or only minor ones.	
Is the site mobile friendly?	People spend more and more time on their smartphones—including when they're looking for a lawyer. Your law firm website should be visually appealing and easy to navigate on a mobile device. Check your website on your own mobile device to see.	
Total Score		

RESULTS	
40-60 Top-notch law firm website	You've checked all (or most) of the boxes for an appealing, easy-to-navigate website that aligns with client needs. Continue to monitor website performance and make updates as needed. And, if you scored a little lower in some areas, consider taking some time to improve copy, source new images, or hire someone to optimize your site for mobile if needed.
20-39 Fair law firm website	You're doing well in some areas, but your site needs improvement. Maybe you've got great copy, but you're using plain stock images. Or maybe you've got plenty of great reviews, but you'd never know it from visiting your website. Invest in improving areas highlighted by this scorecard, and your website will get the final push it needs to become a valuable tool for attracting new clients.
1-19 Law firm website that needs improvement	Your law firm website needs work if you want to truly showcase your firm's brand, reputation, and excellent services offered. This doesn't have to happen overnight: Start small, focusing on one of the points that needs improvement on this list. Or, consider hiring a marketing or website professional to help take your website to the next level. With consistent effort over time, you'll end up with a strong, reputation-building law firm website.
	We hope this helps pinpoint opportunities on your law firm website. For more inspiration, don't forget to check out our list of the best law firm websites!

ABOUT CLIO

Clio, the leader in cloud-based legal technology, empowers lawyers to be both client-centered and firm focused through a suite of cloud-based solutions, including legal practice management, client intake and legal CRM software.

Clio has been transforming the industry for over a decade with 150,000 customers spanning 90 countries, and the approval of over 65 bar associations and law societies globally. Clio continues to lead the industry with initiatives like the Legal Trends Report, the Clio Cloud Conference, and the Clio Academic Access Program. Clio has been recognized as one of Canada's Best Managed Companies, a Deloitte Fast 50 and Fast 500 company. Learn more at clio.com.