Additional Features to the TASLAF Advocates Website https://www.taslafadvocates.com/		
Along side the existing features of the current website, these are some of the few additional features that could enhance the user experience of your website vistors. These features are meant to not only give more functionality but also to increase and maintain the presence of the visitors to the website. This will in turn convert those visitors into potential clients to your law firm. (This is a growing list and more suggestions are welcome)		
Feature	**Feature Description**	**Feature Cons/Importance**
Lawyer Biographies	This feature will be a CMS (Content Management System) controlled area where you shall from time to time manage the team of attorneys that you shall be working with.	More often than not people want to know who they're dealing with. This applies to all businesses but in the sensitive area of law, where trust and privacy issues are paramount, it's important to portray the professionalism and excellent track records of your attorneys. This is a great place to build trust and credibility and to convince your visitors that they'll be looked after. **TIP: include a professional head shot of each lawyer.**
Practice Area Pages	Your specific practice area pages are where you provide more detail about your services. This could be also CMS Controlled. Each of these practice areas should have a dedicated page, which should go into some detail about the services you provide and impart information that will help answer the questions that are of the utmost importance to your visitors in this area of law.	These areas are used to give a good background of the area to your potential clients

Sub-Practice Area Pages	Many areas of law are very specialized and your practice areas maybe divided into sub-practice areas. Each of the sub-practice areas, like their 'parent' practice area, should have dedicated pages.	This is important for navigability and relevance to your audience, as well as for SEO – it provides an opportunity to use specific keyword phrases that you are targeting.
Resource Centre/Blog	These are pages on your website that demonstrate your expertise and provide answers to visitor questions. These pages could feature a library of articles on its blog about its specialist area of law, provide comment and insight on the latest news in their field and provide downloadable resources as well as articles and other media:	This will interest your visitor's curiosity and hence drive more traffic to your site
Contact Us	Your contact details will be prominent on every page of your site. However, we shall also include a separate Contact Us page that includes all the necessary details in one place. This will be consistent across all your social media accounts, Google My Business account, and directory listings as well as your website: We shall also, include embedded Google maps to display your precise location(s):	This is your key to getting your visitors to easily and quickly reach you
'Request A Consultation' Form	On this page visitors will if need arises to them be able to schedule a consultation with your firm this could be paid consultation or a non paid consultation.	This is could be an earning area for the firm.

Reviews and Testimonials	On this page we shall add testimonials from your previous clients, these could be small write ups or videos that you record with consent of the clients. These could also be CMS managed	We mentioned credibility already. It is so important to establish immediate credibility with your target audience. Testimonials are a great way to do this:
Case Studies & Success Case Results	This page will be containing your case studies.	Case studies are another excellent way to establish credibility on your law firm website. These demonstrate *results* – which is just what your target audience is interested in seeing when they come to your site. Visitors want to know that they are in the best hands possible – and if you can show them a proven track record of success, this contributes greatly.
FAQs	Legal matters raise a lot of questions for people from outside the profession. It can get complicated. What may seem obvious to you will not be obvious to prospective clients, so if you can break down and simplify these matters, you will provide a valuable service to them. These questions could be CMS Controlled.	