

## Seven Tips for More Compelling Website Content

-w- Mari Geasair, Marketing Coach



### Get More Clients, Enjoy More, and Stress Less!

1. **Make the most of your “top fold.”** Spend most of your design creativity on getting the top of your page to *convey your message*. The “top fold” is the top two inches, your most valuable real estate on a page – that’s what visitors to your site look at first. Yet many law firm’s websites use that crucial space only to show pretty pictures, logos, or tag lines (e.g., a picture of Mt. Rainier, a logo, and the firm name don’t tell visitors what they can get by hiring you). Don’t substitute image for content, or your site visitors will leave before learning more about you. The top fold of your site is what your visitors pay the most attention to and remember the most. It immediately tells your visitors *what you have to offer them and why they care*. Don’t make them read down the page to find out what you do.
2. **Don’t Use A Tag Line.** Instead use a benefit statement. The difference is more than semantic – it’s a difference that can increase your sales significantly. Benefit statements are emotional and focused on what the visitor can gain from you, not focused on what you do. A list of “features”, like “personal injury, auto accidents, defective products, workplace accidents” is the wrong thing to list at the top. A tag line would be “Helping protect clients’ rights”; a benefit statement would be “Get the rights you deserve so you have peace of mind.” The benefit statement tells your visitors what emotional experience they will get from hiring you, and results in more sales.
3. **Make your site a relationship builder, not a brochure in cyberspace.** A good website, from an authentic marketing perspective, gets clients to give you permission to show them the value you provide. Your site must have a way they can sign up to get more from you: a newsletter, a special audio or video recording, or an invitation to a live event. Get them to take action and give you permission to connect with them in the future.
4. **Include your picture.** People buy services from people they know and like, so help potential clients to know you and trust you by showing who you are. Wherever you are tempted to put a logo, put a picture of your attorneys instead, looking friendly and approachable. Remember, potential clients can’t hold your legal service in their hands to examine it or to compare it to what competing firms offer. Help them to feel good about purchasing your services by knowing that a real live person stands behind your promises - not a corporate identity but *a person*.
5. **Remember the Big F!** Typically website visitors read all the way across the first few lines of text, and then they simply scan down the left hand side of the page. Their eyes basically follow the shape of an F. Thus, the best way to design web content : write headlines with a list of bullets whenever possible, and use subheadings, paragraph breaks and bolded or underlined key points to make the page easy to scan. Your visitors will read only 20% of the information you put on a page. Help them scan for highlights quickly so *you* control which 20% they actually read! To see the research behind this tip and get more web writing ideas, see [www.useit.com/papers/webwriting/](http://www.useit.com/papers/webwriting/).
6. **Write your content in a conversational style.** Be specific, not superlative, and if you want your website to drive sales or get clients, please drop the “corporate speak”. For example: “Jan A. PC provides sophisticated accounting services to companies and individuals.” This may sound “professional” but it doesn’t tell the client anything useful. Is there a company out there that says they provide simplistic and naive accounting? Instead: “We provide peace of mind to small businesses who want to keep more of what they earn, stay out of ‘trouble’ with the IRS and spend less time on recordkeeping.” This style of writing may not sound as slick but it will attract more paying clients.
7. **Use your content to soothe your potential client’s fears about making a bad purchase.** Make sure your potential clients have right at their fingertips the answers to their questions, and the reasons why what you offer is better or different from what other law firms offer. Do not rely on them contacting you so that you can “make the sale.” Consider very short “mini-articles” that raise a problem and explain how your firm solves it, paired with in depth case examples. Your visitor can then choose the level of information they need and want. Also try pairing written text with video and audio options. Video is great at capturing attention and getting emotional points across, but many people still learn best with the written word. Audio is an effective way to deliver content and added value potential clients can use while driving, working out, or fixing dinner. Give clients a sample of what you do.

**Mari Geasair, of the Authentic Prosperity Center**, helps business owners make more profit with less stress. As a marketing coach and business systems facilitator, she has partnered with hundreds of business owners and people who are self-employed. She has also run five businesses of her own, serves on the board of several organizations, and teaches Authentic Marketing in Washington and Colorado. **720-201-2530** [www.authenticprosperityclub.com](http://www.authenticprosperityclub.com) [coachmarig@gmail.com](mailto:coachmarig@gmail.com)