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The Best Example of Great Personal Injury Law Firm Websites

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More so than in other practices, personal injury lawyers must sell their services to possible clients. This is where a good website is key. The best personal injury lawyer website communicates who your law firm is, what services you offer, and why clients should choose you over other lawyers. Potential clients also may be seeking out your personal injury firm during a period of stress, and your firm's website and related content should recognize that. With your website, you'll want to showcase your firm's competency, both emotionally and legally.

In this article, we'll run through what makes a great personal injury law firm website and provide examples of some of the best.

What makes a website great in personal injury law?

To stand out in the crowd, your personal injury attorney website should have a homepage, descriptions of your practice areas, lawyer bios, testimonials, case studies, and resources.

Homepage

Your website's homepage must state clearly that you practice personal injury law. It should also communicate why clients should hire you by including easy-to-read, SEO-optimized headings that establish your credibility and set forth a clear core message.

Design is key here! You want to encourage prospective clients to stay on your website by providing a top-notch user experience. Don't include too many banners or cluttered "click here" buttons; a streamlined and clean homepage communicates professionalism. Finally, your homepage should prominently announce how to get in contact with your firm.

Practice area descriptions

Every area of expertise in your personal injury practice should have its own page that describes your firm's experience. Do you practice in car accidents? Slip and falls? Insurance bad faith? Wrongful death?

By including specifics, you'll be in a stronger position to capture possible leads. It's important to explain in detail the types of matters your firm handles and give a list of representative cases so that clients understand that you have been there and done that.

Lawyer bios

A personal injury case is usually very close to home — clients who come to you for help may be injured or in a vulnerable position. You can help prospective clients feel comfortable reaching out by providing lawyer and staff bios; having a face behind the words on a page is always helpful.

We recommend highlighting your approach to personal injury cases or something in your background that will make you stand out to a prospective client. If your firm is smaller and staff will be interacting with clients and prospects, it makes sense to include a bio for them as well.

Testimonials and case studies

Include positive testimonials on your website to build credibility with prospective clients. You might also share case studies that show what results you've achieved for clients. If you won a big car accident settlement for a client, consider including it.

The same goes for smaller wins like dog bite or neglect cases. To personalize case studies and testimonials, ask former clients to share a photo or record a short video about how you helped them. (You can repurpose these photos and videos on your social media channels too.) These success stories should be uplifting and positive. News snippets, badges, and certificates will also go a long way in building a positive reputation for your personal injury law firm and helping the community learn to trust in you.

Resources

This is the area where your firm will build the most credibility. You may include blogs, news about your firm, white papers, ebooks, and other downloadable content that will convince visitors that you are an authority in your practice areas.

Another popular item to include is frequently asked questions (FAQs). Not only will FAQs help you land higher in the search engines when clients type legal questions into their search bar, but they also give you a chance to show off your knowledge of personal injury law.

What should my personal injury law website focus on?

Your personal injury law firm website should focus on two things: subject-matter expertise for your various legal services and optimization for the web. By prioritizing these core elements, your website will not only increase its number of visitors but also get them to stay.

Subject-matter expertise

Personal injury law is complex and showing off your firm's subject-matter expertise is key to letting prospective clients know that you can help solve their problems. So, your website should showcase your law firm's authority and knowledge.

However, building authority does not necessarily mean having an authoritative tone. The best way to build authority for your personal injury law firm is to know your target audience and to address them specifically. The copy on your truck accident page should differ from that on your nursing home neglect page. You'll want to strike the tone of compassionate competence in your wrongful death copy but will probably want something more professional for your product liability page.

Knowing who you're addressing will convey knowledge and competence to prospective clients and help you land them as paying clients.

Your website should also be backed up by in-depth, expertly written content. By focusing on your target audience with your firm's website, you'll establish your law firm as both client-centric and approachable. As applied to your personal injury law firm's website, your goal with content creation should be to showcase your law firm's work, practice areas, and lawyers. To get started, ask what questions your target audience and leads might have. Consider questions like these:

- What is the statute of limitations for product liability claims in my state?
- What constitutes medical malpractice in New York?
- How quickly do I need to file a wrongful death claim?
- How might my state's premises liability laws impact my claim?

We then recommend answering these questions by creating legal content such as blog posts, social media posts, videos, webinars, and even white papers. By focusing on your target audience with your firm's website, you'll establish your personal injury law firm as both client-centric and approachable.

Search engine optimization (SEO)

We've spoken extensively about the wonders of optimization and how it can make your firm's website more visible. Boosting your personal injury law firm's website is no different — it remains the best and most cost-effective way to attract new clients and build your firm's book of business.

SEO is the practice of optimizing a website to improve online visibility in search engine rankings by using certain relevant search terms in your created content. The more relevant your content is to a user's search terms, the more likely it is that your content will appear at the top of a Google search page. Your law firm website will best find and engage prospective clients if you boost your SEO. We recommend getting started by researching keywords related to your practice as a personal injury lawyer.

Local SEO is also essential to optimizing your law firm's website. Optimizing your firm's presence on Google Maps, Google My Business, and Yelp can help establish your personal injury firm as the reputable, go-to one in the community.

What are the dos and don'ts of attorney website design?

Your law firm website design is so important. You're competing with other personal injury firms, and a compelling user experience might be what snags the next client for you. Your website should be functional and accessible first. Every design decision you make for your personal injury firm website should ask the following question: will this help potential clients find and then choose my law firm over others?

Picking the right font for your website is important, and so is creating a compelling visual design and color scheme. Consider how your created content (think white papers and lawyer bios) will appear when laying out your website. The best legal websites can be interacted with on all devices (cell phones, tablets, computers, etc.) and on all browsers. Your law firm website should also be laid out intuitively and be friendly and easy to use and navigate, with clear headers and white space. Without these things, all the great content you've created may go to waste.

Your personal injury law firm website should also include call to action (CTA) buttons to make it simple for prospective clients to inquire about your firm's services. CTAs encourage website readers to fill out a contact form to provide their information. Many of your prospective clients will be visiting your personal injury website for guidance and answers. By having visible CTA buttons (maybe even one that offers a free consultation), you'll be able to connect more easily with folks who might need your firm's services.

Many personal injury law firms choose to work with outside law firm marketing experts to build their brand with web designers and marketing strategists. These experts know the ins and outs of web and template design and have access to advanced marketing tools that will help you build a clean, impactful law firm website. Bringing in a digital marketing services team can help your firm figure out the best way to increase its client conversions.

What are some examples of the best personal injury law firm websites?

The best personal injury firm web designs are updated each year. We cannot recommend enough the ease of working with marketing professionals to stay on top of the trends and ensure that your website is competing. Below are personal injury law firm websites that exemplify the points discussed in this article. Each website highlighted below establishes the law office as an expert in personal injury law and helps them reach a larger audience, therefore generating more leads.

Denning Law Firm, LLC

The Denning Law Firm is a great example of a personal injury law firm website that has it all. Its lawyers have created helpful pages for visitors to access additional information regarding its firm's expertise, and they clearly sublabel each area of personal injury law that they practice in (e.g., product liability, medical malpractice, and construction accidents). Denning's blog is updated regularly with information and resources, helping clients understand their need for legal counsel and support. The website also features an "In the News" tab where prospective clients can learn about the firm's recent wins, gaining the firm social prioof and giving the prospect an understanding of what Denning can do for them.

Paul Benson Law Firm

Paul Benson Law Firm is a law firm specializing in personal injury law, including car accidents, slips and falls, and pedestrian accidents. The site's homepage is clean and concise. It features the attorney's succinct firm statement as well as links to landing pages showcasing the firm's expertise in personal injury law. It is client-centric, written in an appropriate and authoritative tone, and features a "get in touch" CTA. We also note that the firm logo is distinct and interesting but still professional.

Zwick Law

Zwick Law is another law firm specializing in personal injury cases. The firm's homepage is approachable and clean and includes various case results suggesting the firm's superb reputation to website visitors. The website also features a compelling attorney biography page with easily accessible contact information, including phone number, as well as a blog that is updated regularly with relevant content, improving the website's SEO.

Your best personal injury law firm website awaits you

Your firm depends on a steady pipeline of prospective clients. The best way to keep and acquire new clients is through a compelling website.

By using legal marketing tactics that enhance your site's visibility, including increasing your website traffic by implementing SEO and improving your content generation, even small law firms will be optimized to compete for new leads and prospective clients. The right tools, solutions, and marketing experts will help your personal injury law firm stand out.

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