LAW FIRM LAUNCH PROGRAMME · PLAN THE PAGES YOUR WEBSITE NEEDS

Website page-plan worksheet

Plan every page and what goes on it before you build.

01 List every page

Home, one page per practice area, about, contact. Resist adding more until these earn their place.

Write out every page your site needs

02 Home

In one sentence, what does your firm do and who for?

This becomes your homepage headline — plain beats clever.

The single action you most want a visitor to take

Usually "Get in touch" or "Book a call". Pick one.

03 Practice-area pages

One page per area of law you take on — this is where most search traffic lands.

One page per practice area you take on

For each, the single question a client most wants answered

WE CAN DO THIS FOR YOU

Practice-area pages that actually rank are a craft — the right structure, the right questions answered. We write and build these for firms every week.

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04 About and Contact

The people a client will work with, and the credential that reassures them

On Contact: what happens after someone gets in touch, and how fast

Setting that expectation converts more enquiries than any design choice.

05 One action per page

For every page, the single next step it should drive

PREFER THIS DONE FOR YOU?

Rather we planned your site?

It's one of the things we build — hand it over and skip the DIY. · digitalroyalty.co.uk

Build it with us