Top 18 Ways To Improve Your Website

PaperStreet knows what works for busy law firms. Founded by a lawyer, for lawyers, we understand - and anticipate - your needs.

Based in our Fort Lauderdale office, we design custom, award-winning websites. We have managed SEO and internet marketing campaigns worldwide for over 10 years.

Review our checklist and contact us for a free consultation.

Design

1. **Message:** Have a clear message, powerful tag line and crisp logo.
2. **Brand:** Have a unified brand across all of your websites and print materials.
3. **Typography:** Enlarge headlines and paragraphs for information hierarchy.
4. **Imagery:** Feature imagery that represents your brand.
5. **Content:** Feature your most important content on the home page.
6. **Structure:** Create an organized structure for your website.

Technology, Usability & Platform

1. **Content System:** Make it easy to update your website.
2. **Errors:** No missing pages or broken links.
3. **Build:** Make your website W3C compliant and full HTML.
4. **Tools:** Submit your site to Google Webmaster Tools, Sitemaps and Analytics.
5. **Technology:** Make your site at least 960 pixels wide and have obvious rollovers.
6. **Blog:** Make sure you blog. Become an authority in your area.

Marketing

1. **Calls to Action:** Include your contact information in header, footer & sidebar.
2. **SEO:** Build Links to your website and properly tag your site's web pages.
3. **Social:** Integrate Social Media into your website and network.
4. **Content:** Write regularly. Become an authority in your area.
5. **Mobile:** Create a mobile version of your website or "Responsive Design".
6. **Paid:** Consider paid ads online to increase traffic and convert users.

If you have any questions regarding a website design or would like to receive a FREE site analysis,
Call us at **954-523-2181** or visit: **www.paperstreet.com**