

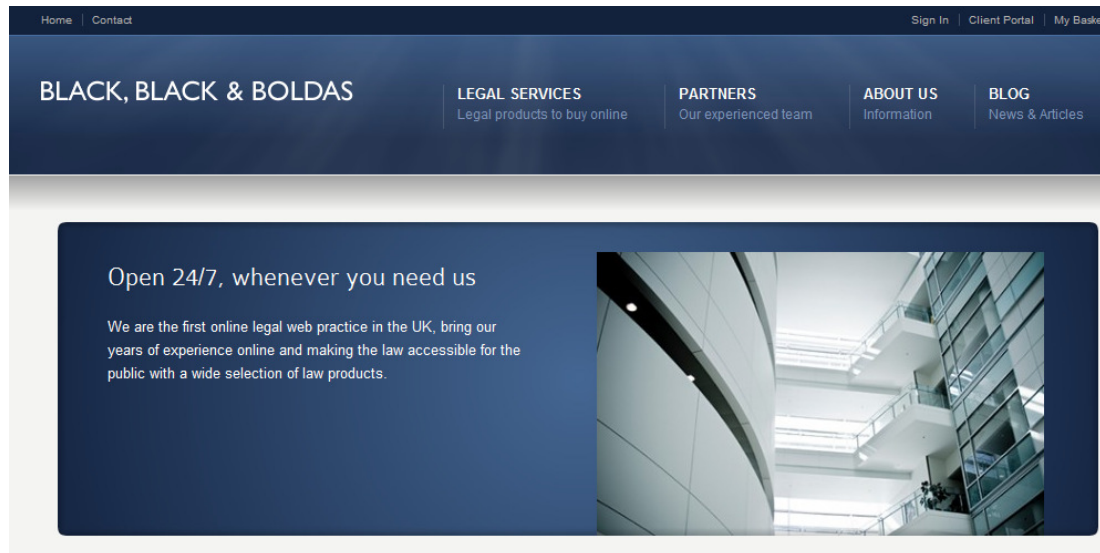
## The Anatomy of a Legal eCommerce site

This document accompanies the Black, Black & Boldas microsite at [www.anyadesigns.co.uk/](http://www.anyadesigns.co.uk/)

It's purpose is to provide a basic introduction as to why certain things are done on a website. These are the important things, the stuff firms forget to invest in and which make a huge difference in how clients and potential clients perceive you.

It is the bare bones of a large and interesting discussion as far as your firm's sales and marketing behaviour is concerned and should give you some starting points for our on-going conversation.

Making a great impression quickly, starting to sell with the very first pixel.



The first half of your home page should say some key things:

1. This is who we are
2. We have invested in great visual design to give subliminal messages that we can be relied upon to be professional and not look amateur or suggest we don't take internet savvy clients less seriously.
3. Everything you want to know about us, to reassure you about who we are, is available from this home page

4. This isn't a rarely attended brochure website that doesn't encourage contact between us. We are here, for you, 24/7.

The second half of your homepage should offer first proof of these messages:


**Welcome to Black, Black & Boldas**

Black Black & Boldas are long established law firm with a virtual office that is here and open permanently for you. We have years of experience in all of the areas of law that we offer through our virtual office and you have the guarantee that all of our work together will be handled by experienced legal staff.

**Is a virtual law firm for me?**

Absolutely. Because even if the help you need is complex and requires face to face meetings, our attendance at court or the assistance of experts and barristers, you can start here, now, when it is most convenient for you and you can stay in touch with us at all times through our client portal.


### Bestselling Legal Products



**Initial Advice - £90**

If you need advice or help with a specific legal matter, this will get things started..


[BUY NOW](#)



**Standard Divorce Petition - £150**

Guidance through the maze of starting divorce proceedings and a completed petition for filing at court.

[BUY NOW](#)



**Defending Debt Proceedings - £150**

If you are faced with repossession, debt recovery or bankruptcy notices, we will help you take the first steps to sorting matters out and responding in the correct way to the legal paperwork you have received.

[BUY NOW](#)

1. Black, Black & Boldas are long established and this is our newest, virtual, office.

2. Reassurance: yes, a virtual firm is for you and why
3. You can buy these products from us NOW and people are already doing so because we have best sellers. The subliminal message is that no matter what time of day it is, there is something we can do together that will start the process you need to happen. No waiting, no fussing, no trying to get time off work. If it is good for you now, it is good for us. No barriers to first contact.

## The Client Journey

The client journey means the experience the client has with your brand. This begins with your website, telephone calls, all printed literature, your physical environment and finally you. In our view, only the client journey matters and your web presence should focus on this and reinforce it with all the correct selling messages. In website terms, this mean **NO** to the following things that clutter-up law firm sites:

- endless pages about recruitment
- cases we appeared in
- general trying to look good to other lawyers
- endless pages on legal matters generally.

### Why?

- Other lawyers don't earn you money. (Ok, we know they might send you agency work once in a blue moon but that isn't enough to warrant wasting any part of your online real estate trying to impress them)
- Neither do people looking to you for a job.
- And endless pages of general legal information rarely achieve their stated aim of drawing the client in, offering them something for nothing, proving you know your stuff. If you wish to prove your knowledge, do it in a blog with humanity, humour and

regularity. Make it an on-going conversation a client can tune in to regularly and feel a part of rather than dusty old notes that sit there for years untouched and unloved. It will give you much better SEO and that is very important.

If you really cannot imagine your online presence without some of this stuff then put it within the About Us section, clearly signposted to one side so the work you doing to attract and retain clients isn't distracted.

### **Erm, is this getting touchy feely?**

No. It's getting human and approachable. The client journey is simply what happens for your potential client from the moment they arrive on your website. You can choose to let them take the journey on their own or create the path and lead them.

Clients are emotional, complicated and easily distracted. They are looking for a relationship with a professional they can trust and who will hear them properly, give them control over what is happening to them. In other words clients are like us and are us. These are the things we want in our lives and clients are no different.


The Home Page should have offered enough compelling reasons to reassure and interest them. The next steps they take into your virtual practice should show your interest in and ability to solve their problem in the way they would like and which eliminates any potential risks that concern them in instructing your firm.

It means giving them a choice between a self-service solution or a premium offering whilst providing more information about you that underlines why you are the right choice for them - or not.

Tip: it is equally important for potential clients who aren't a good match for you to rule themselves out early. It saves both of you the time of finding this out the hard way.


The Legal Services option is a good place to start this process. It will offer mostly self-service products that they can sign-up for and get started with immediately. It also offers an option of initial advice, an immediate way to explore what a client wants in a way which will lead either to another self-service product or into a premium service.

Buy Legal Products Online [Home](#) > [Products](#)




**Standard Divorce Petition - £150**  
Guidance through the maze of starting divorce proceedings and a completed petition for filing at court.

[BUY NOW](#)




**Defending Debt Proceedings - £150**  
If you are faced with repossession, debt recovery or bankruptcy notices, we will help you take the first steps to sorting matters out and responding in the correct way to the legal paperwork you have received.

[BUY NOW](#)




**Name Change - £45**  
Anteger eleifend elit sit amet turpis feugiat ultrices. Fusce tincidunt elit ac libero mollis malesuada.


[BUY NOW](#)



**Standard Telephone Advice - £90**



**Prenuptial Agreement - £250**



**Tenancy Agreement - £100**

All of these products have their own page which details what the service is and provides a quick checklist for its appropriateness.



### Initial Advice - £ 90

If you need advice or help with a specific legal matter, this will get things started. Tell us the exact nature of the problem or issue that you have and we will advise you on the best way of handling it. If the solution involves another service that we offer, we will guide you to the right choice of action.

ADD TO BASKET

**Is this for me?**

The Initial Advice service is for you if:

- ✓ You have a potentially legal issue that you don't understand, or
- ✓ You have received a legal document or letter that requires further action, or
- ✓ You are contemplating actions that may have legal consequences. This can include setting up your own business, starting divorce proceedings, letting property for rent or anything else that is better protected by taking legal advice early

**What does this service include?**


**What documents do I need?**

**What happens next?**

Standard Divorce Petition

Home » Products

Search



### Prepare Divorce Petition- £ 160

Our service provides guidance through the maze of starting divorce proceedings and a completed petition for filing at court.

We are aware that the breakdown of a marriage is a difficult time for everyone involved and there are many emotional and financial issues that need to be confronted. Our experienced and knowledgeable advisers are sensitive to the personal issues of divorce and will provide the advice and understanding required to obtain the best outcome for you.

Whether you are seeking a matrimonial divorce or dissolution of a civil partnership we can offer clear advice for providing grounds for a divorce or the 'facts' needed for a dissolution.

ADD TO BASKET

#### Is this for me?

To prepare a divorce petition:

- ✓ You will need to have been married for at least a year
- ✓ You have a marriage that is legally recognised in the UK
- ✓ Your marriage has 'irretrievably broken down'
- ✓ Meet the rules about how long you have lived in the country

+ What does this service include?

+ What documents do I need?

+ What happens next?

And you can provide further reassurance by the inclusion of product specific information relating to

- The contents of the service
- What the client needs to provide you with
- What happens after they say yes and pay for the service.

## The Secure Client Portal

This is where you and your client can communicate any time of the day or night. Not that you need be there 24/7, simply that you need to enable your client to do what they need to at a time which suits them best. And between you, it's important to have the ability to make it a proper, professional conversation. One that both sides can see clearly what has been said and done, what advice has been given and what steps are in the hands of the client. This isn't a lip service option, it is an effective and professional way to be there whenever your client needs you to be.

Welcome, John Black

[Sign Out](#) 

Your Firm & Co.

**Matter**    Probate Issue  
**Case Worker**    Wes Hoolihan    [See Profile](#)    [Send Message](#)    01273 454 676

Latest update 20 May 2011 by WH






[We request that your papers are sent by the 23rd May 2011. We look forward to seeing you on the 30th May](#)

- My Case**    Documents    Actions    Messages

Next Actions

Date Due	Time	Action	Who	Duration
30/05/2011	10:00	 Sign Papers at office from client	JJ	
23/05/2011	05:00	 Reminder to send papers	WH	

History

Date	Time	Action	Who	Duration
23/03/2011	05:00	 Email enquiry received from client	WH	
13/02/2011	15:00	 Telephone conversation with client	WH	00:50
03/02/2011	13:11	 Letter to Client confirming instructions	WH	
23/01/2011	15:00	 Client meeting to discuss matter, possible cost and outcome	WH	
21/01/2011	15:00	 Recieved Client Instructions	WH	

Cost Details

Projected Cost    £1500  
Money on Account    £300  
Inactivity    1 Day

This client portal can be linked to our successful iLaw case management software, making it a fully integrated, one step practice and case management solution. iLaw legal software is used in over 350 law firms nationally and it has an unparalleled reputation for ease of use, effectiveness and support.

## Shout about It

There isn't a link on the site for this but this inherent in everything you do once you get one. Market yourself on the internet and point all traffic back to your online practice. To quote Duncan Bannatyne in his hugely practical book, *43 Mistakes Businesses Make and how to avoid them*:

"The 'if I build it, they will come' belief is pretty widespread ..... (but) the mantra (should be) 'When I build it, I will bloody well make sure I will tell the world about it.'" (pp39-40)

One of the most common mistakes made on the internet is exactly that: thinking that building is enough. It isn't. You need to build and nurture and promote at every available opportunity. Give potential clients the opportunity to find you using their methods, particularly Google.