How to Build a Mobile-First Marketing Strategy for Your Small Law Firm

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If your small law firm marketing strategy is not heavily focused on mobile users, you are losing out on valuable traffic. Over 50% of website traffic comes from mobile devices, and mobile users are unlikely to waste time scrolling endlessly or trying to navigate a clunky desktop-focused website.

Furthermore, if you rely on Google for a significant portion of your traffic, you need a mobile-friendly website. While no one knows the exact details of each Google algorithm update, it is clear that mobile responsiveness is a factor that is steadily growing in importance. Websites that load quickly and function well on mobile devices are likely to rank higher than websites that are only optimized for computers. With a little bit of planning and research, you can ensure that your small law firm's website is ready for mobile users.

Focus on Mobile Users With AMP Pages

AMPs—accelerated mobile pages—are a simple way to create a version of your website that is fast and easy for mobile users to navigate. AMPs are a fast-loading version of your website that are designed with mobile users in mind. The quick load time is helpful in the Google algorithm, and it gives you an edge over competing law firms that do not have mobile-friendly pages. If a potential client is looking for an attorney on the go, a mobile site with key information front and center is a lot more appealing than a desktop-optimized site that takes forever to load on a mobile device. Most designers are moving to a mobile-first strategy. Rather than creating a mobile version of a desktop website, they create one version of a site that works well in both settings but puts mobile users first. This limits the amount of coding work that needs to be done and acknowledges the fact that most users will access your website via a mobile device.

Streamline Your Site's Design and Content

The more information, videos, and graphics you have on your site, the slower it loads. This is the time to strike a balance between clear, crisp design and providing clients with everything they need to know about your firm. Go over your website to see if you have redundant content or unnecessary pages that could be dragging your load time. If your website is largely dominated by long-form content, determine where you can strip back and clarify necessary information for a mobile site. Every word and image on your site should have a purpose.

This may also mean limiting videos and other bandwidth-heavy content on your mobile site. While these types of content are useful, they are not always necessary when speed is the priority. If you use video, rely on videos created specifically for your firm that speak directly to the benefits of choosing your firm.

Make Your Contact Page Mobile-Friendly

If a mobile user visits your page and is impressed by what you have to offer, you do not want to lose them because of a clunky "contact us" page. You might even want to have a contact form on the home page of your AMP, since this removes one more barrier to reaching out to your law firm. On your contact page, there are several changes you can make for a more streamlined experience. Choose form input fields with large touch areas. This saves users the frustration of having to find the tiny spot on their phone that opens the keyboard and lets them enter their information. You can also use CSS to ensure that each input form opens the right keyboard. For example, have the site open the number keyboard in the phone number form.

Do not forget about users who would rather call you than submit a contact form. No one wants to switch between their phone and the website to type a couple digits at a time, so use tap-to-call links. These links, when tapped, automatically prompt the user to call your number.

Improve Site Speed

Mobile users are not willing to wait forever while a website loads. If your website does not load within the first few seconds after clicking the web link, they will head back to the Google search results and visit a competitor's site. When working with a web designer, be emphatic about your focus on load speed. This often means getting rid of clunky pop-ups, content that runs for multiple pages and is interspersed with videos, and massive image files. Remember, having the perfect content does not matter if that content makes your page run so slowly that no one stays long enough to see it.

Keep Small Screens in Mind

When your audience is viewing your website on a handheld device, you must make use of every pixel of space available. You should avoid horizontal scrolling at all costs. It is the hallmark sign of a website that was designed without mobile users in mind, and visitors will likely leave in frustration before choosing a competitor. Avoid multi-column designs and keep navigation options clean and easy to locate. Limit your use of wide elements—for example, images with a landscape orientation—that do not work well on mobile devices. Frames and pop-up windows are also not ideal for small screens. Mobile-first design is all about keeping it clean, crisp, and concise.

When someone needs an attorney, they are likely to start searching on their phone right away instead of waiting until they get to a computer. Make it easier for them to choose you with a mobile-first marketing strategy.

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