

How to Make Law Understandable: Writing Legal Blogs for Everyone

Article By:

Stefanie M. Marrone

In the world of law, where every clause, phrase and precedent counts, it's not uncommon to come across articles and blog posts that sound more like a legal encyclopedia than helpful content for the average individual. However, effective communication demands clarity, especially when addressing a diverse audience. This article will help you create blog posts that genuinely resonate with your clients, regardless of their legal background.

Step 1: Ditch the Jargon, Embrace Simplicity

We've all fallen prey to the 'curse of knowledge' at some point. Lawyers are no exception. Have you ever wondered why most articles on a law firm's website seem like they're written for other lawyers than potential clients? It's because they are! More often, the intent is to impress peers rather than educate the public.

So, where do we start?

- **Start With Questions:** Think of the most common questions clients ask during initial meetings. These are gold mines of content waiting to be written. By addressing these queries, you're directly providing value to your readers.
- **Speak Like You're in a Consultation:** When writing, visualize yourself in a consultation. How would you explain a legal concept to someone with little to no legal background? That's the tone and clarity your article needs.
- **End with a Purpose:** Always conclude your article with a call to action. Whether it's asking them to reach out for further queries or directing them to related articles, guide your readers to the next step.

Step 2: Consistency is Key

Now that you've got the content angle sorted out, let's address frequency. Why is it important to write content on a consistent basis?

- **Skill Enhancement:** The more you write, the better you get at crafting articles that resonate with your target audience.

- **SEO Boost:** Search engines love fresh content. Consistently updating your website with relevant articles boosts your online visibility, making it easier for potential clients to find you.
- **Conquer Inertia with Ease:** Writing legal articles for the average person can be a refreshing change from drafting intricate court briefs. It's a breather for your brain and offers a new, engaging way to communicate with your audience.

Moreover, having a repository of these articles can be incredibly time-saving. If you have a client who has a common query you can direct them to an article you wrote. Your paralegals and assistants can do the same. Instead of repeated phone calls or custom responses, your articles become resources.

Key Takeaways

1. **Ditch the Jargon:** Legal articles should be as free of jargon as possible to appeal to the general public.
2. **Prioritize Common Queries:** Addressing frequently asked questions ensures that your content is directly relevant and helpful.
3. **Adopt a Conversational Tone:** Visualize explaining a legal concept during an informal chat, and let your article reflect that tone.
4. **Stay Consistent:** Regularly updating your site with fresh, relevant content boosts both your credibility and search engine rankings.
5. **Repurpose Content as a Resource:** Written articles can serve as ready resources to address client queries, saving time and ensuring consistency.
6. **End with Purpose:** Every article should guide readers on the next steps, whether it's reading another article, reaching out for a consultation, or understanding a concept further.

Conclusion

Legal writing for the masses is about creating content that is clear and relatable and providing genuine value. As attorneys, the expertise is already there. By choosing simplicity and consistency, you can transform that expertise into articles that educate, resonate and engage, bridging the often daunting gap between law and the layperson.

Copyright © 2025, Stefanie M. Marrone. All Rights Reserved.

National Law Review, Volume XIII, Number 248

Source URL: <https://natlawreview.com/article/how-to-make-law-understandable-writing-legal-blogs-everyone>