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Making These 3 Errors in WordPress Makes Your Law Firm's Blog Less Effective

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Here are three common **WordPress** mistakes that will make your legal website less effective than it should be:

1. **Posting content that is not unique**, engaging or well designed. Unstructured information, filler materials and overly general articles do not motivate a user to interact with the site. Your goal should be to create content that users want to share or bookmark or research further by following your in-text links.

2. **Getting caught up in finding the perfect WP template** and design. Many inexperienced website authors expend all their energy before even considering content development. A lot of sites use generic content that reads like it was added as an afterthought. It is hard to schedule time to generate good content but when most people say, "Oh, I'll come back to improve that later," they never do.

3. **Failing to design each page for its intended purpose**. Out-of-the-box WordPress themes use similar forms and sidebars on every page. It is important for the design (as well as the content) to serve the page's purpose.

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