

THE NATIONAL LAW REVIEW

Why Your Law Firm Team Page is Important

Sunday, February 4, 2018

For most law firms, the team page receives the second highest amount of traffic after the homepage. In fact, this is the case for all service providers, and that shouldn't come as a big surprise.

Robert Algeri of Great Jakes Marketing Company said that "Attorney bios are the most trafficked part of a law firm's website [after your homepage]. And attorney portraits are, without a doubt, the single most impactful element of an attorney's bio. It baffles me that not all law firms make portraits a top priority."

The team page is incredibly important to potential clients. When researching a new law firm, prospects want to get a feel for with whom they will be working. Most clients are looking for a firm with attorneys that appear confident and approachable. They want to find a partner who will make them comfortable but still have the chops to win the case.

Your prospective clients will seek to glean all of this information from the text and visual content on the team page—making both critical to a potential client's choice of whether or not to take the next steps to contact your firm.

When is the last time you've assessed the effectiveness of your team page? Here are some tips to get you started.

Give Clients an Abundance of Information

In addition to showing clients your face, this page is the perfect location to add additional information by way of attorney bios. Clients will feel more comfortable with your team after learning more about you. This page also gives your firm the opportunity to show off your legal team and create a layer of trust with potential clients.

Your attorney bio does not need to be very long, but it does need to share information that might be important to clients. Potential clients will do extensive research on your team to ensure that their legal cases are in the hands of a reputable firm. You should include, but are not limited to, the following in your attorney bio:

- Education.
- Relevant Experience.
- Third-party validations such as awards or recognition
- Links to your social profiles (LinkedIn, Twitter, etc.)

The Visual Element is Key

The human brain processes images 60,000x faster than text. We understand images instantly, whereas words take longer. Having an attorney portrait to accompany your bio will help clients get a faster and better impression of you than they would of a text-only Team page.

When potential clients know who you are they will feel more comfortable bringing your law firm their legal cases. One easy way to show them who they will be working with is to have updated, professional attorney portraits on



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your Team Page.

You must also remember that clients want to see a familiar face. It is of the utmost importance to update the portraits regularly so that there is not a discrepancy between your current appearance and your portrait. A drastic change in appearance might put off potential clients because they might feel as if they are meeting a different person or that your law firm is untrustworthy.

Evaluate your Team Page

Whether you are undergoing a firm-wide rebrand or starting a new law firm, your Team Page needs to be considered with care.

If you are rebranding your law firm, you need to assess your current Team Page. When was the last time you had your attorney portraits taken? Do your attorney bios need to be updated?

If you are starting from the ground up, make sure you pay special attention to this page when you are building your website. It is in your best interest to hire an experienced photography agency to take your attorney portraits to ensure that they do not clash with your branding.

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