

A CODE-FREE GUIDE TO BUILDING A WEBSITE FOR YOUR LAW FIRM

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When you start looking at building a website for your law firm, you have two options: either hire someone or do it yourself. Perhaps you're tempted to dismiss the second option as too challenging. Why not hire an expert? Why not hire an expert? They have the skills and experience to create a professional website, integrate complex features, and save you time.

But this option has drawbacks. It can be expensive and challenging to find a good designer. Oversight is essential for the designer to execute your vision. You may feel uncomfortable entrusting such a critical project to someone else. After all, no one knows your firm like you do.

Good news: building your own website has never been easier. With the rise of AI-powered website builders, you can now go from zero to a professional, client-ready website in a matter of hours, not weeks.

This is why you should consider creating your firm's website yourself. You may be surprised just how easy building an attractive, professional website is.

DRAFT YOUR IDEAS

Before diving into any builder, plan your content. Write down what you hope to achieve. Is your website a simple "I'm here" business card? Does it describe your services in detail? Will it include ways to contact you, schedule a consultation, or complete an intake questionnaire?

Browse competitor sites for inspiration, but avoid copycat temptations. Consider every page you want to include.

Here are the pages most law firm sites include:

CORE PAGES

ABOUT

This page provides context to potential clients to help them understand what makes your firm stand out. Include a mission statement and your firm's core values. Consider adding attorney profiles with photos, bar admissions, and even a personal detail or two; humanizing your team builds trust.

Look to [Lawyerist's Postali product spotlight](#) to see how a legal-focused marketing firm approaches mission statement and value presentation.

PRACTICE AREAS

Provide a clear summary of each legal service you offer. Keep each explanation concise. For single-practice-area firms, this page can spotlight client success stories rather than listing services.

OUR TEAM

Names, photos, and interesting biographical information humanize your firm. Client testimonials reinforce this personal side. For example, a biography saying that an attorney is a huge Jeopardy fan can be reinforced with a client testimonial about the attorney's ability to have "facts at their fingertips." Video introductions, increasingly easy to embed, are a powerful differentiator.

NEWS/BLOG

A blog signals that your site is active and authoritative, both to human visitors and search algorithms. AI writing tools (built into most modern site builders or available separately) can help you produce content faster. That said, always review AI-generated legal content carefully before publishing; accuracy is non-negotiable.

However, remember that news and blog pages signal how often you update the site. Arriving at a firm's blog and seeing that the last post date is several months or years ago proves detrimental to client recruitment. Therefore, a news or blog page falls into the "keep it fresh or don't do it" category.

CONTACT

Phone, email, office address, and a contact form are the basics today. Consider adding an online scheduling link (e.g., via [Calendly](#) or a built-in booking tool) so prospective clients can schedule a consultation without back-and-forth email.

FAQ

An FAQ (frequently asked questions) page is now a strategic necessity. Prospective clients increasingly use AI assistants (ChatGPT, Perplexity, Google's AI Overviews) to research legal questions before contacting a firm. A well-structured FAQ written in plain language dramatically increases your chances of being cited by these AI tools, a trend called Answer Engine Optimization (AEO).

ETHICS REMINDER

Before launching, verify compliance with your state bar's rules on attorney advertising, client testimonials, and disclaimers. Requirements vary by state and are updated periodically. Your state bar's website is the authoritative source.

SELECT A WEBSITE BUILDER

The no-code website builder landscape has changed significantly. The biggest development: AI generation. Most major platforms now let you describe your firm in plain language and generate a complete, customized website in minutes. Here's how the main options compare:

THE "BIG 3"

WIX

[Wix](#) remains the most feature-rich DIY builder and has invested heavily in AI. At its core is Wix Harmony, which lets you generate a business-ready website from a single prompt via its built-in AI agent, Aria. Wix also added an AI email marketing assistant, advanced SEO tools, and a Business Launcher. With 900+ templates, a powerful drag-and-drop editor, and deep plugin options, Wix suits firms that want maximum flexibility.

- Best for: Firms wanting full control and the broadest feature set
- Cost: free plans available; paid plans start below \$20/month

SQUARESPACE

[Squarespace](#) tops the choices for design-forward firms. Its Blueprint AI creates polished websites by collecting your design preferences and brand information through a guided process. A recent refresh added Beacon AI—a platform-wide AI assistant—and an AIO Scanner that helps you track and improve your firm's presence in AI-powered search results. Squarespace excels at producing beautiful, consistent designs with minimal effort.

- Best for: Firms prioritizing aesthetics and brand presentation
- Cost: Plans start below \$20/month (personal) or \$50/month (Commerce)

WordPress (.com and .org)

WordPress powers over 40% of all websites and offers unmatched extensibility. The hosted version ([WordPress.com](https://www.wordpress.com)) includes AI-assisted writing tools on paid tiers. The self-hosted version ([WordPress.org](https://www.wordpress.org)) remains the most powerful option, but requires more technical comfort or a hosting relationship. The plugin ecosystem is vast: Clio, for example, offers a WordPress plugin for direct LPMS integration.

- Best for: Firms planning complex integrations or long-term scalability
- Cost: WordPress.com paid plans start at \$25/month (personal); prices for self-hosted WordPress.org vary widely

LAWLYTICS (A LEGAL-SPECIFIC OPTION)

[Lawlytics](https://www.lawlytics.com) is built exclusively for attorneys and legal consultants. It includes attorney-specific templates, built-in SEO tools tuned for legal search, and content support. It's a strong choice if you want a purpose-built platform rather than adapting a general-purpose builder.

- Best for: Attorneys who want a legal-specific platform with less DIY

KEY FACTORS FOR CHOOSING

AI GENERATION CAPABILITY

All major builders now offer some form of AI site generation. Evaluate how much the AI-generated output matches your vision versus how much manual editing you'll need to do afterward. Wix routes new users through AI by default; Squarespace's Blueprint AI is strong but less prominent.

LPMS INTEGRATION

If your firm uses law practice management software (Clio, MyCase, Lawmatics, etc.), check whether your chosen builder supports direct integration. Clio and others offer plugins or embed codes that allow intake forms to push data directly into your case management system, eliminating manual data entry.

MOBILE PERFORMANCE

More than half of legal searches now happen on mobile devices. All reputable builders produce mobile-responsive sites by default; but verify this during your trial period. Google's ranking algorithm heavily weights mobile performance.

COST (TOTAL, NOT JUST MONTHLY)

Factor in: monthly plan, custom domain, any premium templates, third-party plugins or integrations, and email hosting. A "free" plan that requires you to purchase several add-ons may cost more than a mid-tier all-in-one plan.

PICK A DOMAIN NAME

Your domain name is part of your professional identity. If available, use your firm name with a .com extension (*e.g.*, smithlawfirm.com). A domain typically costs \$10–\$20 per year and is almost always worth purchasing rather than using a free subdomain (smithlawfirm.wix.com) that undermines credibility.¹

- Check availability at your registrar of choice (GoDaddy, Namecheap, Google Domains, or often directly through your builder).
- If your preferred name is taken, try adding your city or practice area: smithlawfirm-chicago.com or smithfamilylawyer.com.
- Avoid hyphens and numbers where possible as they're harder to communicate verbally.

¹ A domain is smithlawfirm.com, for example. A subdomain is smithlawfirm.wordpress.com, smithlawfirm.squarespace.com, or smithlawfirm.wix.com. For any subdomain, the "top level dotcom" portion is the site builder's domain name.

BUILD THE SITE

STEP 1: TRY AI GENERATION FIRST

The recommended starting point for most builders is to use the vendor’s AI generator rather than selecting a template manually. Provide your firm name, location, practice areas, and a brief description of your target clients. The AI will generate a complete site: layout, placeholder content, color scheme, and navigation. Use this as your starting point, then refine it.

AI site generation typically takes under 5 minutes to produce a draft. Expect to spend several hours customizing content, adding real photos, and reviewing every page; but you’re refining rather than building from scratch.

STEP 2: EXPLORE TEMPLATES (IF NOT USING AI)

If you prefer to choose a template manually, look for one that is mobile-responsive, close to your desired layout, and easy to customize. It’s okay if it’s not perfect; templates are a starting point. All major builders allow you to change colors, fonts, and layouts after selecting a template.

STEP 3: FAMILIARIZE YOURSELF WITH THE BUILDER

Before building in earnest, spend 20–30 minutes exploring your builder’s tools. Learn how to add text, images, links, and blocks or patterns. Most builders now include an AI assistant (Aria on Wix, Beacon on Squarespace) that you can ask directly: “How do I add a contact form?” or “How do I create a new page?” This is significantly faster than hunting through help documentation.

STEP 4: SET UP THE HEADER AND FOOTER

These elements appear on every page and anchor your site’s navigation. The header should include your firm name/logo (which links back to the homepage), and a menu of your key pages. The footer typically includes contact information, social media links, a sitemap, and any required legal disclaimers.

STEP 5: COMPLETE THE HOMEPAGE

The homepage is your firm’s first impression. It should quickly communicate who you are, what you do, and how to reach you. Key elements:

- A professional hero image (avoid Google Images; use licensed stock photo services like Unsplash, Pexels, or your builder’s built-in library)
- A clear tagline or value statement
- A prominent call to action: “Schedule a Free Consultation” with a booking link
- Brief testimonials or trust indicators (years in practice, number of cases handled)
- Preview snippets linking to your Practice Areas and About pages

STEP 6: CREATE ADDITIONAL PAGES

Build each page from your plan. Maintain consistent fonts, colors, and tone throughout the site. Use a minimal number of fonts and font sizes. Ensure that any changes in font size are readily discernible. Maintain an appropriate and coherent size for your text and a legible typeface. Throughout your website, strive for visual consistency and cohesiveness possible while maintaining a strong visual hierarchy.

If desired, use your builder’s AI writing assistant to generate first drafts of page content. Then review and edit carefully. Legal content must be accurate and compliant with your state’s bar rules.

STEP 7: ADD PLUGINS AND INTEGRATIONS

Plugins extend what your website can do beyond basic text, images, and links. Useful additions for law firms in 2025:

- Online scheduling: Calendly, Acuity, or your builder’s built-in booking tool
- AI chatbot / intake: Tools like Smith.ai, Lawmatics Chat, or Tidio allow 24/7 lead capture and preliminary intake—firms using AI chatbots report up to 30% higher conversion rates

- LPMS integration: Direct connection to Clio, MyCase, or other practice management software
- Google Analytics 4: Essential for understanding how visitors find and use your site
- SEO tools: Most builders include basic SEO features; third-party tools like Yoast (WordPress) provide more granular control

PLUGIN SECURITY

Before installing any plugin, especially on WordPress, check the developer’s reputation, read recent reviews, and verify it is actively maintained (regular updates). Abandoned plugins are a common attack vector. Only install from official repositories.

SEO AND AI SEARCH VISIBILITY

Search engine optimization (SEO) has expanded significantly recent years. In addition to ranking on Google, your firm now must consider how it appears in AI-powered search tools like ChatGPT, Perplexity, Google’s AI Overviews, and others. Here’s what this means practically:

TRADITIONAL SEO BASICS (STILL ESSENTIAL)

- Write descriptive page titles and meta descriptions for every page
- Use clear, plain-language headings that reflect how clients search (*e.g.*, “Divorce Attorney in Chicago” not just “Family Law”)
- Add your firm to Google Business Profile for local search visibility
- Build backlinks through legal directories (Avvo, Martindale-Hubbell, FindLaw)
- Update your site regularly. A stale blog signals inactivity to both clients and search algorithms

AI SEARCH OPTIMIZATION (AEO/GEO) (NEW)

Prospective clients increasingly ask AI assistants “Find me a personal injury attorney in [city].” These tools surface answers differently than traditional search. To appear in AI-generated answers:

- Write FAQ pages that directly answer common legal questions in plain language
- Use structured data / schema markup so AI systems can easily parse your firm’s information
- Ensure your NAP (Name, Address, Phone) information is consistent across your website, Google Business Profile, and legal directories
- Squarespace’s AIO Scanner and similar tools can audit your AI search visibility

EDIT AND QUALITY-CHECK

Before launching, conduct a thorough review:

- Proofread every page. Spelling errors and factual mistakes damage credibility.
- Verify all contact information and links work correctly.
- Test the site on both desktop and mobile devices.
- Test any intake forms, booking links, or chatbot flows end-to-end.
- Have at least one colleague review the entire site before launch.
- If using AI-generated content anywhere, verify every factual claim independently.

LAUNCH AND MAINTAIN YOUR WEBSITE

Once your site passes review, your builder will guide you through the launch process. After going live:

- Submit your sitemap to Google Search Console so your pages are indexed promptly.
- Set up Google Analytics 4 if you haven’t already to track where visitors come from and which pages they visit.
- Schedule regular content updates. A blog post every 1–2 months signals activity to both clients and search engines.

- Review your chatbot or intake flows monthly to ensure they're routing leads correctly.
- Keep plugins updated. Outdated plugins are the most common source of website security vulnerabilities.

ONGOING MAINTENANCE

Block 30 minutes per month on your calendar for website maintenance: check for plugin updates, review your analytics, and update any outdated content (attorney bios, phone numbers, practice area descriptions). A well-maintained site is a marketing asset; a neglected one becomes a liability.

FINAL THOUGHTS

Building your firm's website yourself is more achievable than ever. AI site generators have dramatically lowered the barrier to entry. The investment you make in a well-crafted, regularly maintained website pays dividends in client trust, search visibility, and firm credibility.

The best website for your firm is one that genuinely helps prospective clients understand who you are, what you do, and how to reach you—and that continues to evolve as your firm and the technology landscape change.