

Ensure More Potential Clients Find and Contact Your Firm from Mobile Devices



Martindale-Hubbell® Mobile Websites

Fifty-seven percent of consumers will not recommend a business with a poorly designed mobile site.¹

Forty percent of consumers will visit a competitor's site after a bad mobile experience.²

If your law firm doesn't have a high-quality, optimized mobile version of your website, it is at a serious disadvantage with potential clients who use a smartphone to seek the type of legal assistance your firm provides.

A mobile device's smaller screen and slower Internet speed require your mobile website to be streamlined—with simple features, trouble-free navigation and relevant information—so prospects will feel confident in choosing and contacting your firm. Any other experience frustrates potential clients, forcing them to abandon your site and turn to your competitors for help.

A Martindale-Hubbell® Mobile Website takes your traditional website and optimizes it for smartphones, improving your site's visibility on search engines, and converts more mobile site visitors into leads.

A mobile version of your website can help your firm to:

- Connect with potential clients who are searching for legal help on their smartphones
- Maximize your online visibility by expanding your mobile footprint
- Project a dynamic presence with your mobile website
- Manage a single source of content for your primary and mobile websites

¹Source: Compuware, 2011

²Source: Gomez, 2009

Features that move your mobile website beyond the ordinary

A Martindale-Hubbell® Mobile Website is compatible with all major smartphones, and will launch quickly, provided the regular website is live and accessible. We draw on our experience of having built and/or hosted more than 40,000 law firm websites and our insight into the mobile consumer when choosing content and navigation for your mobile site that maximizes conversion and enhances performance on smartphones:

- **Compatible with all smartphones.** The mobile version of your website will work on all smartphone platforms (iPhone® [iOS], Android®, BlackBerry® and Windows®). We utilize our knowledge of search engine and mobile website best practices to create your mobile site.
- **Auto-sync with your traditional site.** Any changes to your traditional site update your mobile site in real time automatically so prospective clients have current content on both sites— and so it's hassle-free for you.
- **Easy-to-use navigation and mobile contact features.** Select and customize the configuration of your mobile website navigation to make it as easy as possible for potential clients to view and contact your firm right from your mobile site:
 - » **Click-to-call buttons.** We make it easy for potential clients to contact your firm directly with a just a touch of the screen.
 - » **Inclusion of mobile maps.** We add maps and direction buttons that give step-by-step instructions, so visitors can find your firm's location.
 - » **Social media integration.** Add your firm's Twitter® feed, Facebook® link and the capability to share your videos from YouTube® right on your mobile website's home page.
- **Mobile website visitor tracking and customer support.** Our built-in mobile analytics tool easily integrates with Google® Analytics, enabling you to measure and maximize your return on investment. You will also receive mobile website support from one of our specialists.



Expand your online footprint with optimized mobile performance

Benefit from a mobile version of your website that can help you:

- **Connect with potential clients who are searching for legal help on their smartphones.** Ensure the right prospects find and visit your site when and wherever they are on a smartphone and leverage our expertise to convert mobile site visits into leads.
- **Maximize your online visibility by expanding your mobile footprint.** Your mobile website will help improve your search engine rankings on mobile devices, so you're found by potential clients.
- **Project a dynamic presence with your mobile website.** Make a professional first impression with a polished mobile site that can help inspire confidence with potential clients.
- **Manage a single source of content for your primary and mobile website.** Automatic updates allow you to focus on your practice, instead of manually making changes to both online properties.

Find out how a Martindale-Hubbell® Mobile Website can help your firm better compete in your market

For more information visit lexisnexis.com/law-firm-marketing or call 1.888.871.8813.