Website Content and Design

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    - Select a Template
    - Fill in Form
- Setup:
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    - Fill in contact information
    - Fill in social media links
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Creating the Site:

Login to Offsprout

Go to offsprout.com/login

In the My Sites Menu Click the Create Site Button

Choose a page template for all pages that the attorney has provided content for. Include Results/Testimonial/Firm Overview/Blog pages if requested.

Select a Template

Use the information provided by the client in the client intake form to choose an appropriate Site Template

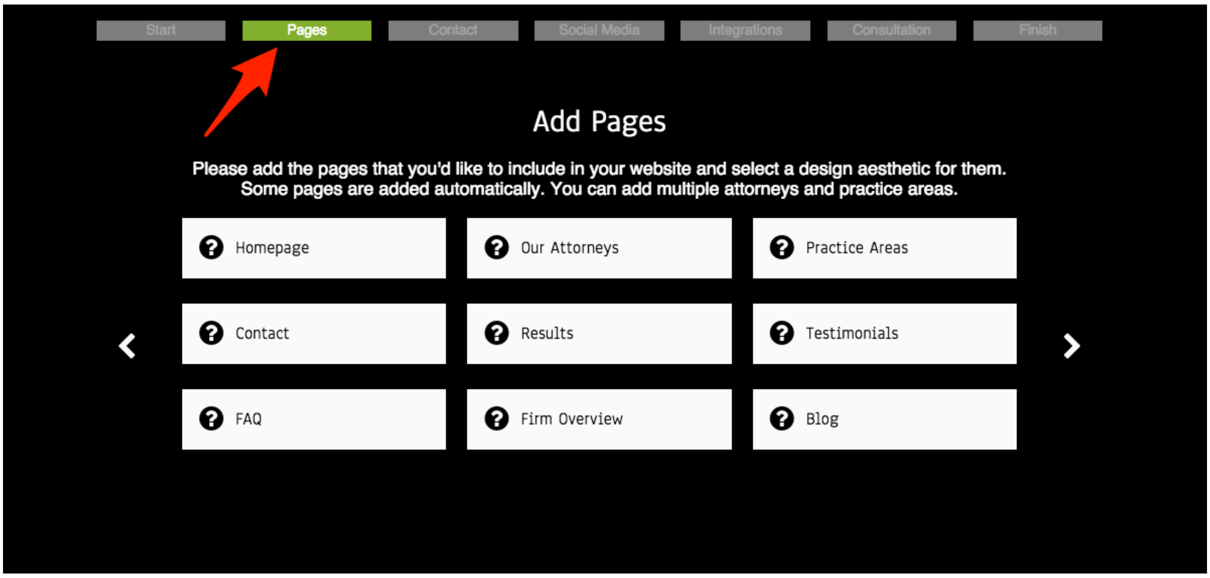
Fill in Form

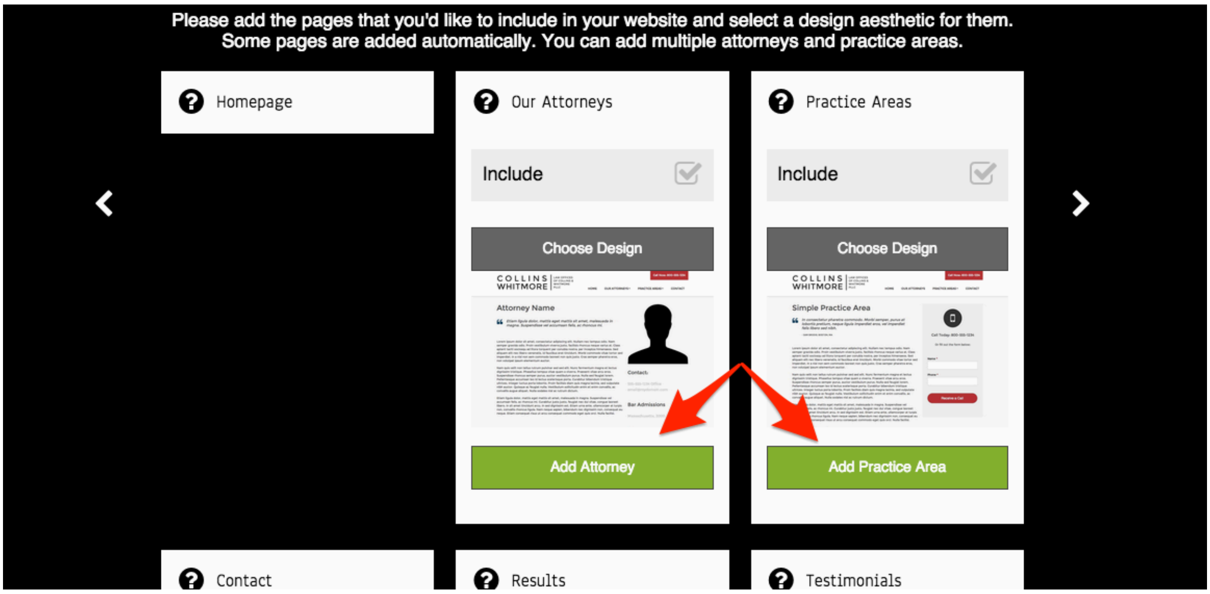
- Site Name: Should be the name of the firm
- Domain: Should be a shortened name of the firm (ex: andersonlaw)
- Customer First Name
- Customer Last Name
- Admin Email: **use your email**
- Template: already selected in previous step
- Check “Create in New Tab”
- Do **NOT** check "Create as Template Site"

Setup:

Select the pages to include and their appropriate templates

Choose a page template for all pages that the attorney has provided content for. Include Results/Testimonial/Firm Overview/Blog pages if requested.





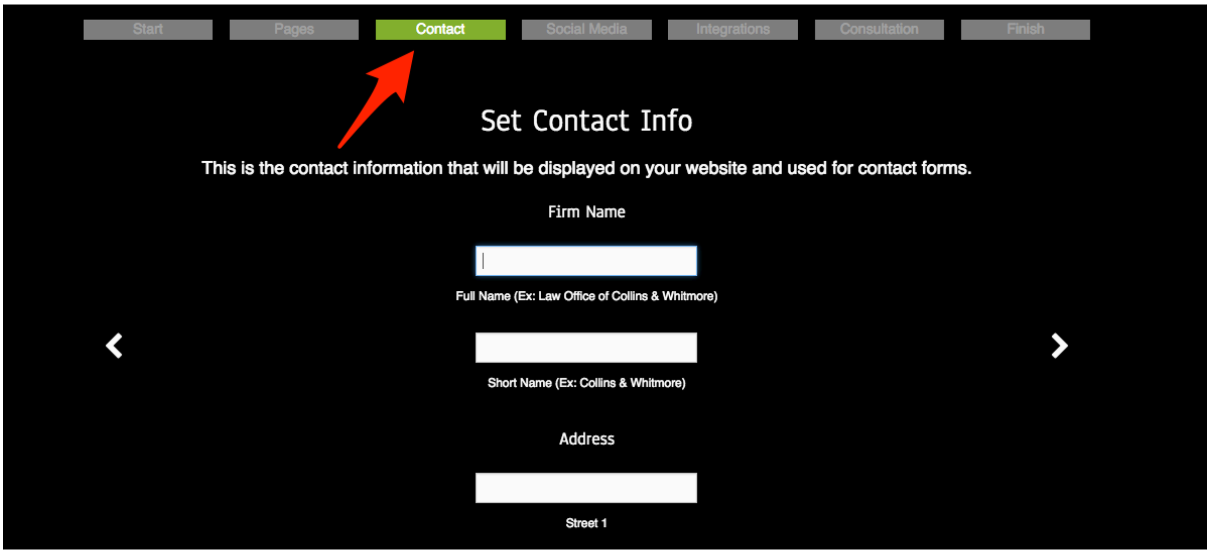
Make sure to add all of the firm's attorneys and practice areas

Choosing the page design (template) for a firm is largely subjective but here are some guidelines:

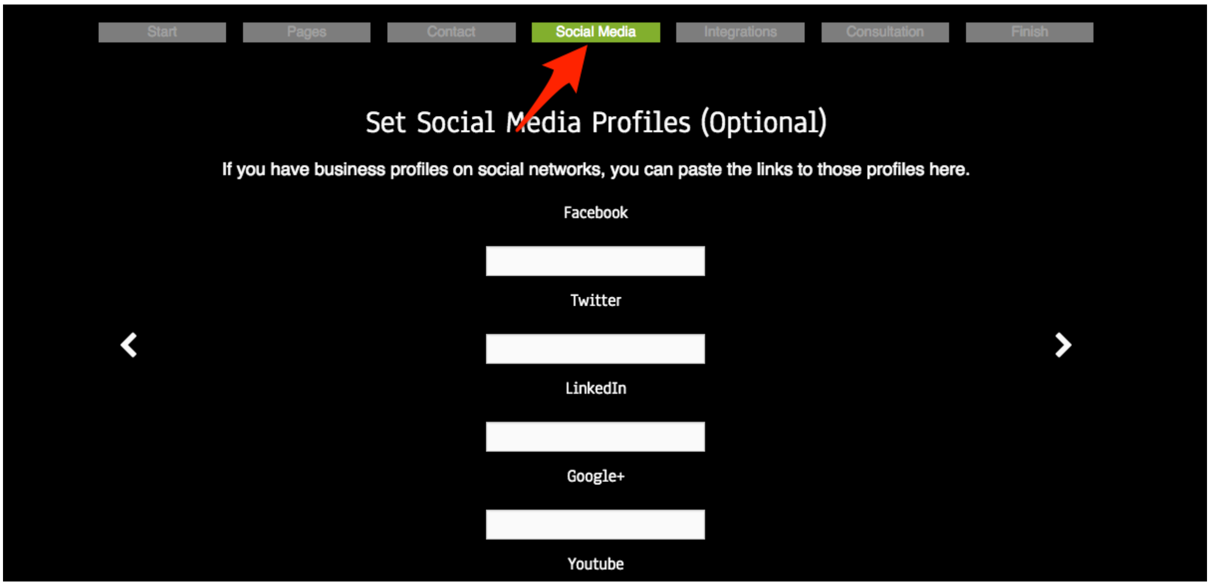
- Choose a design based on the copy that the client has submitted - Ex: some clients will have a lot information for each attorney. In this case, it may make sense to choose an attorney template that has tabs for the attorney content

- Practice areas should almost always use the Practice Areas (Simple) template unless there is a particular reason not to.
- Contact pages should not have 2 different contact forms, so if the site template has a contact form in the footer, do not choose a contact template with a form, or choose one with a form and then delete the form when editing the site.

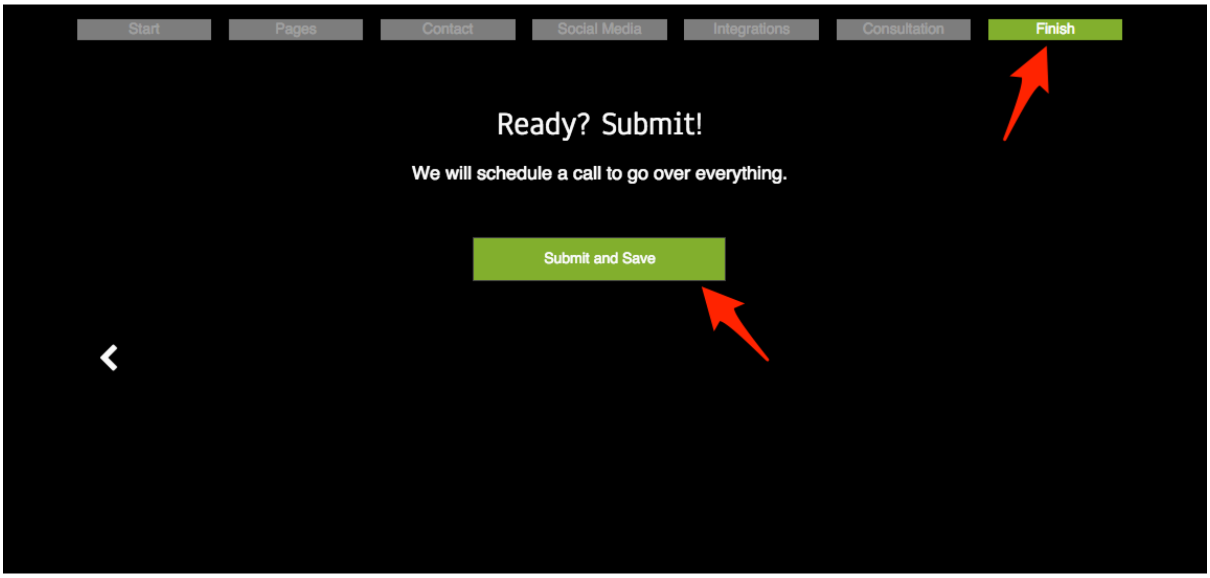
Fill in contact information



Fill in social media links



Skip other stages and Submit



Design:

Color Scheme

Clients will often request a given color scheme in which case it should be honored.

If no color scheme is requested, but a logo is provided, use the logo as the basis of the color scheme.

If no color scheme is requested and no logo is provided, use your best judgement.

- Younger or more tech savvy seeming firms can be a little more experimental:
    - adjacent color schemes like this.
    - accent color schemes like this or this.
- More conservative firms should stick to blue triads like this where blue is the primary and yellow/gold/orange is the secondary

Action items (buttons/links) should almost always be in a secondary color.

Fonts

Good serif fonts:

- Lora
- Arvo (Only for headings)
- PT Serif
- Merriweather
- Crimson Text

Good sans serif fonts:

- Open Sans
- Roboto
- Roboto Condensed (Only for headings)
- Source Sans Pro
- Noto Sans
- Ubuntu Condensed (Only for headings)

Younger, more tech savvy firms seem to respond better to Sans serif headings. More conservative firms prefer Serif headings. Paragraph text is a judgement call.

Favicon

- Download the PSD file.
- Change background color and Initials to match the firm in question. (if the firm has a logo icon, you can use that instead)
- Save as .png
- Upload in the Color/Font/Design options area

	favicon.psd uNL69QISNrcw9a7Q1l1CfA.psd

Logo:

Set the logo

If a logo is provided, add it to the logo Sprout by making sure that the logo type is set to "image" and then uploading it.

If no logo is provided, you can set logo type to "text" and use the firm's name. Font suggestions:

- Roboto Condensed
- Lora
- PT Serif
- Arvo

Homepage:

Homepage images

Images can be sourced from:

- The stock images button above the image upload in a Sprout
- Flickr using the creative commons, commercial use filter. **VERY IMPORTANT**: If you use a Flickr image, you must add an attribution to the author in the footer. This can be as simple as "Photo by [Name]". Then send the Flickr Image Used email with a link to the Flickr image URL.

If neither of those provides a good image, use the email form below to request an image from Sam. Describe the image that you're looking for and link to the page where the image will be used.

Practice area blurbs

Some clients do not provide blurbs for each practice area that can be used on the homepage. In this case, they will need to be written:

- Keep them as close to the same length as possible
- Reusing language from the practice area copy is okay if it makes sense as a blurb

About the firm blurb

This content is not required. If a firm provides a blurb about itself, please insert it.

Alternatively, there may be "straggler" content that can be purposed for an about the firm blurb. Or if the an "About the firm" page is included by the firm, but there isn't much content, that content can be placed on the homepage.

Attorney Content:

Add attorney content

If content is provided for an attorneys overview page, make sure that a page is created for that. The regular "Page" template can be used. All attorney pages should then have that attorney overview page set as their parent page.

IMPORTANT: If the law firm is Canadian, use the word "lawyer" instead of "attorney" throughout the site.

Practice Area Content:

Add practice area content

If content is provided for an practice areas overview page, make sure that a page is created for that. The regular "Page" template can be used. All practice area pages should then have that practice area overview page set as their parent page.

Testimonials:

Add Testimonials

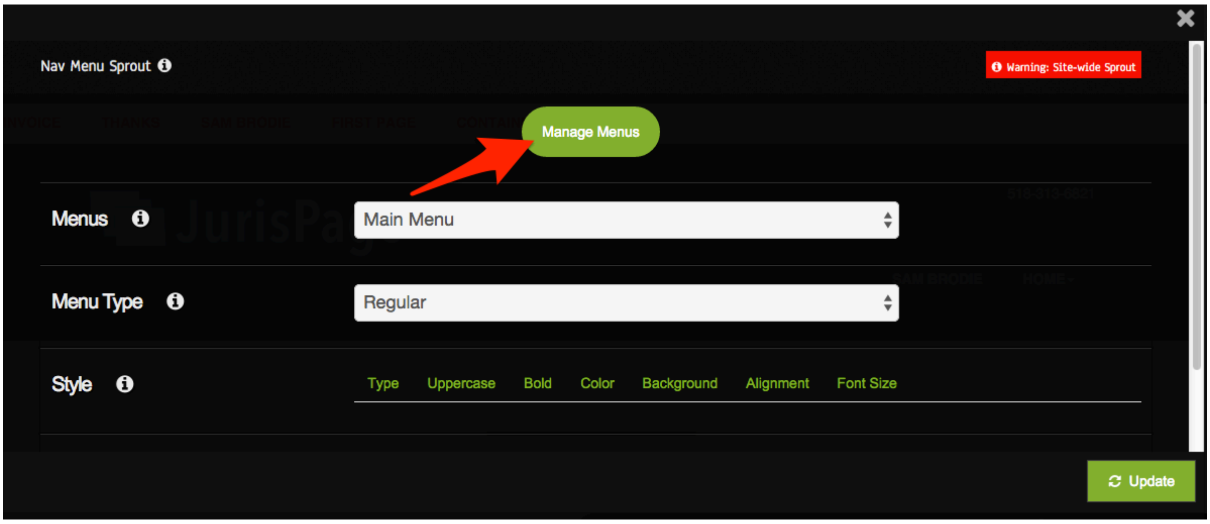
If there are more than 2 testimonials given, create a testimonials page and add it to the main navigation menu.

If there are 2 or less testimonials given, add one or both to the homepage or the sitewide footer as seems appropriate. If a testimonial is very specific to a particular practice area, it may be better to add it to that particular practice area page.

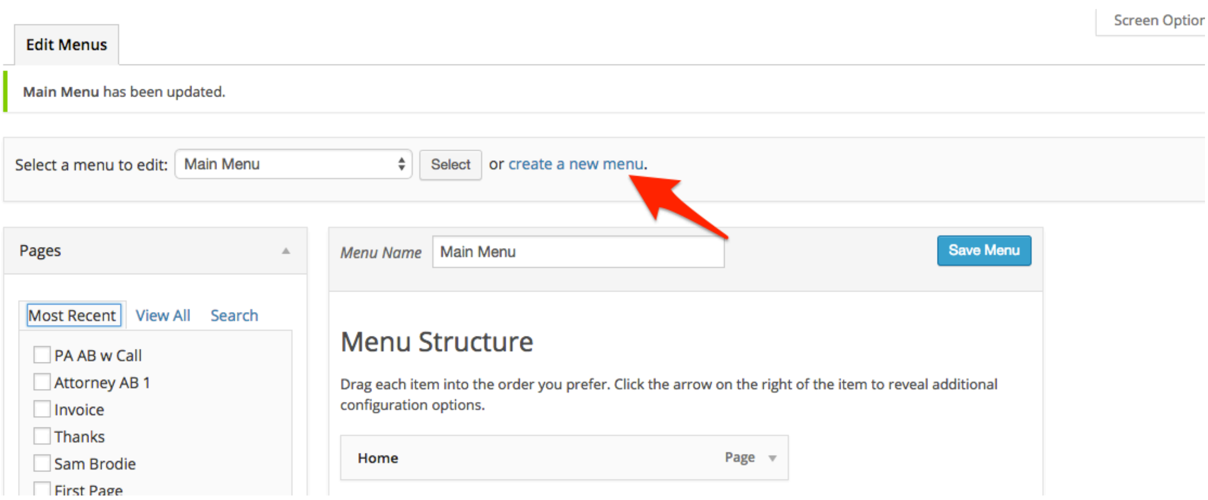
Navigation Menu:

Create or modify the navigation menu

Sometimes firms focus on just 3-4 practice areas. In this case, if they have a lot of other content as well, it may make sense to break the navigation into a Utility navigation at the very top, and then a practice area navigation opposite the logo. When using two menus, make sure to set the "Mobile button text" advanced option in the Sprout for each menu, ex: "Menu" and "Practice Areas"



Inside the Nav Menu Sprout

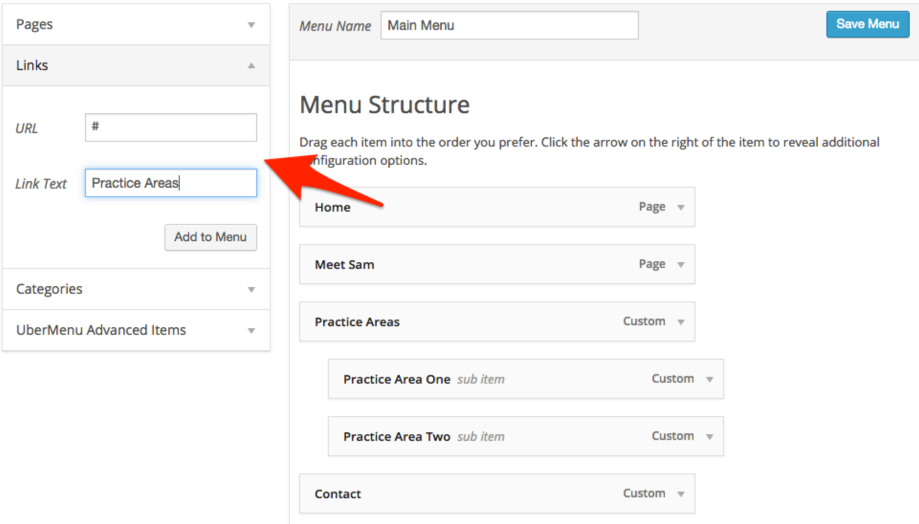


Adding a New Navigation Menu

Creating dropdowns

Menu items can be nested underneath other menu items. However, sometimes there is no natural "parent" menu item, like for practice areas when no practice area overview content is provided.

In this case, you can create a link menu item called practice areas with the URL value of "#"



Order the navigation menu

Order (not all pages must be included)

- Home
- About the firm
- Our Attorneys (can create a "Links" item with URL value "#" to act as the parent to the attorney pages
- Practice Areas (can create a "Links" item with URL value "#" to act as the parent to the practice area pages)
- Results
- Testimonials
- Blog
- Contact

Style the navigation menu

- All links should fit on one line down to 1100px screen width
- You can rewrite and shorten the text for navigation links if you are trying to conserve space
- You can also un-bold and un-capitalize and change the font size if need be

Disclaimers:

Create the disclaimer

If the attorney includes disclaimer text, there are two options:

1. if it's more than a paragraph you can create a separate page for it and link to it in the footer
2. if it's a single paragraph, you can put it in the footer at the very bottom and use the <small> tag (Ex: <p><small>disclaimer text</small></p>)

Check Forms:

Make sure forms are active

There may be some pages where instead of displaying the form, it says something like "There is no form selected" or "This form cannot be displayed." Edit the form Sprout and select a form.

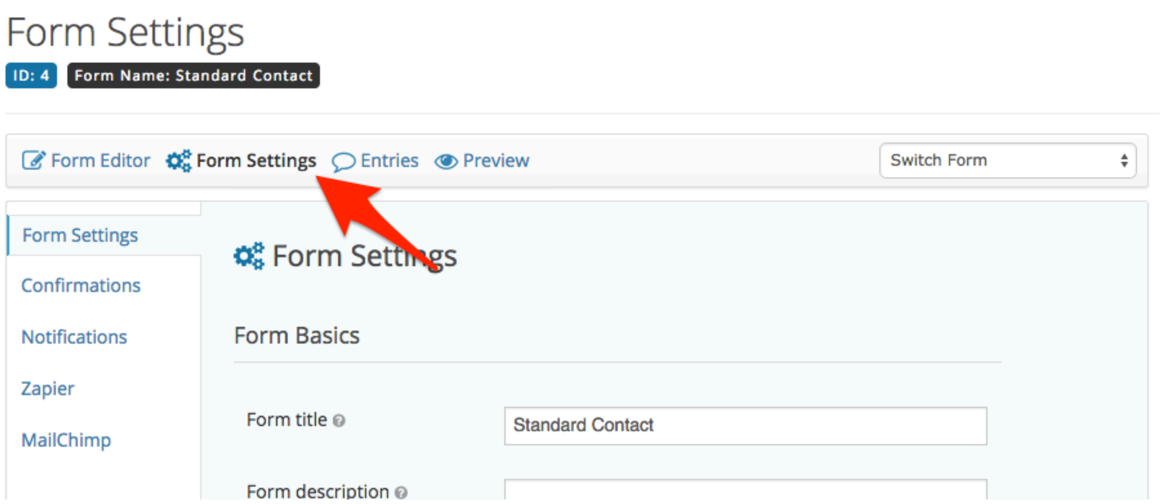
Style the form

There may be times when you want the name/email/phone fields all on one line (if the form is in its own container). In those cases, you can enter this CSS in the Custom CSS field in the form Sprout:

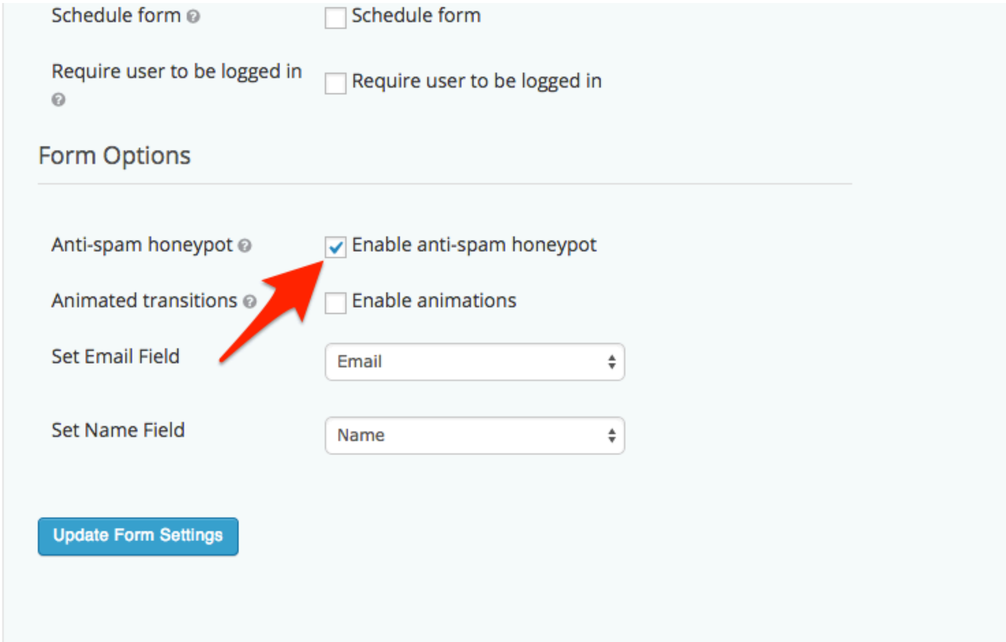
```
.gform_fields > li.gfield:nth-child(-n+3) {
 width: 30%;
 margin-right: 5%;
 float: left;
 clear: none;
 }

.gform_fields > li.gfield:nth-child(3) {
 margin-right: 0;
 }
```

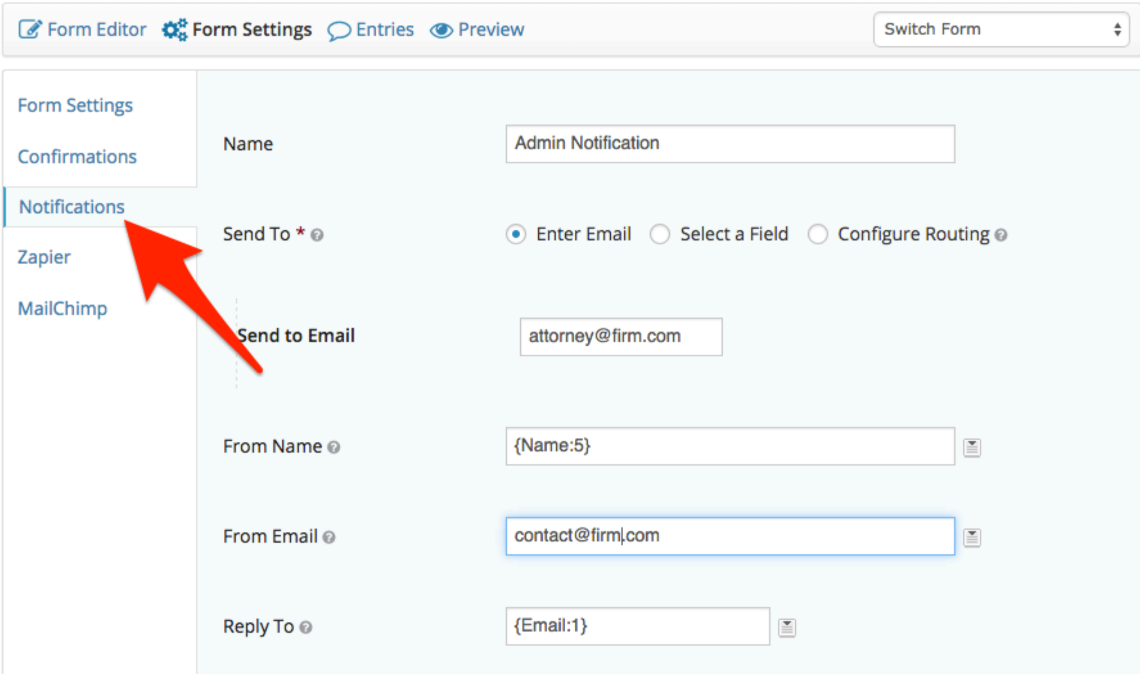
Check Forms



Go to form settings

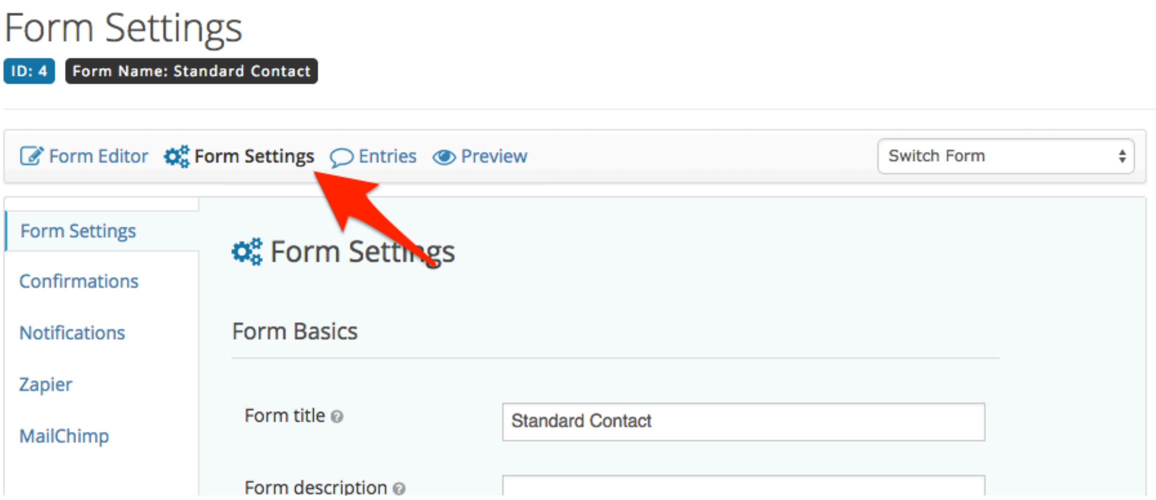


Make sure anti-spam honeypot is enabled



Go to notifications and make sure the Send to Email, From Name, From Email, and Reply To email values are set. Send to Email should be set to the contact attorney's email address. From Name should be the Name field of the Gravity Form submission. From Email should be contact@firm_domain.com. Reply To should be set to the email address of the Gravity Form submission

Change Form button text



Go to form settings then:

If the firm offers a free consultation or is an injury firm the button text should be "Get Your Free Consultation"

Other firms should have "Contact [Firm Name]" or "Contact [Attorney First Name]"

Test Form

Submit the contact form using your name and support@jurispage.com as the email address with the message:

Hello [Attorney Name], This is [Your Name] from JurisPage. I just wanted to confirm that your contact form is working. Please send me a quick reply to confirm that you received this message.

Thank you,

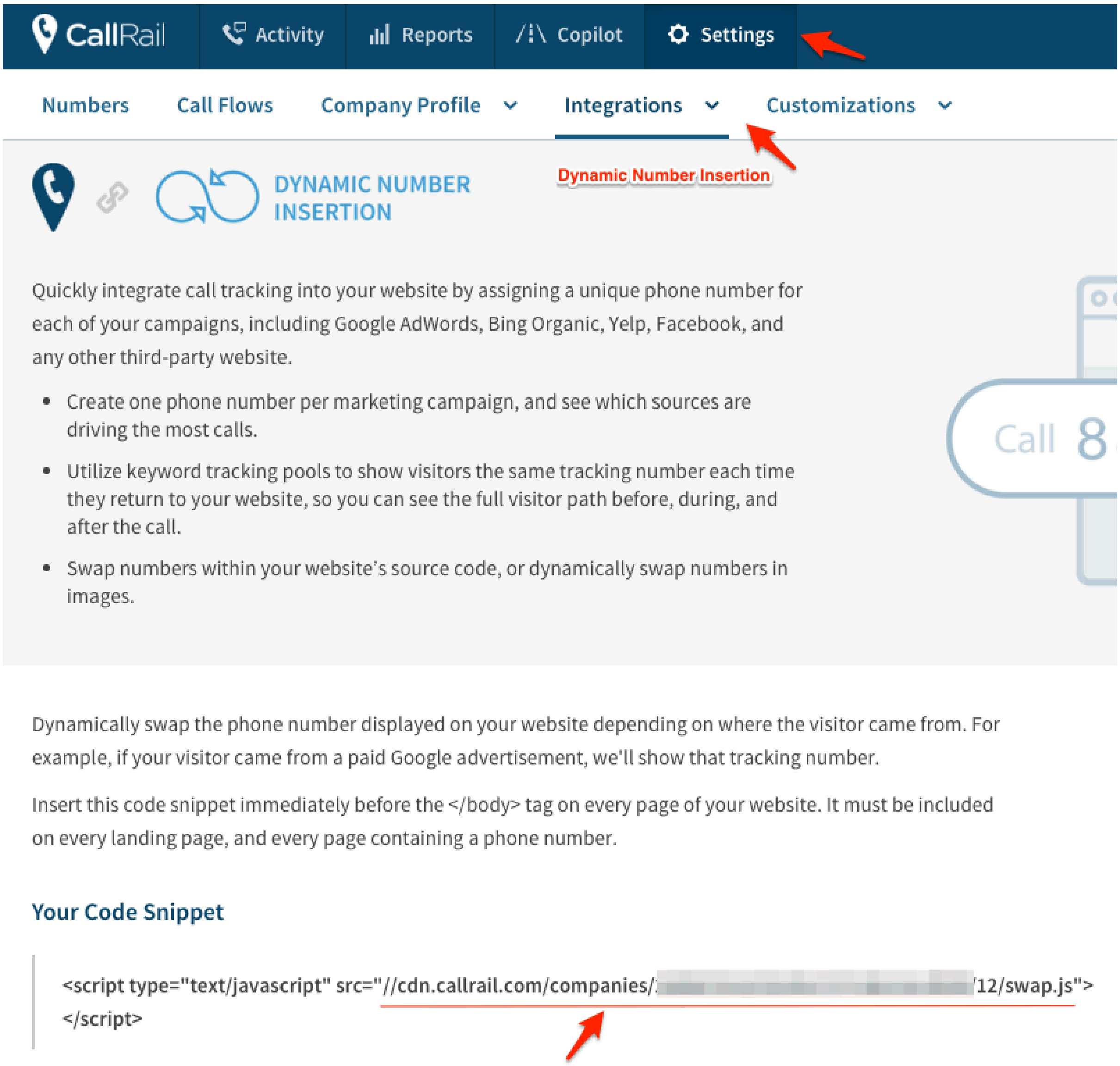
[Your Name]

Reporting:

Enter Call Tracking Info

CallRail is used to track all client sites. Enter the following call tracking information in Settings > Reporting

- API Key is always:[api key]
- The script can be retrieved by selecting the company and going to Settings > Integrations > Dynamic Number Insertion, and then scrolling to the bottom to the Code Snippet
  (Ex: //cdn.callrail.com/companies/123546/123467abc/12/swap.js)
- Company ID is a numerical value that can be retrieved from the script above. It is the bolded part of the following: //cdn.callrail.com/companies/**123546**/123467abc/12/swap.js



Enter Report Email

Enter the clients preferred email address for receiving reports in Settings > Reporting > "Email to Send Reports To"

Final Run Through:

Paragraph Spacing

Check to make sure that text is appropriately in paragraphs.

Text not in paragraph example (notice there is no space - this is incorrect):

This is paragraph 1. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam luctus eros enim, vitae semper ante tristique egestas. Ut mollis dolor sit amet nulla venenatis aliquet.
This is paragraph 2. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam luctus eros enim, vitae semper ante tristique egestas. Ut mollis dolor sit amet nulla venenatis aliquet.

Text in paragraph example (correct spacing):

This is paragraph 1. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam luctus eros enim, vitae semper ante tristique egestas. Ut mollis dolor sit amet nulla venenatis aliquet.

This is paragraph 2. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam luctus eros enim, vitae semper ante tristique egestas. Ut mollis dolor sit amet nulla venenatis aliquet.

Errant Line Breaks

Make sure there are no errant line breaks:

Example with errant line break (incorrect):

Notice how this should all
be on one line but there is a line break.

Example without errant line break (correct):

Notice how this should all be on one line. Now it is.

Ensure No Test Content on Site

Delete any dummy Latin content like: "Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

For Sites that were Imported (Skip this section for non-imports):

Replace broken images
Make sure there are no broken images

Update PDF links
Make sure that any links to PDFs still go to that PDF

Page Redirection
Add 301 redirects that redirect old URLs to the new URL:

- Activate the 301 redirect plugin
- Create redirects for each page (Ex: /page.html > /page)

Email that it is finished:
When the site is complete, please send the email below. You can also notify Sam via Skype.

Please include a paragraph or two explaining the design to the client. We've found that writing this message to the client when we show him/her the new site drastically reduces the amount of edits that we have to make. An example of this would be:

"For your design, we borrowed elements from both the X and Y sites. The homepage has 4 Practice Area sections similar to the X site that are linked to by the 4 PA buttons underneath the top image. We also wanted to make sure that we showed you had flat fee documents and services for attorneys here, as those items may be of interest to visitors, but the visitor may not think to look for them. We hope to eventually replace the top image on the homepage with a landscape style (bigger width than height) photo of you or you and a client.

The color scheme we chose stuck to the blue and white you requested. We used the blue from your logo and a darker blue to add a little variety. We included a contact form on every page that is linked to by a button near the top, similar the the Y site. And we separated your header navigation into two separate menus, one for more general firm info, and one for your practice areas."