

## **Night Owl Designs**

### ***Law Practice Web Site Design Services***

#### ***Overview***

We have all heard of the old adage that "first impressions are everything" and with the Internet growing in size and popularity every year, more and more people are using the web to find attorneys and lawyers. Our goal at Night Owl Designs is to establish our clients with a strong and valuable presence on the web to give your potential clients the best "first impression". After all, it is your only one that counts.

Here at Night Owl Designs, understand the importance of quickly and concisely displaying your legal practice's professional accomplishments and capabilities so that your legal website design can be used as an effective marketing tool. We aim to capture potential client's interest with exceptional graphic design, easily legible content and high search engine rankings.

#### ***The Right Web Site = The Right Results***

Did you know that the Internet is the most reliable and affordable way in which to advertisement your law practice? Did you also know that a web site is the most profitable marketing channel out there today? Did you know that having your own legal web site design made to your own specifications can help you generate more new clients than the traditional cold calling and paper based advertising combined?

Take advantage of Night Owl Designs custom legal web site design services for your practice. Whether you are a single-person firm or are a large firm, Night Owl Designs will work with you to design a distinguishable law practice web site. Please contact us today for your free consultation and don't miss out on this great advertising medium.

#### ***Legal Web Site Services***

At Night Owl Designs, we have the experience and resources to create a legal practice web site design with a professional feel. Furthermore, we can also redesign existing websites to better portray your law firm's image and mission. We offer a variety of services to meet your individual needs. Please feel free to browse our service listed below and decide which one is right for you.

#### ***Legal Web Site Design***

First impressions are everything and that cannot be truer than when it comes to web sites. Visitors to your web site will immediately judge your business by the look and feel of your web site. After all, this would be the first time that they have seen or heard of you and your practice. Night Owl Designs understands the importance of visual appeal and rich content and the role that it plays with new clients and returning clients. With a growing number of web site designs to our credit, including law firm web site design and individual attorney web sites, our designers and content developers know how to create the right look and feel for your business.

Elements of Flash, javascript, XML coupled with appropriate color choices, image selection, and intuitive page layouts result in a visually intriguing graphic design which is second to none. Our designers blend sophistication with uniqueness resulting in a professionally designed website that conveys your message with the utmost visual appeal. Find out today how Night Owl Designs can help your firm make its presence known on the web with a visually appealing and rich content web site design!

## ***Search Engine Optimization (SEO) Services***

Having your own custom legal web site design is just the first step in maximizing your legal Internet marketing channel potential. The next step is using effective legal Internet marketing techniques to ensure that you are listed in all of the major search engines like Google, Yahoo, MSN and Internet directories. The way that we do this is through a technique known as Search Engine Optimization (SEO). Search Engine Optimization is the practice of optimizing a web site to achieve higher rankings in the search engines. SEO is a cost effective way of increasing your legal practice web site visibility quickly. It also ensures that your website will maintain high ranking and be noticed in the long run. Having an effective legal internet marketing plan will make your law firm an authoritative figure in the community and increase client loyalty. Law firm search engine optimization (SEO) guarantees that you will be exposed to potential new clients on the internet. Find out today how Night Owl Designs SEO services can help your law practice reach new clients and gain the visibility that it so deserves!

## ***Legal Practice Logo Design***

The first step to creating an identity for your firm is the creation of a solid, professional logo. The creation of your logo should be done by a professional, as it will be one of the means by which people recognize your company for years to come. Here at Night Owl Designs our seasoned and talented graphic artists will work with you and your law practice to create a stunning, visually appealing and thought-provoking logo and one that you can be proud of - one that people will remember when they think of lawyers and attorneys. Please inquire today how Night Owl Designs logo team can help you create a professional and visually appealing logo!

## ***Legal Client Portals***

What better way to communicate with your existing clients than through your own legal client portal. We have efficient content management systems and practice portals that can integrate into your web site to provide easy communication between staff and clients. Some of the features of the Legal Client Portal are: secure client login area, secure administration area, appointment request form, referral Request Form, legal information, customizable graphics, document management system and downloadable legal forms in PDF. Please inquire today about this new and exciting way to communicate with your clients!

## ***Legal Blog Design***

One of the most exciting developments in website marketing and branding is the growth of web logs, or blogs. The internet and media have been "buzzing" over the unique benefits offered to companies employing blogs for both marketing to, and interacting with, clients and potential clients alike. Night Owl Designs PB is an easy-to-use tool, which integrates seamlessly with your web site and provides a powerful method for reaching targeted audiences.

Using simple tools, you can take control of the content of your web site blog and make it your own. If you think new content is necessary, just spend a few minutes and post it up to the website. The change will be reflected immediately. Or, schedule it for later and the system will automatically post the change when you specify. Please inquire today about having your own legal blog!

## ***Legal Pay Per Click Services***

Of all the means to promote your web site, none could be more important than creating top level positioning in the search engines. Google, Yahoo! MSN, AOL, and many others are responsible for delivering more than 85% of new visitors to websites every day.

Most of these visitors only click on the first few listings presented as a result for their keyword based search. The complex problem for new web site owners is finding an immediate way to obtain these top listings. This is the problem that "Pay Per Click" marketing solves. Pay Per Click campaigns are the most targeted and effective marketing program available for your web site. It combines the ability for the website owner to dictate which keywords they want to list their website under, along with the targeting of

specific geographic location of the users who may view the ads. Simply put, you will be allowed to list your website under any keyword, any phrase, and attain the top positions in search engine results related to your web site. Please inquire today how Night Owl Designs can place your legal web site at the top of the search engine rankings with Pay-Per-Click advertising!

## **Legal Practice Web Site Packages**

The following section lists and describes our Legal Practice Web Site packages. Please feel free to browse our offerings and decide which one is right for you.

### ***Silver Legal Practice Web Site Package***

The Silver Legal Practice Web Site Package is geared towards small legal practices with 1-4 attorneys and is designed to get your legal practice up and running on the Internet fast and noticed by the search engines. This package includes: up to 10 pages, 1-10 practice areas, customized attorney search for your site customized firm focus, online newsletters, Search Engine Optimization (SEO), monthly web site statistics, contact form, directions and office hours and blog. This package also comes with our web hosting and e-mail hosting package and our domain name registration package.

### ***Gold Legal Practice Web Site Package***

The Gold Legal Practice Web Site Package is geared for the legal practice with 10-15 attorneys and who are looking for a web site that offers more functionality and content. This package includes: up to 20 web pages, unlimited practice areas, customized attorney search for your site, customized firm focus, online newsletters, flash animation and elements, Search Engine Optimization (SEO), up to 5 different contact forms, downloadable legal forms, appointment making application for appointments, Legal Client Portal, page with directions, map to office, and office hours, professional legal blog monthly web site statistics and a Content Management System (CMS) for posting articles. This package also includes our web hosting package and our e-mail hosting package and our domain name registration package.

### ***Platinum Legal Practice Web Site Package***

The Platinum Legal Practice Web Site Package is geared for legal practices with 20 or more attorneys and is our premium package that offers even more functionality and features than our Gold Legal Practice Web Site Package. This package includes: unlimited web pages, unlimited practice areas, customized attorney search on your web site, flash animation and elements, Legal Client Portal with secure login and administration area, Search Engine Optimization (SEO), legal directory submission, unlimited contact forms, downloadable legal forms, page with directions to office, map to office and office hours, customized firm focus, online newsletters, unlimited graphics, pictures of your team, bios and contact information, professional legal blog, Content Management System (CMS) for posting articles, monthly statistics, banner advertising and logo branding. This package also includes our web hosting and e-mail hosting packages and our domain name registration package.

If you have any further questions about our packages above or would like a custom quote, then please call us at: (973) 897-7400 or e-mail us at: [info@nightowl-designs.com](mailto:info@nightowl-designs.com).

NIGHT OWL DESIGNS  
PO Box 264  
Totowa, NJ 07511  
Tel: (973) 897-7400  
E-mail: [info@nightowl-designs.com](mailto:info@nightowl-designs.com)  
Web: [www.nightowl-designs.com](http://www.nightowl-designs.com)