Website Content Refresh Checklist for law firms

1. **Audit Existing Content**

Review all pages, blog posts, and legal information.

Identify outdated or irrelevant content.

2. **Update Legal Information**

Ensure all legal facts, case studies, and articles are current.

3. **Optimize for SEO**

Check keyword relevance and update meta tags.

Add new keywords based on current trends and client searches.

4. **Refresh Team Bios**

Update profiles with new achievements, qualifications, and photos.

5. **Incorporate Recent Cases**

Add recent case studies and client testimonials.

6. **Improve Visuals**

Replace outdated images and infographics.

Add new visuals like videos or charts.

Legal Copywriting Central

7. **Revise Blog Posts**

Update older blog posts with new information or insights.

Add new blog entries that address current legal trends.

8. **Ensure Mobile Optimization**

Test site functionality on mobile devices.

Adjust layout and design for better mobile performance.

9. **Update Design Elements**

Refresh the site design for a modern look.

Improve navigation and user interface.

10. **Enhance User Experience**

Check site speed and load times.

Ensure all links are functional and content is accessible.

11. **Monitor and Analyze**

Review website analytics for user behavior and engagement.

Adjust content based on data insights.

12. **Add New Practice Areas**

Update content to reflect any new legal services offered.

13. **Incorporate Social Proof**

Add recent client reviews, testimonials, and awards.

Legal Copywriting Central

14. **Promote New Content**

Highlight updated and new content on your homepage and through social media.

15. **Test and Refine**

Conduct usability testing to identify any issues.

Refine content based on user feedback and performance metrics.

This checklist is designed to help you systematically update content on your law firm's website and ensure that it remains accurate, engaging, and effective.

Legal Copywriting Central