

FIRMSITE® MOBILE ESSENTIAL



EXPAND YOUR AUDIENCE AND COLLECT MORE LEADS WITH A MOBILE-FRIENDLY WEBSITE

With the growth of mobile device usage, it is imperative that potential clients be able to access your website using a smartphone or tablet. FirmSite Mobile Essential provides an optimal user experience for potential clients searching for your services, giving them instant access to critical information about your firm when they need it most.

FIRMSITE MOBILE ESSENTIAL FEATURES

IMMEDIATE ACCESS

FirmSite Mobile Essential provides your potential clients with immediate access to all of the information on your website as well as immediate access to you. Both smartphone and tablet layouts include an email button, a contact form and a map to your office. Smartphone users have the added benefit of a Tap-to-Call feature, which allows the user to instantly call your firm by simply tapping the phone's screen. These features simplify the contact process, allowing potential clients to connect with you quickly and conveniently when they are on the go.

SEAMLESS INTEGRATION

FirmSite Mobile Essential leverages responsive design to provide multiple layouts of your website design and displays the layout best suited to the visitor's mobile or non-mobile device. There is no need for a separate mobile site or application because mobile optimization is seamlessly integrated into your existing website.

MEASURE SUCCESS

INSIGHT, FindLaw's industry-leading performance analytics dashboard, gives you a holistic view of the performance of your online marketing program. With INSIGHT, you have the ability to view the number of visits by smartphone, tablet and non-mobile desktop device.



*Source: Our Mobile Planet: United States, Google/Ipsos OTX MediaCT, US, May 2012

**Source: eMarketer, 2012



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