

## FORENSICEXPERTPRO

### Cheat Sheet to an Excellent Expert Witness Website

#### Tips and Tricks ©

#### Cheat Sheet to Excellent User Experience "UX"



#### Function

- Links work. Clicking takes you to the right destination.
- Fast loading speed
- click to call actually dials (on cell)
- Font is easy to read
- click to email sends an email
- Menu is logical and accurate

#### Form

- Design, images and color are not "just like everyone else"
- Engaging content; interesting topics, good writing.
- Answers questions lawyers ask
- Answers questions juries ask
- Demonstrates your ability to communicate fluidly

#### Documenting Results

- Attorneys report the site motivated them to call
- Data analytics confirm users are responding positively
- "Calls to Action (CTA)" are used
- Users found the site with logical search terms for your field (Google Analytics provides search queries used)

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Rev 4/14/23

# Unretained Consultant