

Jason McBride legal web copywriting

Subject: Law Firm Website for Conway, Olejniczak & Jerry, S.C.

Type: Website Copy - lcojlaw.com

Objective: SEO & Authority Building

This large firm website needed copy for over 35 different pages, including 28 different practice areas. Most of the firm's clients are businesses and investors, but a significant number were also individuals. The challenge was to write content that spoke to all client types while still keeping a consistent tone and voice for the entire site. The firm wanted to emphasize its unique collaborative practice model and show clients how that model helped them get superior legal services.



Home Page Copy Close-Up

Visitors are given a brief introduction to the firm philosophy and the region served by the firm.

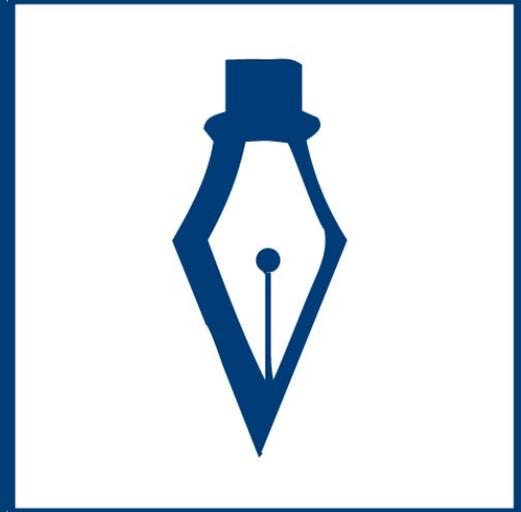
"Our diversity of expertise has earned the trust of clients throughout Northeast Wisconsin. Each of our attorneys is highly skilled in specific areas of practice – and our collaborative approach allows us to guide clients through legal challenges by leveraging the experience of our entire team."

This is the longest static page on the site and it explains who the firm is and who its clients are.

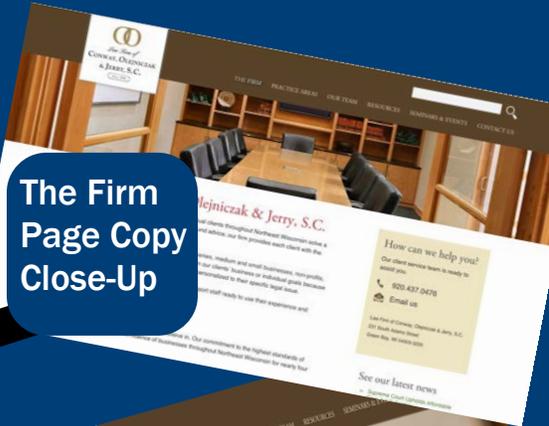
"Because of our collaborative approach, Fortune 500 companies, medium and small businesses, non-profits, and individuals all turn to our firm. We immerse ourselves in our clients' business or individual goals because we believe only then will we be able to create a plan that's personalized to their specific legal issue."

This page had to list specific case types for client information and SEO without being just a boring list.

"Our firm understands banking and finance from both sides of the table. We regularly help banks and commercial lenders with loan origination, loan documentation, loan agreements, debt workouts, lender liability defenses, and foreclosures. Our skilled attorneys also work with our clients to ensure regulatory compliance, and we will proactively defend our clients during regulatory investigations and any other necessary financing proceedings."



The Firm Page Copy Close-Up



Banking & Finance Page Copy Close-Up



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