

Live Chat – An Absolute Must For Your Website

Your website.... it's your baby! It's a living breathing thing. You invest your time and money having it designed and developed to spotlight your firm and help you achieve greatness. Or, so you thought....

You launch your pride & joy and wait for your new clients to break down your door. So... your phone begins to ring....occasionally.

Things improve slightly, over time, as you invest more and more time on Search Engine Optimization, blogging and whatever else the latest article implores you to do. You add content, additional pages, more blog posts. You think you've done all you can.

Well, maybe you haven't. The firms with the highest conversion rates have a little trick that works in every situation, **live chat!**

It's no secret, today's society is accustomed to instant gratification and most of us demand it. In fact, when someone visits your site, you have less than 3 seconds to give them a reason to stay for a while and really check you out. If that's not pressure, I don't know what is.

Many studies have been done investigating why website visitors (potential clients) interact with certain websites more than others. The top two elements are engaging content and ease of use.

One engaging element that is extremely easy to use is **live chat**. A live chat tool, allows website visitors to communicate with you and your firm instantaneously. And, in this world of texting and social media, that is what more and more people want.

A recent study done by Forrester Research showed that 44% of online consumers say that having questions answered by a live person, while on a website, is one of the most important features a web site can offer (aside from videos, which is a topic of another discussion).

Nearly half of online consumers want to engage with you and they want to do it **Now!**

Another compelling reason and maybe the most important reason to consider live chat for your website, is to keep pace with your competitors. We recently completed a study, reviewing the sites of the top injury firms across the country. The study reviewed over 1,000 sites in the top 100 markets across the United States. Over 89% of those top marketing firms employed some type of live chat tool. Potential clients want it, your competitor's offer it and you need to have it.

OK. So, we've helped you decide you need a chat program. Now what? We have the answer - [LegalChatNow](#). Why **LegalChatNow**? Because it is a live chat product that is extremely unique in a crowded and sometimes boring marketplace.

What makes **Legal Chat Now** different?

It sends chats to your phone, utilizing text functionality, while a potential client is on your site. Don't wait to get a copy of the conversation between the client and an operator, after it has taken place. **Legal Chat Now** allows for real time communication between a website visitor and up to four members of your firm, simultaneously, utilizing a technology that you use every day.

LegalChatNow is so simple:

1. A website visitor clicks on the chat box on your website.
2. You and three other members of your firm are instantly made aware of their presence.
3. You have the option of engaging with the potential client immediately or you can wait until they've completed answering the customized intake questions that you created.
4. Once you've determined there is value, you can instantly engage with the potential client to schedule a phone conference or a face to face meeting.
5. You can take advantage of this powerful tool anywhere in the world. As long as you have cell phone service, you are connected to your website.

Why is this important to you?

LegalChatNow allows you to capture a potential client before they disengage from your site and move on to a competitor's website. And, in a world of instant gratification, this is one of the most important things you can do for your practice.

Hey, you've invested a great deal of time, effort and money into your website and web presence. Why not utilize every tool at your disposal to secure potential clients when they visit your website. Give **LegalChatNow** a try and start converting website visitors into clients today.

Any questions, click on this link to chat with me [NOW, via LegalChatNow](#).

Check out our website at www.legalchatnow.com