

Custom Solutions

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For example, a web site that provides a private area for customers to view the status of their jobs can improve the quality of customer service while reducing the cost of having people answering the phone.

Another example compares a web site using a template tool web site versus a custom web site. The template tool web site may be much cheaper, but it might look very similar to every one of your competitors. With these template web sites, it's not uncommon to hear, "Yes we have a web site, but it doesn't generate any leads for us." A legal firm web site developed with a template tool can be cheap, but may not provide you with any return. On the other hand, a custom web site for your legal practice will cost more, but it can generate enough leads or save you time, paying for itself many times over.

Custom legal firm web site development has a reputation for being expensive. Yes, they generally cost more than other options. The total cost of the site depends on what functionality is included and the development process. However, when determining the ROI of your legal firm web site, a custom designed web site may be the obvious choice.

If you are thinking of having a custom web site designed and developed for your legal practice, the functionality you already be included in a Semi-Custom Web Sites too. Legal Firm Web Host has created Semi-Custom Web Site solutions for legal practices to provide the benefits of a custom web site, but for a much lower cost.

When selecting the approach to have a web site designed and developed for your legal practice, it is important to consider:

- the upfront cost (of course),
- the benefit you will receive from it (new clients, billable time, better service),
- ability to keep your web site in tune with the latest legal issues, and
- maintenance services and cost. Only considering the initial cost of a web site, may just be throwing money away - you didn't spend enough. Not considering the long run costs against the benefits, may mean you are spending too much.