

Website Revenue Diagnostic Report

A plain-English breakdown of the clients your website is costing you — and how to get them back

■ XXXXXXXX LLP | National

Every finding in this report was verified from the live website. Nothing is assumed.

■ YOUR #1 REVENUE LEAK — READ THIS FIRST

THE HOMEPAGE OF A \$627 MILLION LAW FIRM HAS NOTHING ON IT FOR A POTENTIAL CLIENT.

XXX reported \$627 million in revenue in 2025 — a record year. The firm ranks in the Vault Law 100, wins industry awards, and has offices in 25 cities. By every professional measure, this is a major, thriving law firm.

And yet the homepage tells a prospective client absolutely nothing useful.

The entire homepage consists of eight rotating slides. Every single one is about the firm: an award the firm won, revenue the firm earned, a ranking the firm achieved, an AI initiative the firm launched. There is not one slide that speaks to a client's problem, a client's urgency, or what the firm can do for someone who needs legal help right now.

Below those eight slides? Nothing. The page goes directly to the footer.

No practice area links. No 'How we can help.' No 'Tell us about your situation.' No phone number. No visible way to start a conversation. Just eight slides about how successful the firm already is — and then a footer.

A general counsel facing a crisis. A business owner dealing with litigation. An entrepreneur about to close a complex deal. Any of them could land on this homepage and leave without knowing what Akerman does, who to call, or how to start.

The website is built entirely around the firm's perspective. Not one word of the homepage is written from the client's perspective. That gap — between what a \$627M firm has to offer and what the homepage communicates to a prospect — is where clients are being lost.

AUDIT AT A GLANCE

Key numbers — confirmed from Google PageSpeed and live crawl — June 6, 2026

Zero Homepage Client CTAs	404 Error Contact Page	78 / 100 Mobile Speed Score	76 / 100 Accessibility Score	4 Critical Issues Found	\$40K–\$120K Est. Clients Lost / Yr
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WHAT YOUR WEBSITE IS GETTING RIGHT

Every strength below was confirmed from the live site — not assumed

#	What Is Working Well	Why It Matters to Your Business
01	Attorney search tool — find the right lawyer in seconds	The People page at xxxURL has a fully functional attorney search with filters for Name, Keyword, Service, Practice Group, and School, plus an A-Z alphabetical navigator. A client who knows they need a specific type of lawyer can find one quickly. This is a genuinely useful tool that most law firm websites do not execute this cleanly.
02	Practice and sector depth is exceptional — 11 practices, 17 sectors	The xxxURL page lists 11 core practice areas and 17 industry sectors — from Bankruptcy and Healthcare to Gaming, Cannabis, and Equine Sector. This breadth signals to sophisticated clients and referrers that Akerman has genuine specialists across an unusually wide range of legal needs.
03	15+ city office network gives national reach with local presence	Offices confirmed in XXXXXXXXXXXXXXXXXXXXXXX and more. For multi-state businesses and institutional clients, national coverage under one firm is a significant advantage and a trust signal that the firm has the resources to handle complex matters.

#	What Is Working Well	Why It Matters to Your Business
04	Desktop performance is near-perfect — 97/100	Google scores the desktop site 97 out of 100 for performance. On a standard desktop connection the site loads in under 0.6 seconds. For partners and general counsels reviewing the site on a work computer, the experience is fast and smooth from the first click.
05	Real user traffic is strong — Core Web Vitals confirmed PASSED	Google has collected enough real-user data from this site to confirm Core Web Vitals as PASSED in the field. LCP 1.8s, INP 83ms, and CLS 0 — all green in real user conditions. This means the site performs well for the majority of real visitors, particularly on faster connections.
06	SEO technical foundation is solid — 91/100	Google's SEO audit scores the site 91/100 on both mobile and desktop. Page structure, titles, and meta descriptions are largely in order. The site has real organic search presence and is indexed across thousands of attorney and practice area pages.
07	Client portal exists — Online Bill Pay, Client Login, and My Binder	The footer confirms a client portal with XXX, XXX, and My Binder — a meaningful infrastructure investment that signals the firm takes client relationship management seriously. For existing clients, this is a genuine value-add.
08	LinkedIn and Twitter/X presence confirmed	Social media links to LinkedIn and Twitter/X are present in the footer. For a firm of this profile, LinkedIn in particular is a significant business development channel — it is where referrers, general counsels, and prospective clients follow firms they are considering.
09	Individual office pages provide direct phone numbers	Each office location page — confirmed on the XXX page at - includes a direct phone number. XXX confirmed as +1 XXX XXX XXXX. For a client who navigates deeply enough, contact information does exist and is accurate.
10	\$627M in 2025 revenue — a record — signals firm health and stability	Record revenue is a meaningful signal to institutional clients and referrers evaluating whether to send major matters to the firm. Stability matters in legal relationships. The achievement is real — the problem is that it is positioned as a firm boast rather than as client confidence-building evidence.

FULL PERFORMANCE SCORECARD

Ten areas scored and explained — every score sourced from a real test or live crawl

#	Area Reviewed	Score /10	What This Means for Your Business — In Plain English	Status	How We Know
01	Homepage Client Messaging	1	The homepage has eight slides. Every slide is about the firm — an award, a revenue record, a ranking. Not one word addresses a client's problem or tells a prospect what XXX can do for them. Below the carousel is nothing but the footer. A potential client arrives, sees a trophy case, and has no path forward.	CRITICAL	Live crawl — 8 carousel slides confirmed, zero client CTAs, zero content below carousel
02	Contact Page	1	The Contact link goes to xxxURL — which returns a 404 Page Not Found error. There is no contact form, no fallback, and no phone number on the 404 page. A prospective client who clicks Contact hits a dead end.	CRITICAL	Live crawl — /en/contact.html confirmed 404, Jun 6 2026
03	Phone Number Accessibility	2	There is no phone number on the homepage, the practice areas page, the people page, or the offices list page. To find a number, a visitor must: click Offices, select a city, then read the office page. That is three clicks to find a phone number on a law firm website. Most potential clients will not complete that journey.	CRITICAL	Live crawl — phone confirmed only at /en/firm/offices/miami/ after 3 clicks
04	Mobile Performance	5	The mobile site scores 78/100 and takes 4.4 seconds to show its main content — nearly twice Google's acceptable limit of 2.5 seconds. The primary cause is render-blocking code that delays the page load by an estimated 2,740 milliseconds. A client researching firms on their phone faces a slow, friction-heavy experience.	FAIR	Google PageSpeed Mobile 78/100, LCP 4.4s, render-blocking 2,740ms, Jun 6 2026
05	Desktop Performance	10	97/100 on desktop — near perfect. The site loads in under 0.6 seconds on a standard desktop connection. For partners and in-house counsel reviewing firms on a work computer, the experience is fast and completely friction-free.	EXCELLENT	Google PageSpeed Desktop 97/100, FCP 0.6s, LCP 1.2s, Jun 6 2026

#	Area Reviewed	Score /10	What This Means for Your Business — In Plain English	Status	How We Know
06	Accessibility	6	76/100 on both mobile and desktop — the same score on both platforms, confirming a structural issue rather than a device-specific one. For a firm that serves financial institutions, healthcare clients, and government entities — all of which have accessibility compliance obligations — a 76/100 accessibility score is a credibility gap.	FAIR	Google PageSpeed Accessibility 76/100 mobile and desktop
07	SEO Technical Foundation	8	91/100 on both mobile and desktop. Page structure, titles, and meta descriptions are largely correct. The firm has genuine organic search presence across attorney profiles and practice area pages. A solid foundation that a stronger homepage would amplify.	GOOD	Google PageSpeed SEO 91/100 mobile and desktop
08	Internal Navigation	3	Two key navigation URLs return 404 errors: xxxURL and xxxURL. These are the two most likely destinations for a prospective client exploring the site. Broken internal links damage both user experience and search engine credibility.	CRITICAL	Live crawl — both URLs confirmed 404
09	Client Social Proof	4	No client testimonials, no case outcome summaries, and no client-facing success content appears anywhere on the homepage or the practice areas landing page. The firm's record \$627M revenue and award wins are featured prominently — but from a client perspective, that communicates firm success, not client outcomes.	WEAK	Live crawl — no client testimonials or case results on homepage or /en/work/
10	Real User Traffic	9	Google's Core Web Vitals field data is confirmed as PASSED — LCP 1.8s, INP 83ms, CLS 0. This means real people are regularly visiting and the firm has genuine organic reach. The traffic is there. The conversion infrastructure for turning that traffic into client enquiries is what is currently missing.	EXCELLENT	Google PageSpeed CrUX field data — Core Web Vitals PASSED, Jun 6 2026

WHERE CLIENTS ARE BEING LOST

Seven confirmed revenue leaks — what is happening, why it matters, and what a professional fix looks like

Priority	The Revenue Leak	What Is Happening Right Now — And What Client It Costs You	Professional Solution Required	Est. Annual Impact
P1 CRITICAL	The homepage has no message for a potential client — just eight slides about the firm	When a general counsel, a business owner in dispute, or an entrepreneur about to close a major deal lands on akerman.com, they are looking for one thing: evidence that this firm understands their situation and can help. What they find instead is a revolving display of firm achievements — a Vault Law 100 ranking, a \$627M revenue record, an AI initiative. These are impressive facts. They are also completely irrelevant to a client who needs legal help today. Below the carousel is nothing. The page ends. There is no 'Here is what we do.' No 'Tell us what you need.' No visible next step. A prospective client with a real legal problem reads the homepage and learns nothing useful about whether XXX is the right firm for them.	A complete homepage conversion strategy — restructuring the above-fold experience around client problems and outcomes rather than firm achievements, building clear pathways into practice areas, and creating the calls to action that turn a site visit into a conversation with the right attorney.	\$20,000–\$60,000 / yr in new client engagements
P1 CRITICAL	Clicking 'Contact' takes every enquiring prospect to a broken page	The Contact link in the site's navigation — the most direct expression of intent a prospective client can make — points to /en/contact.html. That page does not exist. It returns a 404 error with no alternative path, no phone number, and no guidance. Think about who clicks Contact on a law firm website: someone who has made a decision to reach out. They are not browsing — they are ready. And the site hands them a broken page. That is a lost engagement at the highest possible moment of intent.	A full site navigation audit — repairing the broken contact link, implementing a properly designed contact and intake architecture, and establishing monitoring so that broken paths are caught before they cost the firm client relationships.	\$10,000–\$30,000 / yr in recovered direct enquiries

Priority	The Revenue Leak	What Is Happening Right Now — And What Client It Costs You	Professional Solution Required	Est. Annual Impact
P1 CRITICAL	The phone number is buried three clicks deep — most prospective clients will not find it	There is no phone number on the homepage. No phone number on the practice areas page. No phone number on the people search page. No phone number on the offices list page. To find a number, a visitor must click Offices, select a specific city, and read the individual office page. That is three deliberate steps. A prospective client with an urgent matter — a regulatory action, a pending transaction, a contract dispute — will not take three steps to find a phone number. They will call the next firm on their list whose number is on the front page.	A phone number placement strategy — ensuring a primary contact number appears on the homepage, in the site header across all pages, and on every practice area page. A small structural change with an outsized impact on inbound enquiry volume.	\$8,000–\$25,000 / yr in inbound calls recovered
P1 CRITICAL	Two key navigation links return 404 errors — a credibility problem at scale	Both xxxURL and xxxURL return Page Not Found errors. These are not obscure deep pages — they are the two most logical destinations for a prospective client exploring what the firm does and how to reach it. For a firm that advises clients on regulatory compliance and operational risk, having broken navigation on its own website creates an unintended but very visible signal about attention to detail.	A complete technical link audit — identifying all broken internal and external links, implementing proper 301 redirects where pages have moved, and establishing a monitoring process so broken links are resolved proactively rather than reactively.	Credibility protection and recovered client journeys
P2 IMPOR TANT	Mobile site takes 4.4 seconds to show content — slow for clients on the move	Google's target for a good mobile experience is 2.5 seconds. The XXX mobile site takes 4.4 seconds to display its main content — 76% over that threshold. The cause is confirmed: render-blocking scripts are delaying the page by an estimated 2,740 milliseconds. General counsels, senior executives, and deal-focused clients frequently use mobile devices. A slow mobile experience signals — however unfairly — that the firm's digital infrastructure is not as sharp as its legal work.	Professional mobile performance engineering — eliminating render-blocking scripts, implementing efficient caching, and optimising the mobile load sequence so the site performs at the same level on a phone as it does on a desktop.	\$5,000–\$15,000 / yr from mobile client journeys completed
P2 IMPOR TANT	Accessibility score of 76/100 — the same on mobile and desktop — signals a structural gap	A 76/100 accessibility score means a meaningful percentage of visitors — including those using screen readers, keyboard navigation, or assistive devices — will encounter friction on this site. For a firm with healthcare, government, and financial services clients — many of whom have internal accessibility compliance standards — a 76/100 is a credibility consideration. It is also the same score on both mobile and desktop, which confirms the issue is in the site's underlying design, not a device-specific problem.	A full accessibility audit and remediation programme — bringing the site to WCAG 2.1 AA compliance, addressing colour contrast, keyboard navigation, screen reader compatibility, and ARIA labelling across all page templates.	Compliance risk reduction and inclusive client access
P3 MONITOR	Homepage tells clients how successful the firm is — not how it will make them successful	Every slide on the homepage carousel is about XXX: its revenue, its rankings, its awards. The firm's genuine achievements are real and impressive. But a client in the middle of a legal challenge is not asking 'is this firm successful?' — they are asking 'can this firm solve my problem?' Those are different questions, and the homepage currently answers only the first one. Client testimonials, outcome summaries, and client-facing case studies are entirely absent from the homepage and the practice areas landing page.	A client-outcome content strategy — developing case study content, client success summaries, and social proof elements that reframe the firm's achievements in terms of what they mean for clients, positioning XXX as the solution rather than the subject.	\$10,000–\$30,000 / yr in trust-driven client conversions

90-DAY CLIENT RECOVERY ROADMAP

Prioritised by impact — from immediate fixes to long-term engagement growth

When	What Needs To Happen	What Changes for Prospective Clients	Estimated Impact
This Week (0–7 days)	Fix the broken Contact link so it routes to a real intake page. Add the firm's main phone number to the homepage header. Fix the broken /en/work/practices.html redirect.	Every prospect who clicks Contact now reaches the firm instead of a dead end. Every visitor to the homepage can see a phone number immediately. Two broken doors are repaired.	\$10,000–\$30,000 / yr in recovered direct enquiries

When	What Needs To Happen	What Changes for Prospective Clients	Estimated Impact
This Month (8–30 days)	Redesign the homepage above-fold to include at least one client-problem-focused message and a clear CTA — 'Tell us about your situation' or 'Speak with an attorney.' Add practice area navigation links visible without scrolling.	A prospective client arriving on the homepage now sees a path forward. The site begins working as a business development tool, not just a credential display.	+\$15,000–\$45,000 / yr in homepage-driven client enquiries
This Quarter (30–90 days)	Address the mobile performance issues — eliminate render-blocking scripts. Conduct a full accessibility audit and begin remediation. Develop three client outcome summaries for the highest-volume practice areas.	Mobile clients have a fast, professional experience. Accessibility gaps are closed. Social proof begins appearing where prospects need it most.	+\$8,000–\$20,000 / yr in mobile and trust-driven conversions
Total Combined Upside	All seven issues addressed. The website functions as the firm's most active business development asset — not a digital credential display.	Prospective clients can find the firm, understand what it does, reach someone immediately, and have a reason to trust it — on any device, from any starting point.	\$40,000–\$120,000 / yr cumulative client engagement uplift

What This Report Is Telling You	XXX LLP is a \$627 million national law firm with exceptional depth, real talent, and genuine market presence. None of that is in question. What this report identifies is a specific and fixable gap: the website — the firm's most visible and always-on business development asset — is currently built entirely around what the firm has achieved, not around what a prospective client needs to find. The contact page is broken. The phone number is hidden. The homepage has no client-facing message. These are not strategic problems — they are execution gaps. The traffic is real. The reputation is real. The practice depth is real. The opportunity is to align the website with the quality of the firm it represents — so that every prospective client who arrives has a clear, fast, and compelling path to starting a conversation.
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