**Website**

1. Logo
2. Value Proposition
   1. Who you help?
   2. How you help them?
3. Professional Photography
4. Social Media
   1. Logos of any publications or media outlets
   2. Testimonials from clients/ customers
5. Call to Action
   1. Give visitors a clear next step
      1. Join an email list
      2. Register for a free webinar
      3. Apply for a free consultation
6. About Page
   1. Share your PERSONAL story
      1. How did you get into your industry?
      2. What experience and credential do you have?
      3. Who do you help?
      4. How do you help them?
      5. Why do you do what you do?
   2. School
   3. Licensing states
   4. Cases
7. Practice Areas
   1. List your practice areas
      1. Clear types of cases
   2. How to hire you
8. Content and/or free resources
   1. Blog Posts
   2. Podcast
   3. Webinars
   4. Videos
   5. eBooks
   6. White Papers
   7. Presentations
   8. List of resources
9. Contact Page
   1. Email
   2. Social Media
   3. Many different methods
   4. Phone
   5. Address