



## Setting Up Your Law Firm's Website and Email

A website and professional email are essential for any law firm. Beyond being a powerful marketing tool, it establishes credibility and helps build trust with potential clients.

To create an online presence when starting your law firm, follow these four basic steps:

- 1. Choose a Domain Name** – Select a unique domain name that represents your firm, for example [www.\[yourlastname\]lawfirm.com](#). This web address serves as the foundation for your website and email, typically requiring annual renewal with the domain registrar. Refer to [The Florida Bar's Ethics and Advertising Handbook](#) to ensure compliance with [advertising guidelines](#).
- 2. Design and Host Your Website** – Once you have a domain, it's time to create and host your website. You can create your website yourself or hire a professional designer. Web hosting provides the server space where your website files are stored—think of it as the “land” where your website “house” is built. Some providers offer combined domain and hosting packages, but they can also be purchased separately. Once you choose a host, connect your domain to the server to make your website accessible online.
- 3. Set Up a Business Email Account** – Use your domain name to create a professional email address (e.g., [yourname@yourdomain.com](#)). A custom business email projects professionalism, strengthens your brand, and builds client trust. Many web hosts and domain registrars offer business email as an add-on that can be integrated with services like Microsoft Outlook.
- 4. Consider a Paid Business Email Account** – While free email accounts (e.g., Gmail, Yahoo, AOL) are sufficient for personal use, a business email (e.g. [Microsoft Business](#), [Google Workspace](#)) offers added benefits:
  - **Professionalism** – A custom email address creates a strong first impression and reinforces your firm's professional identity. For example, [jsmith@smithlaw.com](#) presents a more polished image than a standard free account like [johnsmithpa@gmail.com](#).
  - **Enhanced Security** – Business email providers offer features to safeguard sensitive communications. Additionally, with free accounts, the content of your emails may be scanned by the provider for advertising and other purposes.
  - **Account Management** – Admin tools make it easy to manage accounts and forward emails, streamlining operations.
  - **Customer Support** – Paid email plans often include support for troubleshooting issues.

There are many technical details involved. Consult an IT professional or hosting provider to address any questions before beginning.

Domain and Web Hosting Providers	Website Builder Providers
<a href="#">bluehost</a>	<a href="#">bluehost</a>
<a href="#">DreamHost</a>	<a href="#">GoDaddy</a>
<a href="#">GoDaddy</a>	<a href="#">Hostinger</a>
<a href="#">Hostinger</a>	<a href="#">IONOS</a>
	<a href="#">Squarespace</a>
	<a href="#">Wix</a>

The above list of providers does not serve as a recommended list. Members are advised to perform their own research before making any selections.