

Summons Studio

Capabilities & Services Overview

Clean. Professional. High-performance experiences for modern law firms.

Executive Summary

Summons Studio builds credibility-driven websites for solo attorneys and boutique law firms. We combine clean design, ADA-aware development, and strategic intake optimization to build websites that earn trust, reduce friction, and improve case-fit clarity.

Our Philosophy

- First impressions shape trust in under 3–5 seconds.
- Clarity and confidence outperform clutter and gimmicks.
- Every layout is built mobile-first.
- ADA accessibility isn't optional — it builds credibility.
- Performance signals professionalism and directly impacts SEO.

Who We Serve

Solo Attorneys

Launch-ready, credibility-focused websites designed around clarity and trust.

Small & Boutique Firms

Structured multi-attorney layouts with consistent brand and voice.

Consumer-Focused Practices

Family law, criminal defense, estate planning, PI, employment law and more.

Services Overview

Strategy

Positioning, sitemap architecture, intake flow mapping, and practice-area clarity.

UX & Design

Clean UI systems, typography, spacing, and trust-focused layout decisions.

Development

High-performance HTML/CSS/JS builds with ADA structure and SEO fundamentals.

Support & Enhancements

Ongoing updates, page builds, refinements, and long-term site evolution.

Detailed Services

Website Strategy

Message clarity, user path planning, content alignment.

UX & Intake Design

Qualification cues, friction-free contact flow, expectation-setting copy.

Visual Identity

Type scale, spacing, brand tone, UI consistency, layout harmony.

Development

Responsive builds, semantic structure, modern standards, reliability-first.

Messaging Assist

Homepage refinement, CTA messaging, tone consistency, practice descriptions.

Integrations

Calendly scheduling, Stripe/Square payments, map embeds, secure forms.

Our Process

Discovery

Understanding goals, firm position, audience, and intake needs.

Architecture

Page structure, content mapping, hierarchy and UX flow.

Design

High-fidelity mockups, refinements, and brand direction.

Build

Development, ADA checks, performance optimization, responsive testing.

Launch

Deployment, QA review, video walkthroughs, ongoing support.

Technology Stack

- Clean HTML / CSS / JS (no heavy templates).
- Hyper-optimized static hosting for speed and reliability.
- SEO-ready semantic structure.
- Minimal scripting for long-term maintainability.
- ADA-aware navigation and markup.

Accessibility (ADA)

- WCAG 2.1 AA color and contrast standards.
- Screen-reader accessible structure and navigation.
- Keyboard-accessible menus and focus states.
- Predictable layout and scrolling behavior.
- Reduced-motion considerations.

Legal Consumer Insights

- Users form trust impressions almost instantly.
- Clear, predictable messaging reduces off-fit inquiries.
- Professional tone improves perceived legitimacy.
- Faster websites increase conversion and ranking.

Engagement Tiers

Solo Starter

A streamlined, credibility-driven website for individual attorneys.

Boutique Growth

Multi-attorney structure, practice area buildouts, and enhanced UX.

Custom & Enterprise

Specific requirements, unique integrations, and deeper workflows.

Next Steps

1. Schedule a short consultation call
2. Receive a tailored scope proposal
3. Begin Discovery + Design

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Let's build something exceptional.