

CTA BUTTONS

As part of the UX content I wrote for a criminal defense attorney's website, I crafted the call-to-action button text on each of his 13 practice area pages, two of which can be seen here.

Scenario: The CTA buttons are placed halfway down the page as way to break up the content and prevent the user from experiencing information overload.

Challenge: With limited space, prompt the user to contact the law firm by clicking the button, which sends the user to a contact form located at the bottom of the page.

Approach: For each CTA, I chose to tie in its corresponding practice area so the user could better resonate with its message. On each button, I used direct language to ensure the user clearly understood that by clicking it, they could contact the firm.

Full-page screenshots can be seen on the following slide.

Start Building Your Defense

REACH OUT NOW

CTA on the general Criminal Defense page

Charged With Drunk Driving?

CONTACT US FOR HELP

CTA on the DUI Defense page

An arrest is a frightening experience. Following an uncomfortable time in jail and your formal arraignment, your future is suddenly less certain. What if you are convicted? How will steep fines and possible jail time impact your life? Consult with our criminal justice attorneys in Manhattan, New York, when an arrest on criminal charges has left you in doubt. At [REDACTED], we aggressively fight for your rights.

Criminal Defense Law

Our attorneys will work hard to minimize the consequences that follow your arrest. We have courtroom experience and knowledge of criminal law that give you a valuable advantage as you face the criminal justice system. Schedule a consultation at our law firm if you've been arrested for any of the following:

- Drug Violations
- Burglary
- Larceny
- Assault
- Driving Violations
- Weapons Charges

Whatever your situation may be, we are ready to fight for you.

Start Building Your Defense

REACH OUT NOW

You're not alone when you trust our attorneys with your criminal justice case. We carefully examine the details of your situation in order to produce an in-depth defense. An experienced attorney knows how to catch discrepancies that are to your benefit. For example, did the arresting officer commit any procedural errors during your arrest? Our law firm draws on all of the available resources to help make the outcome of your case more favorable.

Criminal Defense Attorneys in New York, New York

The criminal justice system is complex and daunting, but when you trust your case with us, we guide you through it every step of the way. As our client, you'll receive our full attention and support. Contact us as soon as possible when you're facing criminal charges. Contact us to schedule a consultation with our criminal justice attorneys. We proudly represent clients in Manhattan, New York, and the surrounding areas of Brooklyn, Queens, the Bronx, Staten Island, or anywhere else in the New York metropolitan area.

General Criminal Defense page

Body content had been previously written by the client

A DUI conviction is a life-changing event. If you are found guilty of driving under the influence, the consequences range from staggering fines to jail time. Additionally, you lose your driving privileges for a period of time, and depending upon your employer's policies, your job may be affected, too. That's why it's important to consult with [REDACTED] as soon as possible following your arrest. We're the drunk driving lawyers in Manhattan, New York, that stand aggressively between you and a possible conviction.

Our law firm provides the representation you need to mount a strong defense. Depending on the individual facts of your case, we may discover grounds to have the prosecution reduce or even drop your charges. Every case is different, but with our help, you improve your chances of securing a more favorable outcome.

Charged With Drunk Driving?

CONTACT US FOR HELP

Aggressive DUI Representation

At our law firm, we familiarize ourselves with every facet of your case. We'll leave no stone unturned to discover any advantage on your behalf. The law lays out very specific grounds for how arresting officers must conduct the proceedings before, during, and after your arrest. As your drunk driving defense lawyers, we look out for technicalities and discrepancies such as:

- Whether or Not the Officer Had Reasonable Suspicion
- Whether or Not the Officer Followed Procedure
- What the Road Conditions Were
- How Field Sobriety Tests Were Conducted
- When the Breathalyzer Was Last Calibrated

Remember, time is of the essence in putting together a strong DUI defense. Schedule your consultation as soon as you can following your arrest. Our law firm is on your side.

Contact us today to consult with a drunk driving defense lawyer. We proudly represent clients in Manhattan, New York.

DUI Defense page

Body content had been previously written by the client