

Website Blueprint

OP-86181

Location: Centerville, Ohio, United States

Business Type: Attorney Fee Expert Witness & Legal Consulting Services

Target Audience: Attorneys, law firms, and legal professionals across the United States seeking expert opinions on attorney fee disputes, reasonable hourly rates, time expenditures, attorney fee motions, ethical billing practices, and law firm business operations. Target clients are typically practicing lawyers, litigation attorneys, and law firms involved in fee-shifting cases or requiring expert testimony and analysis for court proceedings. Geographic focus includes Ohio, Pennsylvania, Indiana, Illinois, California, Michigan, and Texas.

Executive Summary

Attorney Fee Expert, led by Ronald Burdge, provides highly specialized consulting and expert witness services for attorney fee disputes, reasonable hourly rates, time expenditure analyses, and ethical billing practices. With over 40 years of experience and a national reputation supported by court citations, published books, and hundreds of case involvements, the business stands out for unmatched expertise and proven authority in the field, especially focused on small and mid-sized law firms. The website upgrade using Pro Website Siteplus, rotating banner, and gallery will enhance client trust, showcase certifications and credentials, and highlight key differentiators such as courtroom testimony and direct experience in thousands of fee-shifting cases.

Primary Goals

- Enhance online presence and professional image to attract more legal clients nationwide
- Provide authoritative expert witness services and consulting on attorney fee disputes and related legal matters
- Educate the legal community through seminars, articles, and publications on attorney fee issues and ethical billing practices

Brand Values

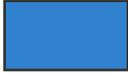
- Expertise grounded in decades of legal practice and research
- Integrity and ethical standards in all professional dealings
- Commitment to education and advancing best practices in the legal profession

Competitive Advantages

- Over 40 years of legal experience, including nearly 50 years as a practicing attorney
- Recognized SuperLawyer for 20 years and expert in over 8,000 litigated fee-shifting cases
- National reputation with over 100 CLE seminars presented, dozens of published articles, two books authored, and extensive courtroom and legislative testimony experience

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#2D3748
Secondary		#F7FAFC
Accent		#3182CE

Rationale: The primary color is a dark blue-gray that gives a trustworthy and professional feel, which is important for legal services. The secondary color is a soft off-white for a clean and easy-to-read background. The accent blue adds a touch of energy to draw attention to important buttons or links, such as Contact or Book Consultation, and keeps the look modern.

Typography

Heading Font: Merriweather

Body Font: Open Sans

Google Fonts Url: <https://fonts.googleapis.com/css?family=Merriweather:700,900&family;=Open+Sans:400,600&display;=swap>

Imagery Style

Images should show professional law office settings, courtrooms, books, and judge-related items to match the legal consulting field. Use clear, high-quality photos. For the rotating banner and gallery, combine the business's uploaded images (such as the book cover and award photos) with stock photos showing diverse attorneys or law firm meetings to showcase reliability and experience.

Overall Aesthetic

The site should look professional, honest, and established. Keep things uncluttered with clear sections. Avoid anything flashy or distracting and focus on trust and expertise. Use wide spaces, easy-to-read text, and a balance between images and information.

Theme Style

Modern professional with a traditional legal touch. Mix strong, classic colors with simple lines and subtle details. Use soft touches of blue for a sense of trust and action where needed (like banners, buttons, and call outs).

Layout Approach

Use a clean and structured page layout. Feature a rotating banner at the top with strong images and key messaging. Keep navigation simple with clear menu links (for Services, About, Gallery, CV, and Contact). Use a left-side border with the calculator image as requested, but keep it narrow so it does not distract. Galleries should be used to show recognition and expertise. Add clear call-to-action buttons throughout. Avoid clutter—each page should focus on one main topic.

Regional Recommended

- Show attorneys and legal settings that reflect a range of US regions, including Midwest, Northeast, and California. Include subtle local touches, like Ohio courthouse images, when possible. Use law-related stock images that fit small to mid-sized law firms.

Regional Avoid

- Do not use images specific only to large city skylines or major corporate law firms. Avoid images with palm trees, Southwest desert, or beaches, as they don't fit the main focus areas. Stay away from images that feel too casual, overly dramatic, or unrelated to law practice.

Requirements & Features

Homepage Rotating Banner

Description: Display a rotating banner on the homepage using uploaded images and professional stock photos relevant to law, attorney fee disputes, and legal consulting.

Validation: Banner rotates cleanly, all images are relevant, banners look professional, banner appears without interfering with content.

Professional Gallery

Description: Create a gallery on the homepage featuring user images and high-quality stock photos of law offices, courtrooms, and legal award photos.

Validation: Gallery displays main images, includes provided photos and additional stock images, images are organized and easy to view.

Contact Options

Description: Display contact form, phone number, and email clearly on every page, with a prominent 'Contact Us' button routing to the Contact page.

Validation: Contact form submits messages reliably, phone and email are visible and correct on website and directory.

Easy-to-Find Service Pages

Description: Create three main service pages: Legal Fee Disputes, Profile/Resources, CV/Resume. Make each page easy to find from the homepage and navigation.

Validation: All service pages are visible in main navigation and accessible from homepage links.

Professional Appearance

Description: Make the website look professional with consistent use of brand colors, logo, fonts, and layout. Use the logo and legal-themed images for visual appeal.

Validation: Site looks professional, uses legal-themed visuals and consistent branding.

Simple Navigation

Description: Make it easy for visitors to move around the website, find services, contact options, and view galleries from main menus.

Validation: Navigation bar and main links are clearly labeled and accessible.

Make Pages Load Faster

Description: Ensure uploaded images and banners are compressed for fast page loading, especially for homepage and gallery.

Validation: Pages load quickly on desktop and mobile, images are clear and compressed.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome attorneys and legal professionals, quickly show expertise in attorney fee disputes, and guide visitors to learn more or contact Ronald Burdge for expert advice.

Sections

Hero

Purpose: Grab attention right away and make it clear what the business does for lawyers, law firms, and legal professionals looking for expert opinions on attorney fees.

Key Elements:

- Rotating banner with professional images and a clear, direct statement about Ronald Burdge's expertise
- Business name: Attorney Fee Expert
- Short, strong headline about expert guidance on attorney fees and hourly rates
- Tagline: The Business of Law and Hourly Rates, It's What I Do
- Logo
- Contact details (phone, email) visible

Strategy: Build instant trust with decades of experience, display recognitions, and encourage legal professionals to get guidance right away.

Psychology: Legal professionals want fast proof of expertise before choosing an expert. Clear credentials, industry awards, and a professional appearance increase credibility, triggering trust and motivation to reach out.

Tone: Use confident, clear, and professional language that shows deep knowledge but is easy to understand. Talk directly to attorneys and emphasize experience and results.

Cta Block

Purpose: Encourage visitors to contact Ronald Burdge for advice, a consultation, or more information.

Key Elements:

- Button to contact you that stands out and links to the Contact page
- Simple text with an invitation to get in touch for a consultation
- Repeat of the phone number and email for quick access
- Make it easy and low-pressure to reach out

Strategy: Make the next step obvious and simple, with a friendly invitation to connect.

Psychology: Busy professionals prefer clear, fast ways to make contact. A big, direct button helps overcome hesitation and encourages outreach.

Tone: Be welcoming, approachable, and reassuring. Encourage questions and offer help, making clients feel comfortable reaching out.

Legal Attorney Fee Disputes (*Info*)

Purpose: Showcase services for handling legal disputes about attorney fees, including hourly rates, billing practices, and ethical issues.

Sections

Overview

Purpose: Explain how Ronald helps attorneys and law firms resolve fee disputes, set fair rates, and address billing problems.

Key Elements:

- Brief description of services: fee disputes, hourly rate analysis, billing reviews, and expert advice on reasonable attorney fees
- List of common problems solved (overcharging, unclear rates, ethical concerns)

Strategy: List clear solutions for pain points and invite attorneys to discuss their specific case.

Psychology: Lawyers want to protect their firms and reputations. Clear benefits and experience calm their worries.

Tone: Be concise, knowledgeable, and solution-focused. Show understanding of lawyers' needs and challenges.

Cta Block

Purpose: Prompt visitors to contact for help with fee disputes.

Key Elements:

- Contact button linking to Contact page
- Direct invitation to schedule a confidential consultation

Strategy: Move users from interest to action with clear contact options.

Psychology: Promptness is valued in legal matters. Remove barriers to discussion.

Tone: Friendly, direct, trustworthy.

Resources For Attorneys (*Info*)

Purpose: Provide attorneys and law firms with tools, articles, and expert insights about fee motion practices, hourly rate surveys, and ethical billing.

Sections

Overview

Purpose: Share valuable resources and highlight Ronald's published work, research, and helpful tools for legal billing and fee motions.

Key Elements:

- Short introduction to available resources and guides
- List of key articles, reports, and publications
- Mention of national survey on attorney fee rates
- Mention of newsletters and how to subscribe

Strategy: Establish thought leadership and encourage attorneys to use resources or subscribe to the newsletter.

Psychology: Helpful free material builds long-term trust and loyalty.

Tone: Educate, inform, and support lawyers with a helpful and professional tone.

Cta Block

Purpose: Encourage sign-ups or requests for more in-depth resources.

Key Elements:

- Button to request detailed reports or sign up for newsletter
- Simple form or email link for resource requests

Strategy: Offer knowledge in exchange for contact or sign-up, building a relationship.

Psychology: Providing value first makes clients more likely to engage later.

Tone: Generous, inviting, straightforward.

Ronald Burdge Cv (Info)

Purpose: Display Ronald Burdge's qualifications, experience, and results as an expert witness and attorney fee consultant.

Sections

Bio

Purpose: Show the depth of expertise through a professional resume (CV), appointments, recognitions, and key cases.

Key Elements:

- Professional biography
- Link to CV (downloadable PDF)
- List of awards, recognitions, and major publications
- Courts and cases served as expert

Strategy: Offer detailed proof of credibility for anyone needing assurance or documentation.

Psychology: Attorneys want reassurance they are choosing the most qualified expert.

Tone: Confident, formal, and thorough, but still plain and easy to read.

Cta Block

Purpose: Encourage visitors to view or request the full CV, and reach out for expert consultation.

Key Elements:

- Button to download CV
- Invitation to contact Ronald for questions about qualifications

Strategy: Prompt action from those needing more facts or needing to show credentials in court.

Psychology: Concrete evidence gives buyers confidence and overcomes doubts.

Tone: Inviting but professional, ready to help.

Gallery (Gallery)

Purpose: Show visual evidence of professionalism, awards, and experience, helping make the business feel real and credible.

Sections

Gallery Images

Purpose: Display a range of images—including headshots, awards, book covers, stock law office and courtroom photos—to support reputation.

Key Elements:

- Gallery of images with short captions: awards, book covers, professional headshots, law office scenes
- Stock images that reinforce trust and the legal field
- Special note: Use mkg_calculator_2.jpg as a narrow border on the left as requested

Strategy: Let potential clients connect personally and see evidence of expertise.

Psychology: Visual reinforcement of authority and approachability builds trust fast.

Tone: Clear, short captions, focus on achievement and credibility.

Contact (*Contact*)

Purpose: Give attorneys and law firms a clear, easy way to get in touch with Ronald Burdge for consultations or questions.

Sections

Contact Info

Purpose: List all the important ways to reach Ronald Burdge.

Key Elements:

- Phone number
- Email address
- Simple contact form
- Business hours
- LinkedIn profile link

Strategy: Remove any uncertainty about how to get answers fast.

Psychology: Legal professionals want options, speed, and privacy.

Tone: Polite, efficient, no-nonsense. Offer confidence in prompt response.

Recommended Sections

- Company Story
- Team Profile
- Mission & Values

Psychology Insight

Building trust through relatable storytelling and demonstrating company values

Copy Tone Guidance

Authentic and engaging, highlighting the company's journey and ethos

Implementation

UX Psychology

Principle: Build trust quickly

Application: Feature testimonials from attorneys and legal professionals on the homepage.

Implementation: Place short quotes from satisfied clients prominently for immediate credibility.

Principle: Make decisions easy

Application: Organize services in simple sections with short descriptions and clear next steps.

Implementation: Use 'Contact Us' buttons under each main service to guide users easily.

Principle: Reassure expertise

Application: Highlight years of experience, books, and awards visually in banners and galleries.

Implementation: Show key facts as callouts, such as 'Over 40 Years Experience' and 'Published Expert.'

Content Strategy

Area: Homepage and Service Pages

Recommendation: Rewrite existing website content for clearer, more professional messaging.

Implementation: Shorten text, reduce repetition, and use simpler language to explain services and credentials.

Area: Gallery/Visual Content

Recommendation: Use a mix of client-provided and stock images to showcase awards, books, and work environments.

Implementation: Select images of courtrooms, law offices, and publications to represent real legal expertise.

Area: Contact Page

Recommendation: Make contacting easy and stress-free.

Implementation: Feature a simple form, clear phone and email, and encourage quick reach-out for help.

Conversion Optimization

Technique: Prominent Contact Us Button

Rationale: Easy-to-find contact option increases inquiries and service requests.

Implementation: Add visible 'Contact Us' buttons on every page, linking directly to the form and contact info.

Technique: Client Testimonials

Rationale: Showcase positive reviews to establish trust and credibility.

Implementation: Banner or side column displays short testimonials from attorneys in each region served.

Technique: Clear Calls to Action

Rationale: Simple actions guide visitors to next steps.

Implementation: Use action statements like 'Get Expert Guidance' or 'Request a Consultation' under each service.

Priority Focus

Category: Professional Homepage

Description: Create a professional-looking homepage with rotating banner, gallery, and strong messaging.

Reason: First impressions drive trust and conversion among attorneys and law firms.

Category: Easy Contact Options

Description: Make phone, email, and contact form very easy to find.

Reason: Legal clients expect quick access to an expert. Friction-free contact drives leads.

Category: Service Page Clarity

Description: Explain expert witness and consulting services simply.

Reason: Clear service descriptions help both attorneys and law firms understand value and increase engagement.

Implementation Order

1. Update homepage with rotating banner and main gallery
2. Rewrite homepage and service pages for professionalism and clarity
3. Set up clear navigation to all service pages and contact page
4. Add testimonials and years of experience for credibility
5. Optimize all images for faster loading
6. Set up simple contact form, phone, and email on all pages

Risk Mitigation

Slow loading due to large images

Category: Performance

Suggested Action: Compress gallery and banner images before uploading.

Unprofessional appearance

Category: Branding

Suggested Action: Use formal fonts, brand colors, law-themed imagery, and proofread rewritten content.

Hidden contact info

Category: Conversion

Suggested Action: Ensure phone, email, and contact form are visible on main navigation and every page.

Business Impact

Impact Level: High