

Begin with the permitted information.

A professional website should begin with the exact practice, audience and publication scope. Use this worksheet to prepare a design brief for review; it does not approve any particular form of advocate promotion.

☐ **Identify the entity and jurisdiction.**

Record who will publish the material, where the practice operates and which professional reviewer will define the applicable communication boundaries.

☐ **Separate the agency from the practice.**

LegalBrandX describes branding and information-design services. Its contact form is not a request for legal representation and should never collect case documents.

☐ **Record the approved information scope.**

Ask the qualified reviewer which factual particulars, contact routes and website functions are appropriate. Do not assume that an ordinary agency-marketing package applies.

☐ **Keep an evidence source for every fact.**

Record the owner and source for names, qualifications, contact details and other approved particulars. Remove placeholders before public use.

☐ **Choose the smallest useful engagement.**

Preserve working assets. A clear information structure, accessible layout or maintenance process may be more appropriate than a complete identity redesign.

REVIEW OWNER / OUTSTANDING EVIDENCE / NEXT ACTION

Review gate: no lead-advertising promise, superiority claim, win rate or promotional client testimonial is included in this practice-information scope. Obtain qualified review before publication.

Make the approved material usable.

Within the reviewed scope, identity and information should work as one coherent system. Clear hierarchy and restrained presentation support understanding without adding unsupported professional claims.

☐ **Establish the identity applications.**

Approve the supplied mark, colour palette, typography and stationery layouts. Distinguish a raster adaptation from an editable original logo.

☐ **Build a clear page hierarchy.**

Organise approved information into predictable headings and navigation. Test whether visitors can find the relevant factual details without searching multiple inconsistent pages.

☐ **Keep essential copy as real text.**

Use artwork for visual context and live HTML for headings, descriptions and controls. Provide a text explanation beside process diagrams.

☐ **Check readable and keyboard-accessible layouts.**

Review desktop and mobile presentation, visible focus, labelled controls and meaningful alternative text. A visual check is not a certified accessibility audit.

☐ **Inspect samples honestly.**

Label illustrative stationery, profile structures and workbench scenes as concepts. Do not represent generated people, fictional work or placeholder systems as real staff or clients.

REVIEW OWNER / OUTSTANDING EVIDENCE / NEXT ACTION

Design handover: agree editable files, final exports, usage notes, permissions and account ownership. A document or shield icon does not signify professional approval.

Approve the version that goes live.

Publication approval is a workflow, not a decorative checkmark. Document the exact material, its purpose, the authorised reviewer and the approved version before release.

☐ **Review the full presentation.**

Inspect the words, images, page structure, links and intended audience together. A reviewed paragraph does not automatically approve a different image or promotional destination.

☐ **Assign the publication owner.**

Record who supplies facts, who reviews professional requirements, who approves the final version and who implements the change.

☐ **Keep confidential matters out.**

Exclude case files, client identities, matter descriptions and private communications from design previews. Use generic information blocks rather than fabricated sensitive records.

☐ **Separate information enquiries from legal matters.**

The agency can receive a design brief. Any practice-side contact function needs its own appropriate review and data-handling arrangements before activation.

☐ **Test before release.**

Check all links, responsive crops, labels, downloads and contact behaviour. A local saved brief is not an online submission or an accepted professional engagement.

REVIEW OWNER / OUTSTANDING EVIDENCE / NEXT ACTION

Publication gate: record reviewer, date, exact version and any conditions. Later edits should return to review where necessary. The supplied demo is not a live professional-services portal.

Keep information accurate over time.

A reviewed website still needs an owner after launch. Maintain factual accuracy, access control and a careful correction process without turning reputation work into a promise of manufactured praise.

☐ **Name a correction owner.**

Route reports about inaccurate or outdated website information to a responsible person. Record only the context needed to assess the correction.

☐ **Verify before responding.**

Check the factual source and authorised wording. Move sensitive matters to the appropriate private channel; do not reveal a confidential relationship in a public reply.

☐ **Retain a change record.**

Record the request, verification, approval and final update. Retire superseded templates and ensure that downloadable documents match the approved current version.

☐ **Keep proof templates unpublished.**

Case-study and interview layouts need genuine agency-work evidence, accurate attribution, permissions and a publication-scope review. They are not advocate case-result or client-promotion templates.

☐ **Review access and responsibilities.**

Confirm who owns the domain, hosting, files and approvals. Agree backups, review intervals, handover and exit arrangements in the actual service scope.

REVIEW OWNER / OUTSTANDING EVIDENCE / NEXT ACTION

References for the reviewer: Ministry of Law and Justice, Regulation for Online Legal Services (9 Aug 2024); W3C, Images of Text. Links are supplied in SOURCES.md. This is a working checklist, not legal advice.