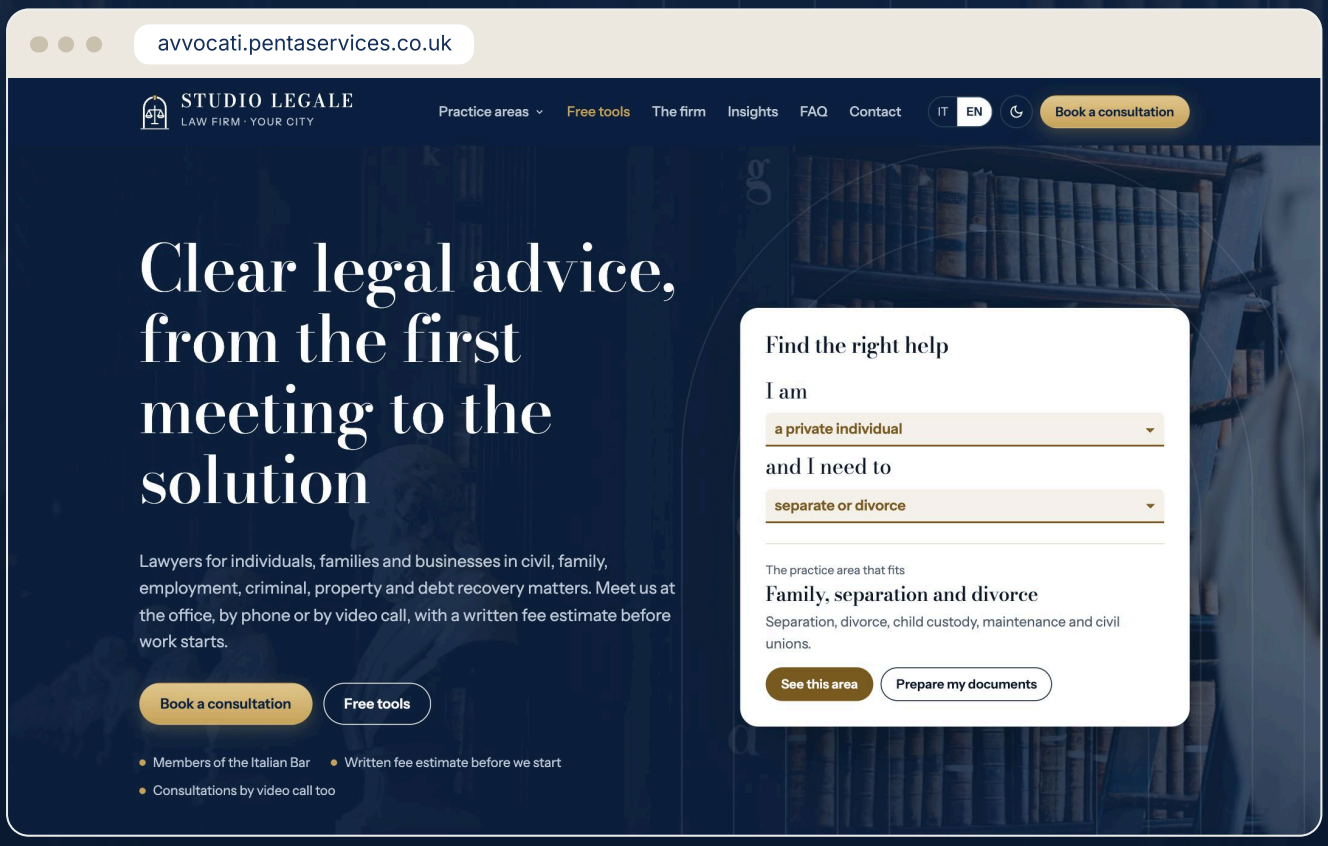
penta
SERVICES

WEBSITE GUIDE FOR LAWYERS AND LAW FIRMS IN ITALY

A website that turns Google searches into *new clients* for your firm.

Our ready-made website for lawyers and law firms: what it contains, how every section works, and how it helps people looking for a lawyer find you, trust you and book a meeting.



For lawyers, partnerships and boutique firms across Italy

Penta Services · October 2026

1 · AT A GLANCE

Clients look for a lawyer *online, before they call.*

Someone who has received a payment order, is about to separate or has just been dismissed now types the question into Google or asks ChatGPT. If the firm has no clear, fast, up-to-date website, that client finds directories or another firm.

What clients do before choosing

- Search the problem and the city ("divorce lawyer Milan")
- Want to know if the case is urgent and how much time they have
- Compare lawyers: experience, areas, clarity
- Call or WhatsApp from their phone

What our website gives you

- One page per practice area, built for Google
- Free tools that answer the first questions
- Online booking and WhatsApp, day and night
- Clear content that AI assistants quote

12
Practice areas, each with its own page

3
Free tools for clients

2
Languages: Italian and English

1 tap
To call or message from a phone

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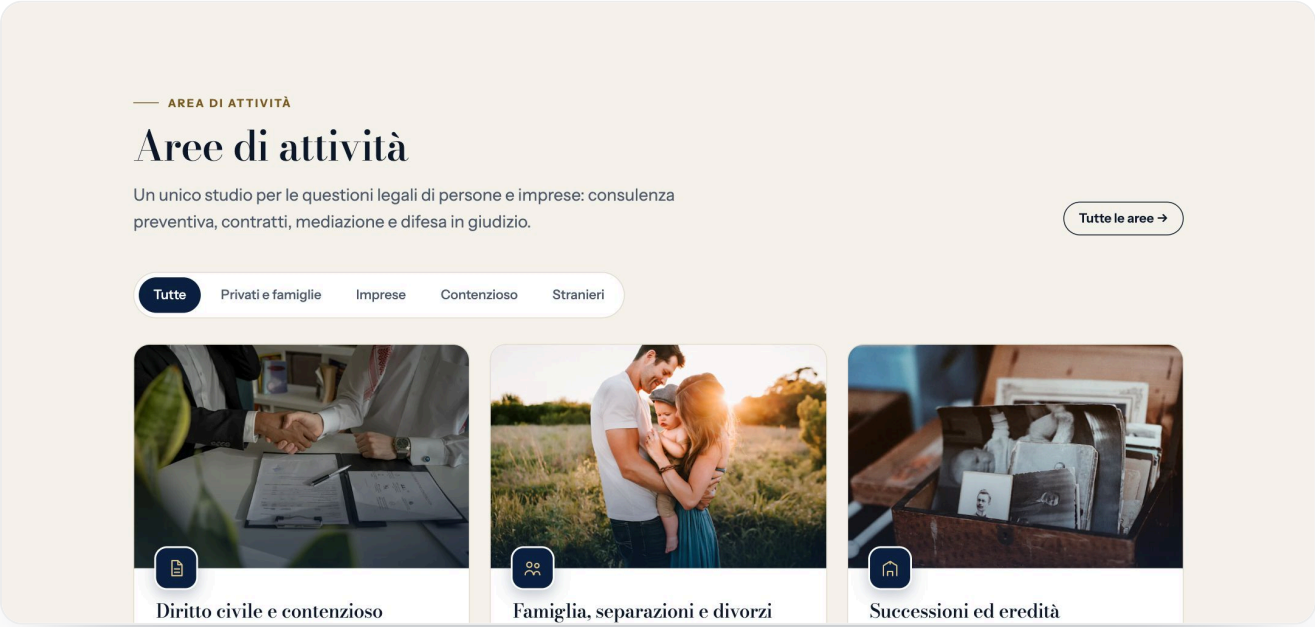
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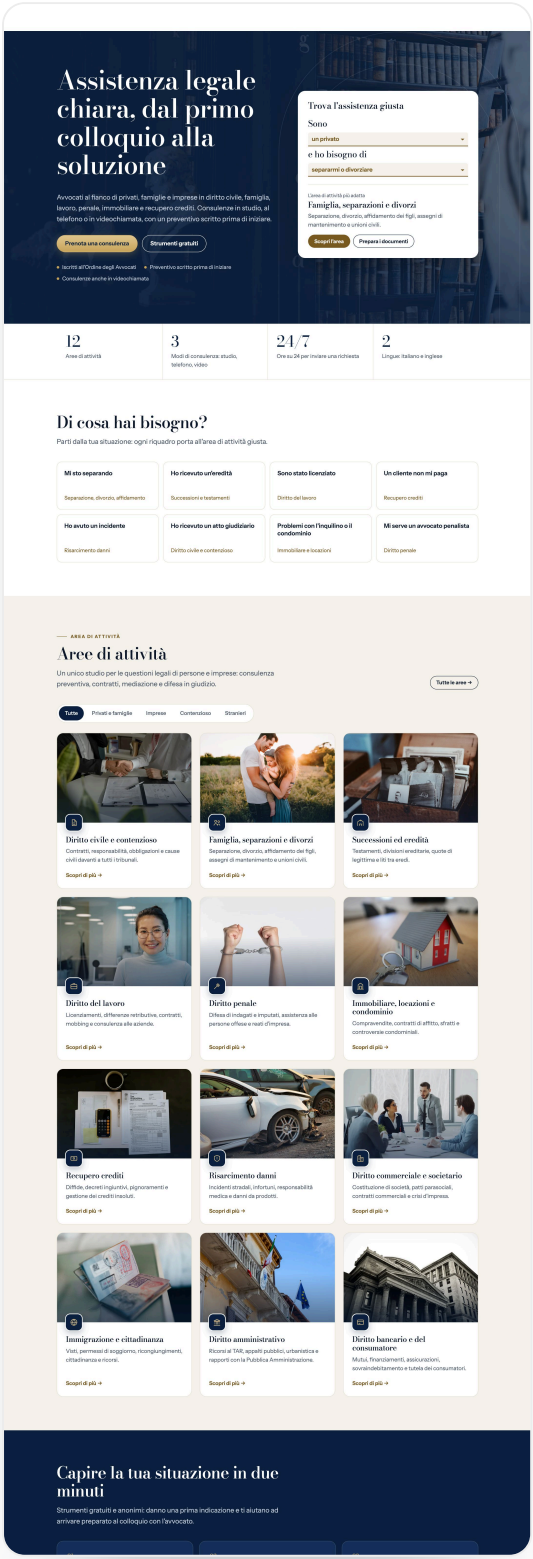
TRY THE LIVE DEMO

avvocati.pentaservices.co.uk

Open the demo on your phone and computer: it is a real working website, not a picture.



One page that answers *every first question*



1. **Clear message and booking**
   Who you are, who you help and a booking button, visible in 5 seconds.

2. **"Find the right help"**
   The client completes a sentence and sees the practice area for their case.

3. **What do you need help with?**
   Eight real situations ("I've been dismissed") that lead to the right page.

4. **Practice areas with filters**
   Individuals, businesses, litigation, foreign clients: everyone finds their area.

5. **Free tools**
   Deadline calculator, document checklist and case guide.

6. **How we work**
   Four animated steps, from first meeting to outcome.

7. **Lawyer or DIY?**
   The value of professional advice, explained without comparing colleagues.

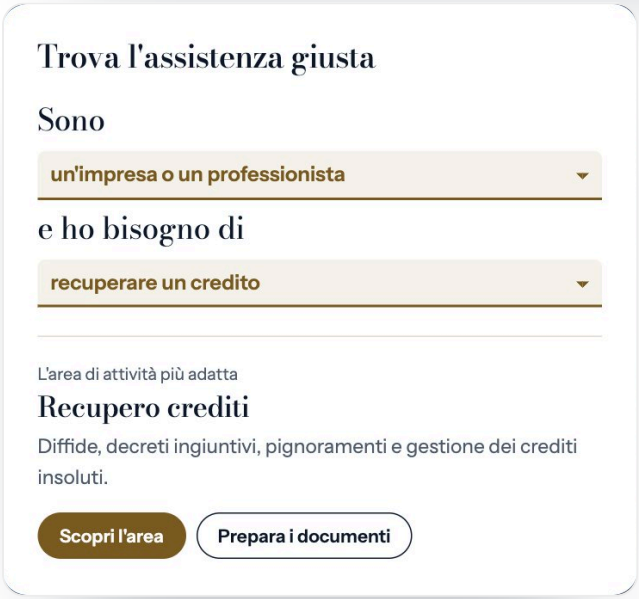
8. **The firm and the lawyers**
   Story, values and profiles, to build trust before contact.

9. **Guides, FAQ and contact**
   Articles, searchable FAQ and a final invitation to book.

A first screen that *invites people to book*

A clear headline, the main services, the promise of a written fee estimate and two actions: book or use the free tools. Beside it, the interactive "Find the right help" card.





How "Find the right help" works

- The client chooses who they are: individual, family, business or foreign citizen
- They choose what they need from 12 common situations
- The site instantly shows the right area, with links to its page and document checklist

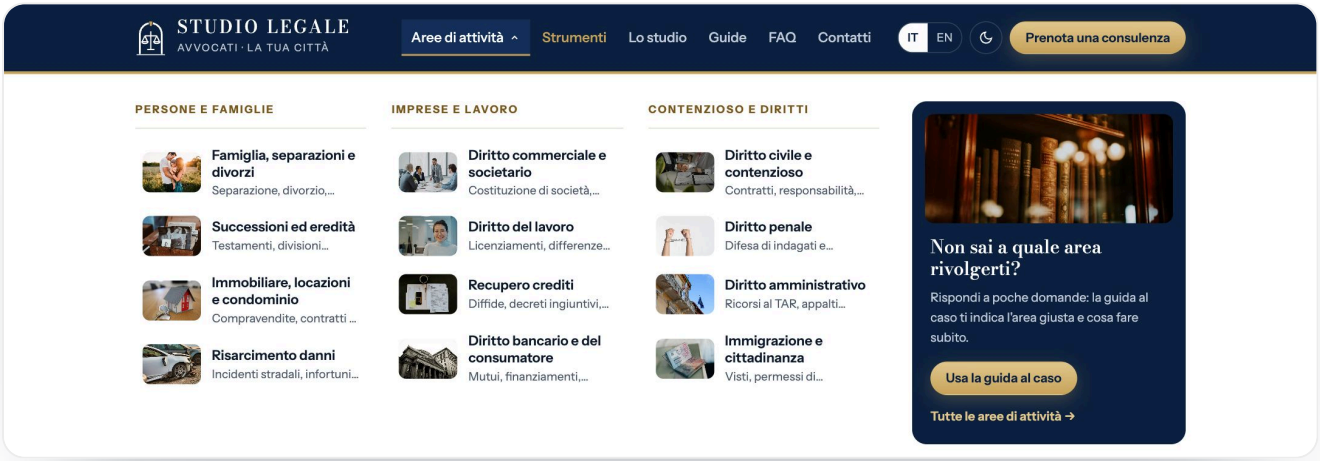
WHY IT MATTERS

People looking for a lawyer often don't know the legal name of their problem. Starting from their situation, not the code, reduces drop-off and brings more qualified enquiries.

Twelve areas, *each with its own page*

Each area has a dedicated page with a professional photograph, a direct answer, what you handle, who it's for, useful facts and an always-visible box to book. The "Practice areas" menu opens every area with images, and a fixed menu on each page lets visitors move between areas. The firm keeps only the areas it practises and can add more.

- Civil law and litigation
- Family, separation and divorce
- Successions and inheritance
- Employment law
- Criminal law
- Property, leases and condominium
- Debt recovery
- Personal injury
- Commercial and company law
- Immigration and citizenship
- Administrative law
- Banking and consumer law





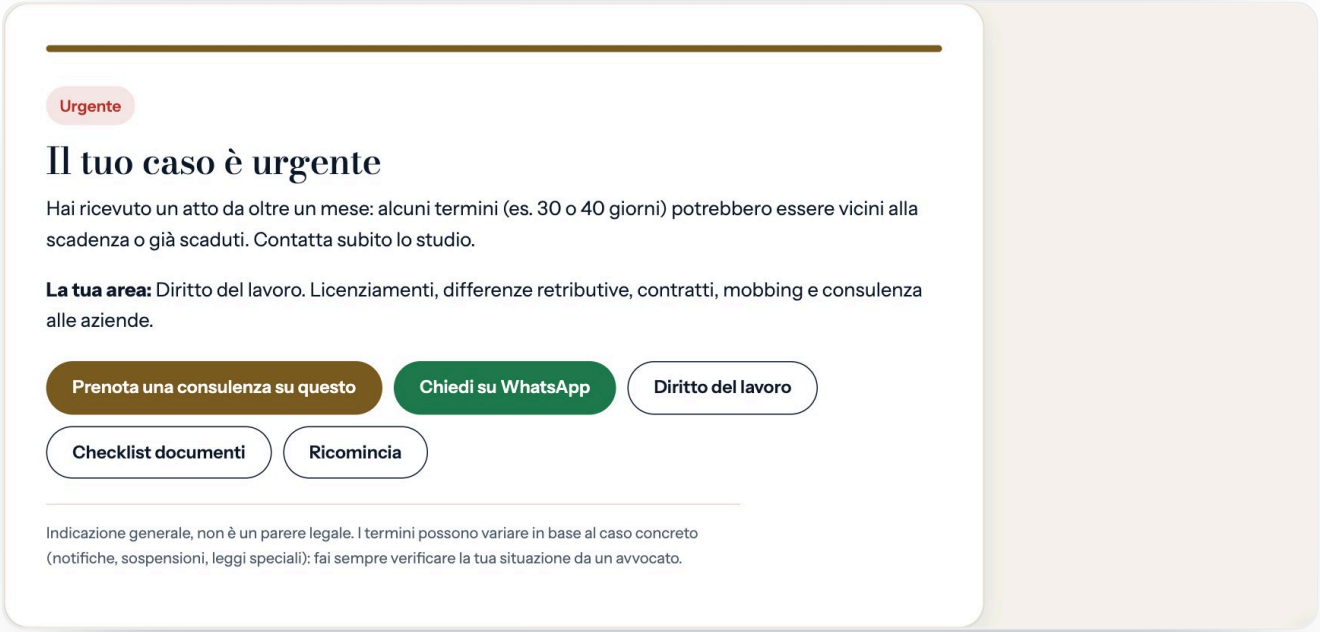
Top: the practice-areas menu. Below: an area page with its photo, the area menu and booking buttons.

3 · TOOL 1

"Find the right lawyer": *the case guide*

Four simple questions: who for, what it's about, whether a document with a deadline has arrived, and when. The result shows the practice area and the urgency, with buttons to book or message on WhatsApp.





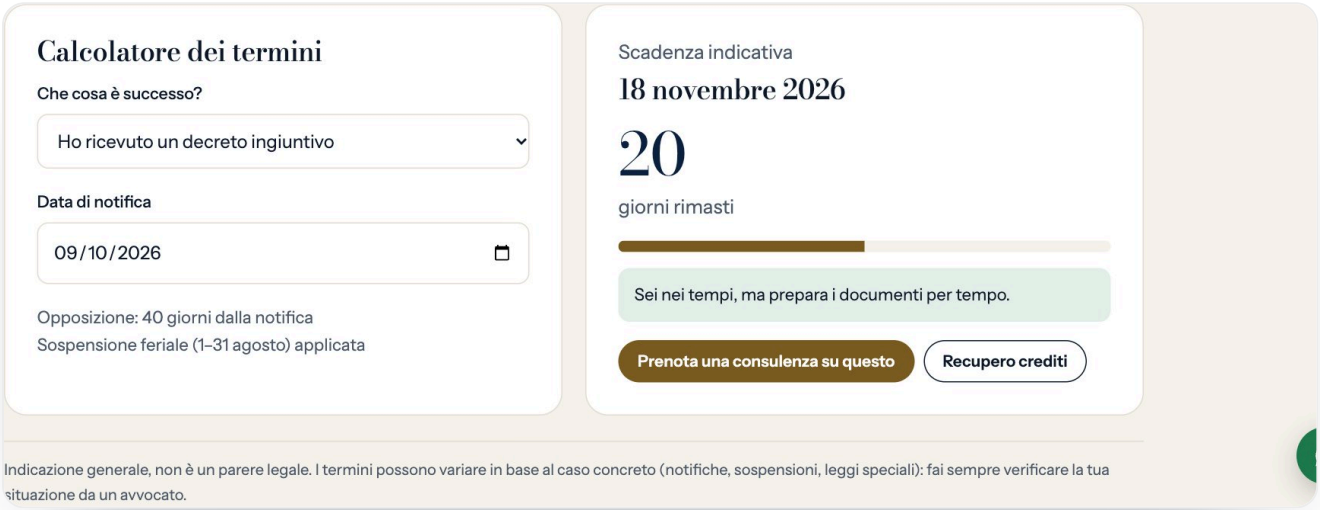
- Three levels: urgent, deal with it soon, you have time
- Direct link to the area and the checklist
- The enquiry reaches the firm with the topic already filled in

WHY IT MATTERS

Urgent cases arrive sooner, and the firm already knows what they are about. The client feels looked after before even calling.

Deadline calculator

The client chooses what happened and enters the date: the site works out the indicative deadline, the days left, and warns them when time is short.



- Payment orders, dismissals, fines, TAR, appeals, limitation periods, inheritance
- August court suspension and weekend deadlines handled automatically
- Clear notice: a general indication, to be checked with the lawyer

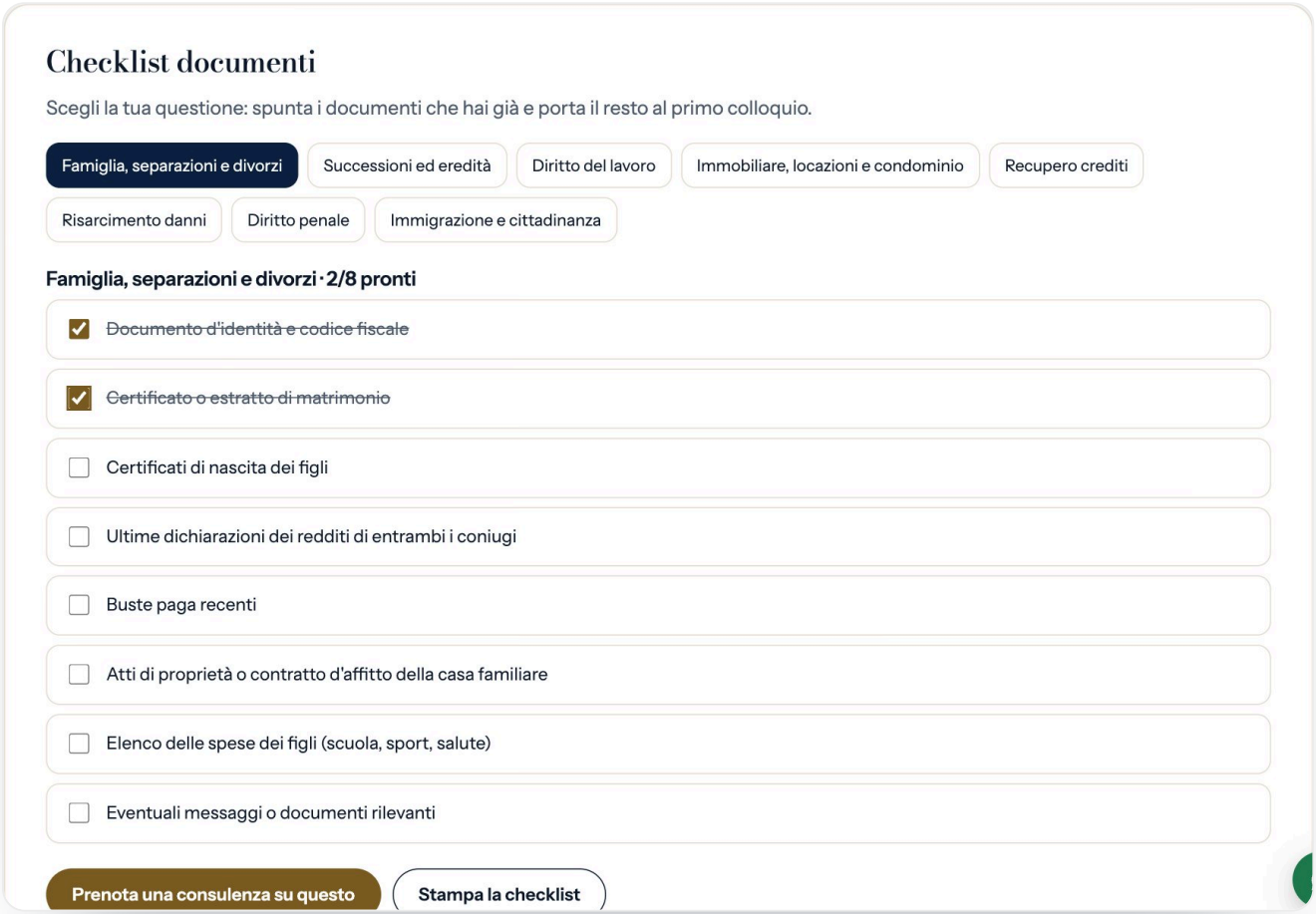
WHY IT MATTERS

The calculator works on the phone too: someone who has just been served a document sees straight away how much time they have and can book a consultation in one tap.



Document checklist

For eight types of matter, the list of documents to bring to the first meeting: tick it on the phone or print it.

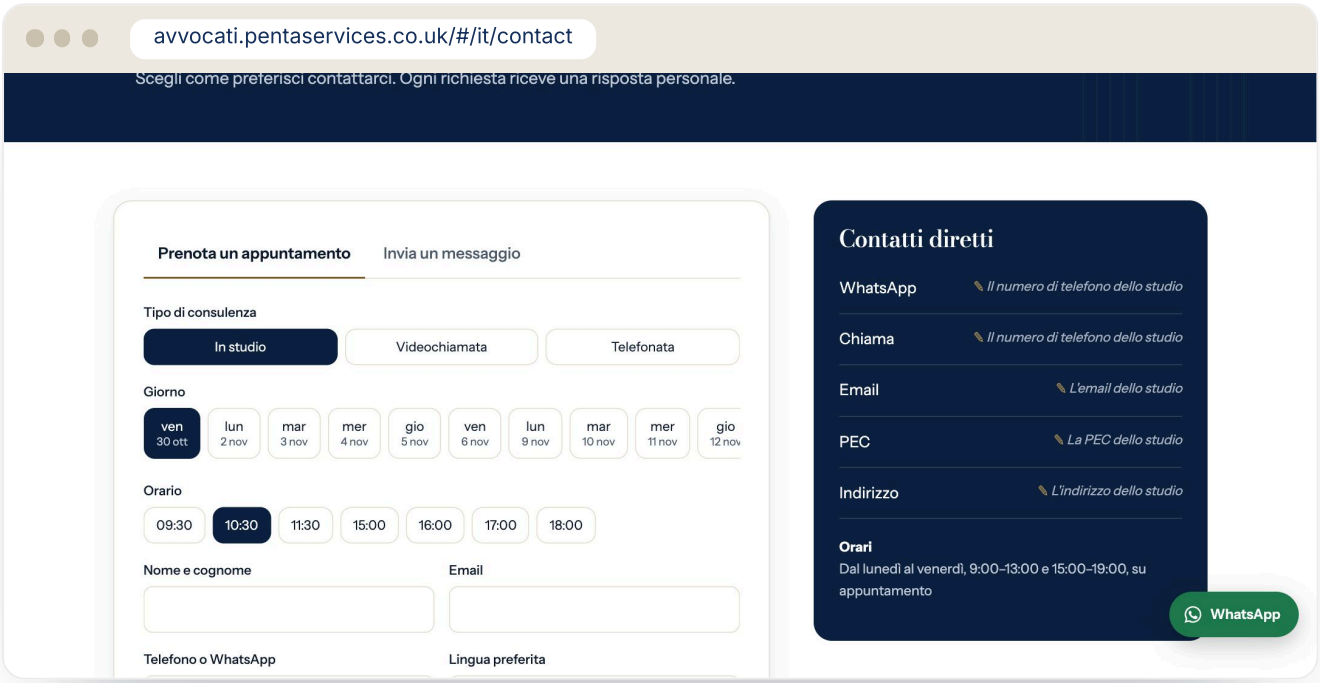


WHY IT MATTERS

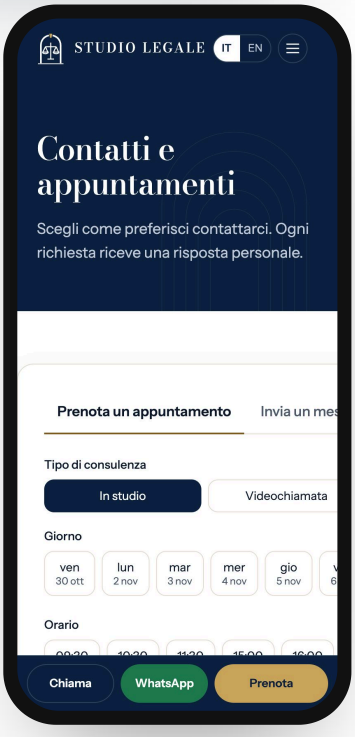
Useful tools bring people back, get shared and quoted, and bring clients to the meeting prepared: less time lost, more effective consultations.

Online booking *in under a minute*

The client chooses the type of consultation (office, video, phone), the day and time, states the topic and whether a deadline is close. The request reaches the firm by email or WhatsApp, already organised.



- Booking with the firm's own days and times
- Message form with GDPR privacy consent
- "A deadline is coming up" flag
- Direct contacts: phone, WhatsApp, email, PEC, map
- WhatsApp button always visible, contact bar on mobile
- On request: a connected online calendar (e.g. Google Calendar)



The firm, the lawyers *and content that builds trust*



The lawyers

Profiles with photo, education, Bar admission, areas and languages.



How we work

The client's journey in four steps, with a written estimate.



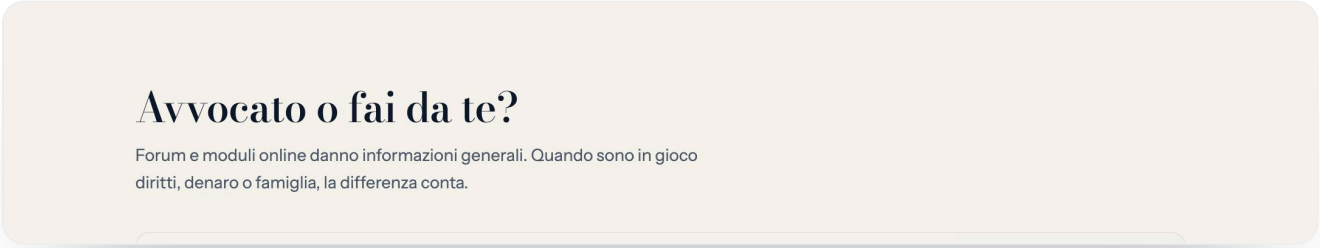
Guides and insights

Clear articles with legal references: great for Google and AI.



Searchable FAQ

The most common questions, with instant search and highlighting.



PROFESSIONAL RULES

The copy follows the principles of Art. 35 of the Italian Code of Conduct for Lawyers: correct, truthful and transparent information, with no comparison with colleagues and no promises of results. The firm approves every text before publication.

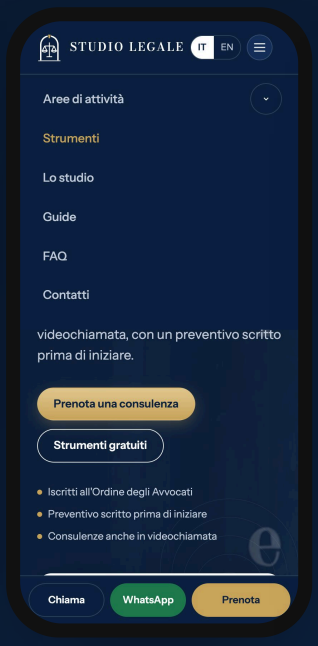
3 · MOBILE

Designed for the *phone first*

Most people look for a lawyer on their smartphone. Every page is designed for the small screen: readable text, large buttons and a fixed bar with Call, WhatsApp and Book.



Home



Menu



Tools



Practice areas

Fixed bottom bar

Call, WhatsApp and Book always within thumb's reach.

Readable text

Large type and comfortable buttons, no zooming.

Fast on 4G

Light pages that open instantly, even on the go.

WHY IT MATTERS

People who need a lawyer urgently search on their phone. A slow or awkward site sends them back to Google, towards another firm: here every step is designed for the small screen.

One proven design, *in your identity*

The site adapts to the firm: logo, name, colours, photos and copy. Four elegant palettes ready to use, or your own brand colours. Light and dark theme and Italian / English versions included.



Midnight blue



Bordeaux



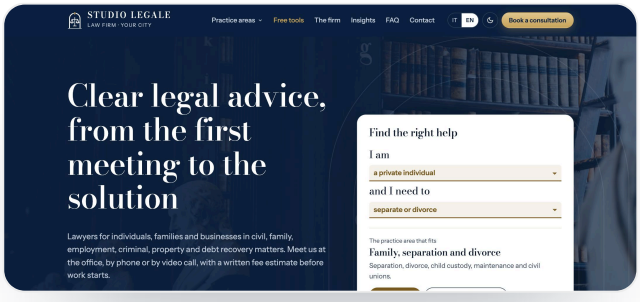
Green



Graphite



Dark theme



English version

- The firm's logo, or a new logo designed by us
- Professional photos of the lawyers and office
- More languages on request: French, Spanish, German, Chinese, Arabic...

5 · BEING FOUND

Google, Google Maps *and ChatGPT, Gemini, Perplexity*

SEO: Google and Google Maps

- A page for each area and city ("employment lawyer in Bologna")
- Titles, descriptions and LegalService structured data on every page
- Sitemap, indexing and Google Search Console
- Google Business Profile: verification and optimisation
- High speed and strong Core Web Vitals scores

GEO: answers from AI assistants

- "Answer-first" content that AI can quote
- FAQ and guides with precise legal references
- llms.txt file and access allowed for AI crawlers
- Consistent facts about the firm, lawyers, office and areas

Examples of searches the site is built around

avvocato divorzio [city] · avvocato licenziamento · decreto ingiuntivo cosa fare · avvocato successioni [city] · recupero crediti avvocato · avvocato penalista [city] · English-speaking lawyer Italy · immigration lawyer Italy

WHY IT MATTERS

More and more people ask ChatGPT, Gemini or Google AI "which lawyer should I contact". AI assistants quote sites with clear answers, precise sources and consistent facts: exactly how this website is built.

6 · ALL INCLUDED

Domain, hosting and email: *we take care of it all*

The website arrives complete and ready to use. The firm doesn't have to deal with anything technical.

Domain FREE
Registration of the firm's domain (.it or .com), if needed.

Fast, secure hosting FREE
Reliable servers, SSL certificate (https) and backups.

Professional email FREE
Mailboxes on your domain (e.g. studio@firmname.it), if required.

Privacy and cookies
GDPR privacy notice and consent management.

Google Business Profile
The firm's Google Maps listing, verified and complete.

Analytics
Visits, enquiries and calls measured, respecting privacy.

Updates and security
Technical maintenance and constant monitoring.

Support
One contact person for changes and questions.

IN PRACTICE

One partner for website, domain, hosting and email. If the firm already has a domain or mailboxes, we keep them and connect them to the new site.

Technology

- Very fast, even on mobile networks
- Accessible (WCAG) and readable for everyone
- Easy to update: copy, areas and articles

Security and privacy

- Encrypted https connection and regular backups
- Forms protected against spam
- GDPR compliant, data handled confidentially

More than a website: *more clients, every month*

Additional services, to switch on whenever the firm wants, to bring more qualified enquiries.

01 Ongoing local SEO

New pages for areas and cities, ranking tracking and a monthly report.

02 Guides and articles

Monthly content on clients' questions, written with the lawyer and approved by the firm.

03 Google reviews

A simple way to ask satisfied clients for reviews, within professional rules.

04 Google Ads

Campaigns for urgent searches ("urgent criminal lawyer"), with costs under control.

05 Social and LinkedIn

Curated profiles and informative posts to make the lawyers known.

06 Newsletter

Legal updates for clients and businesses, to stay in touch.

07 Private client area

Documents, matters and deadlines shared securely (on request).

08 Photo and video

Professional portraits of the lawyers and the office.

NO LOCK-IN

Each service is switched on only when needed and shaped around the firm's goals: more private clients, more businesses, a new office or a new practice area.

What we need *and what we do*

What we need from the firm

- Logo and colours, if you have them (otherwise we design them)
- Firm name, address, phone, email and PEC
- The practice areas you cover
- Lawyers' profiles: education, Bar admission, languages, photos
- Days and times for appointments
- Your current domain, or we register one

What we do

- Adapt design, colours and copy to the firm
- Write and optimise the pages for Google and AI
- Set up domain, hosting, email and SSL
- Connect booking, WhatsApp and analytics
- Create and optimise the Google Business Profile
- Train you to make small changes yourself

TAILORED

Every website is adapted to the firm's needs: number of areas, lawyers, offices and languages. We send you a clear proposal with no obligation.



NEXT STEPS

Want this website for *your firm?*

1. **See the demo**
   Open avvocati.pentaservices.co.uk on your phone and computer. Try the tools and the booking.

2. **Contact us**
   Write to us: we show you the site and answer every question, with no obligation.

3. **Send us the firm's details**
   Logo, lawyers, practice areas and contacts. We turn the template into your website.

4. **Approve and go live**
   You get a private preview link, approve, and the site goes live on your domain.

Contact us about your firm's website

info@pentaservices.co.uk

pentaservices.co.uk

penta SERVICES

Websites, apps, SEO and GEO, hosting. 15+ years across 50+ business sectors. Offices in London, Italy and Pakistan.

Every law firm deserves a website that matches its professionalism.