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WHITE PAPER · SHOWCASE

The Matlock Law Demo Site

What a small firm's website has to do — earn a stressed client's trust on a phone at midnight and make the next step one tap away — demonstrated on a complete working site, with every claim measured, not promised.

Matlock Law LLC and attorney Ben Matlock are fictional, and no real firm is depicted. The demo site is real and running: a complete single-page law-firm site you can open, tab through, and call from right now.

Nobody browses a bankruptcy attorney's website for fun. The person reading it is usually having one of the harder weeks of their life — debt collectors calling, a closing at risk, a parent's estate to untangle — and they're reading it on a phone, often late at night. That visitor decides in about a minute whether this is a lawyer they can trust with the problem. I built the Matlock Law demo site, a complete website for a fictional Atlanta solo practice, to show what that minute should look like: a site that establishes credibility fast, respects the visitor's privacy, works for every reader on every device, and makes the next step — one phone call — effortless. Every claim in this paper about the build was *verified* against the live site with tooling, not asserted.

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accessibility violations — axe-core against the WCAG 2.1 AA rulesets, verified on the live site

~62%

of web traffic comes from mobile devices (StatCounter) — where legal help gets searched for

7

tap-to-call phone links — the next step is never more than a thumb away

0

cookies set by the site — verified; a sensitive search deserves a quiet site

1. The stakes: why a law firm's website is different

A law firm's website carries burdens an ordinary business site doesn't:

- **The visitor is under stress.** People don't research bankruptcy, probate, or litigation casually. The site has to lower the temperature: plain language, a clear person to talk to, and an honest answer to "what happens when I call?"
- **Trust is the entire product.** A firm sells judgment and discretion. A dated template, stock-photo gavels, and a broken contact form quietly argue against both. Credentials — bar admission, education, associations — need to be findable in seconds.
- **The search happens on a phone.** Roughly 62% of web traffic is mobile (StatCounter), and "attorney near me" searches skew more mobile still. If the phone number isn't tappable, the site is asking a person in crisis to memorize digits.
- **Privacy expectations are higher.** Someone quietly researching debt relief does not want an ad network following them around afterward — and legal-marketing template sites commonly carry ad-tech trackers.
- **The fine print is not optional.** Advertising identity, no-attorney-client-relationship disclaimers, and honest scope-of-practice language are table stakes for a firm site — and often missing from templates.

2. One page, on purpose

The demo portrays Matlock Law LLC — a fictional Atlanta solo practice led by Ben Matlock, built around bankruptcy and debt relief with five supporting practice areas. The site is a single page, and that's a design decision, not a shortcut:

- **Everything a prospective client needs in one scroll**, under 800 words: who the attorney is, what he handles, why him, where he practices, and how to reach him. No menu maze, no "Practice Areas → Consumer → Chapter 7" click-through built for search engines instead of people.
- **The differentiators a solo practice actually has**, stated plainly: you work directly with the attorney, no hand-offs, free initial consultation, four decades of experience — each one a short section a stressed reader can absorb.
- **Six practice areas, honestly scoped**: bankruptcy & debt relief first, then real estate, business & corporate, estate planning, tax planning & 1031 exchanges, and general litigation — the realistic shape of a small-firm practice, not forty keyword pages.
- **Two next steps, everywhere**: call now, or send a message. The consultation form asks only what intake needs — including a matter-type dropdown that routes the inquiry — and the phone number appears as a tappable link seven times across the page.
- **The service area is explicit**: Metro Atlanta and North Georgia, county by county — the detail that tells a visitor "yes, this lawyer is for you" and tells local search the same thing.

3. The technology under the hood

The demo is built on **Next.js** — the same static-first architecture I use for municipal and nonprofit rebuilds, for the same reasons:

- **Static pages, no CMS.** The page is pre-rendered to plain HTML — no database, no plugins, no admin login for a phishing crew to harvest. A law firm's name on a hacked website is a malpractice-adjacent headline; the cheapest defense is having nothing to hack.
- **Light enough for a parking-lot connection.** Measured on the live site: the page document transfers about **16 KB**, and the complete page — scripts, styles, everything except the map embed — about **137 KB**, served over HTTP/3. It loads fast on the phone in the courthouse hallway.
- **No cookies from the site, verified.** The site itself sets **zero cookies** — no consent banner needed, nothing following the visitor afterward. The only third-party calls are the Google Maps office embed, which runs in its own frame and may set Google's own cookies there, and a cookieless analytics beacon; there is no ad-tech anywhere.
- **Local search, wired correctly: LegalService structured data,** a canonical URL, a complete social-share (Open Graph) card, and a title and description written the way a person searches — “bankruptcy & debt relief attorney in Atlanta, GA.”

The takeaway: many small firms rent template sites from legal-marketing vendors — sites that are often heavy, tracker-laden, and built to be paid for monthly rather than to serve a client in trouble. A static build flips every one of those properties, and costs almost nothing to host.

4. Accessibility, verified on the live site

A client who uses a screen reader, large text, or a keyboard has the same legal problems as everyone else — and courts increasingly treat WCAG as the de-facto standard for business sites. The Matlock demo was audited on the live site (July 2026):

- **0 axe-core violations** against the WCAG 2.1 A/AA rulesets plus best practices — 50 distinct rule checks passed. WCAG 2.1 AA is the standard the site's own accessibility statement commits to; the same audit run also passed the newer WCAG 2.2 rulesets.
- **Reflow verified programmatically at 320, 375, and 768 pixels:** zero horizontal scrolling at every width (WCAG 1.4.10) — the old-phone test most websites fail.
- **A skip-to-content link** for keyboard users, one **h1** and a clean heading hierarchy for screen-reader navigation, and **alternative text on every image**.
- **A fully labeled form:** all six consultation-form fields carry programmatic labels — no placeholder-as-label shortcuts that vanish while you type.
- **Even the map is accessible:** the office-location embed carries a descriptive title announcing exactly what it shows.
- **Every phone number is a real *tel:* link and every email a *mailto:* link** — tappable, and readable by assistive technology as what they are.

The takeaway: accessibility on this build isn't a settings page or an overlay widget — it's in the markup, and the audit is repeatable by anyone with the same tools.

5. The fine print, modeled

The demo also models the disclosure discipline a firm site needs:

- **An explicit no-attorney-client-relationship disclaimer** — contacting the firm through the site does not create representation, stated plainly rather than buried.
- **Honest advertising identity:** the attorney's credentials — J.D., bar admission since 1986, professional associations — presented as facts, not superlatives. No “#1 lawyer,” no outcome promises.
- **And because this is a demonstration:** the site says so, in its own words — a clearly marked notice that the firm and attorney are fictional and every contact detail is a placeholder. The same candor I'd put in your fine print goes in mine.

MEASURED RESULTS

The typical small-firm template site vs. this build

Measure	Typical legal-marketing template	The Matlock demo build
Platform	Rented CMS or page-builder; monthly fees; admin logins to defend	Static Next.js — no database, plugins, or admin login to attack
Accessibility	Unverified; overlay widget at best — ~96% of homepages have detectable failures (WebAIM)	0 axe-core violations against the WCAG 2.1 AA rulesets; verified on the live site
Mobile	Responsive theme, untested at small widths	Zero horizontal scroll at 320/375/768px, verified programmatically
Weight	Multi-megabyte pages: sliders, chat widgets, tracking pixels	~16 KB document, ~137 KB complete page, HTTP/3
Privacy	Ad-network trackers; retargeting; cookie banner	0 cookies set by the site, verified; no ad-tech; cookieless analytics only
Contact	Phone as plain text; forms that over-ask	7 tap-to-call links; a 6-field labeled form with matter-type routing
Local search	Generic metadata	LegalService structured data, canonical URL, complete social-share card
Disclaimers	Missing, or copied from another firm	No-attorney-client-relationship and advertising-identity language modeled in place

6. What this means for your firm

- **If a potential client finds you at 11 p.m. on a phone:** the site loads instantly, reads calmly, and puts your number one tap away — instead of losing them to the next result.
- **If they use a screen reader, large text, or a keyboard:** they read your credentials and reach your intake form like everyone else — and your site stops being an easy target for an accessibility demand letter.
- **If they're embarrassed to be searching at all:** your site isn't feeding an ad network that will chase them across the internet with bankruptcy ads.
- **If you're paying a legal-marketing vendor monthly:** a static site removes the platform fees, the plugin patching, and the hacked-site risk in one move.
- **If you're a solo or small firm:** one honest page that says who you are, what you do, and how to reach you will outperform forty thin keyword pages with the clients you actually want.

7. The build path

1. **Discover.** Your practice areas, your service area, and what your best clients actually need to hear — the intake conversation, distilled to one page.
2. **Brand.** Your identity, typography, and colors, contrast-engineered to meet WCAG AA without losing the character of the firm.
3. **Build.** Static-first stack; plain-language copy; tap-to-call everywhere; a form that asks only what intake needs; your disclaimers reviewed and placed, not pasted.
4. **Verify.** Automated accessibility, responsive, and performance audits with documented results — the same measurements shown in this paper, run on your site.
5. **Launch.** Static hosting that costs little to nothing, no patching treadmill — and every claim on the audit report repeatable the day you ask.

Sources

- StatCounter Global Stats — mobile vs. desktop market share.
- WebAIM — The WebAIM Million (annual accessibility analysis).
- Deque Systems — axe-core accessibility testing engine (v4.10), used for the audits cited.
- Parker Technology Solutions — verification records for the Matlock Law demo site: axe-core audit runs, programmatic reflow checks at 320/375/768px, transfer-size and cookie measurements against the live site (July 2026).

Open the demo, then let's talk about your firm's site

Pull up the Matlock Law demo on your own phone — tab through it, tap the number, try the form. Then get an honest assessment of where your current site stands on trust, accessibility, privacy, and mobile experience.

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