RESOURCES

Law firm website checklist: advertising claims and accessibility

One printable page for your reviewing attorney and your web team. Part A covers claims under Washington RPC 7.1; Part B covers WCAG 2.1 AA basics.

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By the DocketBuilt team · Based on sources checked November 26, 2026 · Free to print and share

How to use it: copy the checklist for each website review. Work through Part A with your responsible attorney and Part B with whoever builds or maintains the site. The notes in parentheses point to the Washington RPC comments and WCAG 2.1 criteria explained in our two guides: Washington RPC 7.1 and your website and accessibility, the ADA and WCAG. Other states' rules differ. If your firm practices elsewhere, replace Part A's references with your own jurisdiction's rules.

Part A. Advertising claims (Washington RPC 7.1)

- [ ] **Proof file.** Every factual claim (years in practice, admissions, awards, case counts) traces to a document we can show. (RPC 7.1; cmt [2])
- [ ] **Superlatives removed or substantiated.** No unsupported “best,” “top,” “most experienced,” “aggressive” or “guaranteed.” (cmt [2], [3])

- [ ] **“Specialist” and “certified.”** Each use was checked by the responsible attorney. Any certification names the certifying organization. (cmt [8])
- [ ] **Results in context.** Case results state what they are and are not, include a disclaimer that every case is different, and leave out nothing a reader would need. (cmt [3])
- [ ] **Comparisons.** No comparison with other lawyers' services or fees unless it can be substantiated. (cmt [3])
- [ ] **Testimonials and reviews.** The attorney decided whether and how to use them (Washington has no separate testimonial paragraph; RPC 7.1 applies). Client consent is on file.
- [ ] **Firm name, domain and bios.** Only lawyers associated with the firm are named. Nothing implies a partnership or a bigger firm than exists. (cmt [10]-[13])
- [ ] **Offices and licensing.** Office addresses are real. Where lawyers are identified with an office, jurisdictional limits are indicated. (cmt [14])
- [ ] **Services and languages.** Everything listed can be delivered today, including languages staff can actually use. (cmt [6])
- [ ] **Fee statements.** Any stated fees or prices are accurate and say what is and is not included. (cmt [6])
- [ ] **Third-party content.** Badges, ratings, directory profiles and vendor-written or AI-written copy were checked for accuracy before publishing. (cmt [1])
- [ ] **Vendors and lead sources.** Contracts with marketers, directories or lead generators were reviewed by the attorney against RPC 7.3(b) and comment [14].
- [ ] **Freshness.** Old results, departed staff and expired offers are gone. Each page has a review date on file.
- [ ] **Approval.** The responsible attorney approved the final text, and the date is recorded below.

Part B. Accessibility basics (WCAG 2.1 AA)

- [ ] **Contrast (1.4.3).** Body text 4.5:1 or better; large text 3:1. Brand colors, buttons and text over photos tested.
- [ ] **Keyboard (2.1.1, 2.4.7).** Every menu, form, accordion and widget works with the keyboard alone, and focus is always visible.
- [ ] **Skip link and titles (2.4.1, 2.4.2).** A “skip to main content” link exists. Every page has a unique, clear title.
- [ ] **Headings and structure (1.3.1).** Headings, lists and tables are real markup. The page language is declared (3.1.1).
- [ ] **Images (1.1.1).** Informative images have useful alt text. Decorative images have empty alt text.
- [ ] **Forms (3.3.1, 3.3.2, 3.3.3).** Every field has a visible label. Errors say which field and how to fix it. Required is not shown by color alone (1.4.1).
- [ ] **Consent boxes.** Each acknowledgment checkbox is labelled, keyboard-reachable and unchecked by default.
- [ ] **Zoom and reflow (1.4.4, 1.4.10).** At 200% text size and on a phone-width window, nothing is cut off and nothing scrolls sideways.
- [ ] **Video and audio (1.2.2).** Videos have accurate captions.
- [ ] **PDFs and downloads.** Engagement letters, guides and forms are real text with headings, not scans of paper.
- [ ] **Third-party tools.** Chat, scheduling, payment and review widgets were tested, and the vendor was asked about accessibility.
- [ ] **Status messages (4.1.3).** “Message sent” and error alerts are announced to screen readers.
- [ ] **Human testing.** Someone checked with the keyboard and a screen reader, not just an automated scanner. The date is recorded below.
- [ ] **Accessibility statement.** A short, plain-language statement names the standard you aim for and how to reach a person. It does not claim full compliance.

Sign-off

Firm and site address	
Pages reviewed	
Responsible attorney (name, bar number)	
Attorney review date	
Accessibility tester and date	
Issues found and fix dates	
Next review due	

Sources

1. Washington Courts, RPC 7.1 and RPC 7.3.
2. W3C, WCAG 2.1 and Easy Checks.
3. U.S. Department of Justice, Guidance on Web Accessibility and the ADA.

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